



NUTRISHOP
BATTLE
OF THE
BARBELLS

MURFREESBORO

PRESENTED BY

PALEOWORKS

2018 SPONSORSHIP PROPOSAL

A person is shown in a gym, performing a clean and jerk lift with a barbell. The person is wearing a black t-shirt and black shorts. The barbell is held high above their head with both arms. The background is slightly blurred, showing other people and gym equipment. The word "INTRODUCTION" is overlaid in large, white, bold, sans-serif capital letters across the top of the image.

INTRODUCTION

The Battle of the Barbells is a functional fitness event company based in Middle Tennessee. We have held successful 1 day / 2 day / Individual / Partner and Team competitions since 2013. Since that time, our events have grown from 67 athletes to over 250 athletes. Our competitors consisted of CrossFit Games, Regional, GRID athletes as well as athletes new to the functional fitness community.

We are excited to celebrate our 6th year in a large venue that will meet all of our competition needs. We hope to bring a great experience to the Mid TN community and we hope that you make this journey with us.

PAST ATHLETE DEMOGRAPHICS

Age: 13-56 years old

On average 54% Male and 46% Female

Total Onsite Competitor's: 250+

States Represented: Tennessee, Kentucky, Alabama, Ohio, Louisiana, California, Mississippi, Missouri, Vermont, and others.

Average member: the average Functional Fitness membership is 17X more expensive than a typical gym membership.

OUR ATHLETES AND FANS..

value quality and service. Our goal is to provide a high quality fitness event for our athletes and spectators while aligning corporate partners who deliver premium products and services.

FEEDBACK FROM ATHLETES

"It was the best event I have been to so far!"

"I loved being able to take advantage of getting some massage therapy as well!"

"Happy to be a part of the event as it was my first competition. Great experience!"

"It was an extremely well run event!!! Very impressed by that. To have that many athletes/judges/staff all moving in the same location and to have it on time (even early first day) is awesome!"

EVENT IS MORE THAN JUST 2 DAYS

Beginning now and leading up to the Battle of the Barbells, our partners/sponsors will have the opportunity to be marketed to the entire Battle of the Barbells demographic. Sponsors will be showcased on our website and social media giving your company exposure to our athletes and spectators. A Battle of the Barbells social media post averages 600+ unique views and reaches 1,200+ followers. Each sponsor's company information will reach athletes and spectators from all over the country.

Throughout the next five months, special sponsor announcements will be made via these channels:

- Company Features
- Athlete Spotlight Features
- Leader Board
- Registration

At the event itself, special sponsor announcements will be made via:

- Mentions from Announcers
- Branding on apparel
- Other features, dependent up on sponsorship level

2017 BATTLE OF THE BARBELLS COMPETITION FORMAT

2 DAYS – NOVEMBER 3rd & 4th, 2018

Mid-TN Expo Center:

- Venue for the 2018 Battle of the Barbells – 2 day competition

The facility boasts over 21,500 square feet of competition space as well as indoor spots dedicated to vendors and over 60' of competition rig. All of which are going to provide the opportunity to the entire event indoors!

The CrossFit community in Middle Tennessee has been thriving for years and participating in the Battle of the Barbells will allow your organization the opportunity to market to hundreds of people dedicated to fitness and health.

Vendor space is limited, so reserve your space soon!

Please contact chris@battleofthebarbells.com for more details.

SPONSORSHIP OPPORTUNITIES

The Battle of the Barbells feels that the success of a premiere level event resides in the relationships we foster with our sponsors. We seek to partner with like-minded brands that embrace the spirit of competition and take competitive events to a higher level. The Battle of the Barbells views our sponsorship levels as collaborative efforts which aim to assist one another in reaching target markets.

TITLE SPONSOR

\$3,000

You will receive:

Naming rights as The 2018 Battle of the Barbells Title sponsor

Large logo on back of athlete shirt

VIP parking for vehicle

Registration for one athlete

Event shirts for 2

20 x 10 Booth

logo on website

logo on social media

SOLD

PARTNER SPONSOR

\$ 1,500

You will receive:

- One of our WODs to include “sponsored by YOUR COMPANY”
- Large logo on back of athlete shirt
- Event shirts for 1
- 20 x 10 Booth
- logo on website
- logo on social media

SPONSORSHIP OPPORTUNITIES

For more information, please visit www.battleofthebarbells.com

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VENDING SPONSOR

LEVEL 2

\$1,000

You will receive:

- Small logo on the back of the shirt
- 20 x 10 Booth
- logo on social media

VENDING SPONSOR

LEVEL 1

\$500

You will receive:

- Small logo on the back of the shirt
- 10 x 10 Booth
- logo on social media

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BANNER SPONSOR

\$200

You will receive:

- (1) 3' x 5' banner with your logo that will be displayed on a barricade around the main competition floor.
- logo on social media