



BATTLE
OF THE
BARBELLS
HENDERSONVILLE
2021

2021 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 is lifting the barbell 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 300 athletes. Our competitors consisted of CrossFit Games, Regional, Sanctional athletes as well as athletes new to the functional fitness community.

We are excited to celebrate our 7th 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: 300+

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 1-2 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
- Potential for live streaming the event

2021 BATTLE OF THE BARBELLS COMPETITION FORMAT

1 DAY – SEPTEMBER 18th, 2021

CrossFit Hendersonville:

- Venue for the 2021 Battle of the Barbells – Team Competition

The facility boasts over 24,000 square feet of competition space as well as indoor spots dedicated to vendors and over 50' 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 us for more details.

Competition Information – chris@battleofthebarbells.com

Sponsorship Information – jaime@battleofthebarbells.com

SPONSORSHIP OPPORTUNITIES

For more information, please contact jaime@battleofthebarbells.com

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

\$5,000

You will receive:

- Naming rights as The 2021 Battle of the Barbells Title sponsor
- Large logo on back of athlete shirt
- Registration Fee for 1 team
- 20 x 10 Booth
- logo on website
- logo on social media
- Banners
- Potential to be featured on our live stream.

PARTNER SPONSOR

\$ 1,000

You will receive:

- Large logo on back of athlete shirt
- 20 x 10 Booth
- logo on website
- logo on social media
- 1 banner

SPONSORSHIP OPPORTUNITIES

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VENDING SPONSOR

LEVEL 2

\$250

You will receive:

- 20 x 10 Booth
- logo on social media

VENDING SPONSOR

LEVEL 1

\$150

You will receive:

- 10 x 10 Booth
- logo on social media

SPONSORSHIP OPPORTUNITIES

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BANNER SPONSOR

\$150

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

SHIRT SPONSOR

\$100

You will receive:

- Small logo on the back of our event shirt.
- logo on social media