

CHAMPIONS CROWNED. HISTORY MADE. LEGACIES DEFINED.



**ARNOLD
SPORTS**

F E S T I V A L

**MARCH 1-3
2024**

COLUMBUS, OH

**OFFICIAL
SPONSOR PACK**

ARNOLDSPORTS.COM



THE **WORLD'S PREMIER** SPORTS AND FITNESS EXHIBITION



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02.

100K+

UNIQUE
ATTENDEES

15K

ATHLETES

80

NATIONS

60+

EVENTS

SECOND *TO NONE*



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03.

THE WORLD'S #1 FITNESS EXHIBITION

THE LARGEST HEALTH AND FITNESS EXHIBITION ON EARTH BRINGS MORE THAN 100,000 ATTENDEES AND FEATURES 450+ SPORT'S, FITNESS & LIFESTYLE BRANDS OVER 350,000 SQ. OF FLOOR SPACE.

THE SUPERBOWL OF STRENGTH

THE ARNOLD STRONGMAN CLASSIC & ARNOLD STRONGWOMAN CLASSIC ARE THE SPORT'S MOST PRESTIGIOUS AND HEAVIEST COMPETITIONS.

BODYBUILDING'S MOST RESPECTED COMPETITION

THE ARNOLD CLASSIC IS BODYBUILDING'S PREMIER INVITATIONAL. HOSTED BY ARNOLD SCHWARZENEGGER THE SPORT'S GREATEST CHAMPION, THE EVENT FEATURES THE WORLD'S BEST MEN AND WOMEN ATHLETES COMPETING ACROSS 7 DIVISIONS FOR \$750,000.



THE **#1** FITNESS EXPO ON THE PLANET



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WITH MORE THAN **300+**
VENDORS, 350,000 SQUARE
FEET OF AVAILABLE FLOOR
SPACE, 40 SPORT'S AND
100,000+ PAID UNIQUE
ATTENDEES, THE ARNOLD
SPORTS FESTIVAL IS THE
HEALTH AND FITNESS
INDUSTRIES LARGEST
CELEBRATION OF HEALTH
AND FITNESS.

04.

THE **ULTIMATE** BODYBUILDING EXPERIENCE



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■ THE ARNOLD CLASSIC IS WIDELY
CONSIDERED **THE BEST PRODUCED
AND MOST PRESTIGIOUS
BODYBUILDING COMPETITION IN
THE WORLD.** THE EVENT INVITES
THE GREATEST PHYSIQUE
ATHLETES ON THE PLANET TO
COMPETE FOR **\$750K IN CASH
PRIZES** AND THE OPPORTUNITY TO
RECEIVE THEIR TITLE FROM
ARNOLD SCHWARZENEGGER, THE
GREATEST BODYBUILDER OF
ALL-TIME.



05.

THE **ULTIMATE** SPORTS EXPERIENCE



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■ THE **ARNOLD SPORTS FESTIVAL** BRINGS TOGETHER THE WORLD'S BEST OF BODYBUILDING, STRENGTH, POWER AND COMBAT SPORTS. THE **WORLD'S LARGEST HEALTH AND FITNESS EXPO** BRINGS MORE THAN **100,000 ATTENDEES, 15,000+ ATHLETES** FROM **80 NATIONS** TOGETHER COMPETING IN USA POWERLIFTING, USA WEIGHTLIFTING, ARM WRESTLING, MAS WRESTLING, PRO STRONGWOMAN, ARNOLD AMATEUR STRONGMAN, STRICT CURL, KETTLEBELLS AND MUCH MORE!

06.

FANS LOVE THE ARNOLD



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07.



samson__dauda 2w • Pinned

Just awesome 🔥🔥🔥 looking forward to next year 😊😊

57 likes Reply



baylorfilms 3w

Production design at the Arnold is the best I've seen so far!

233 likes Reply

noeldeyzel_bodybuilder Unbelievable experience for me. Cannot thank everyone enough. Brian, Sara, David, Leah. PLUS each and very single person who came to visit. Your support means everything to me.

March 5



jeremi.john.dierenfeldt 2w

Please do it again next year! We love the Reign booth being at the Arnold!

5 likes Reply



browning0717 3w

Glad I got to be part of this awesome event seeing both the men and women compete was amazing!

1 like Reply



jenniferlabanca_fit 3w

That stage is 🔥

1 like Reply



keithfitness18 3w

Amazing time! See you guys next year 🔥

3 likes Reply



mattymcgiveron 3w

What a show it was 🔥🔥

1 like Reply



craigsmith94 3w

The arnold is 100% taking over from the olympia. The olympia will always be the most prestigious but everything that the arnolds does is so much more. All the different events, the acts they have the expo even the marketing and sponsors they choose

8 likes Reply



marilyn.b1 2w

Cant wait to come back!!!!

Reply



anita.kiss13 2w

It was the best Arnold I've ever been to

1 like Reply



drdiva2017 2w

I had a wonderful @arnoldsports festival weekend.

2 likes Reply



kayleep850 2w

This is insaneeee!!!

Reply



jeremi.john.dierenfeldt 2w

Is it March 2024 yet?!

1 like Reply



lb_professorpump 3w

Violently good time, fam! 🙌❤️

3 likes Reply



kayleep850 3w

Damn I should've came. This is so hype 😊🔥

4 likes Reply



schwarzenegger_film_props 3w

Looks amazing!!! Well done @arnoldsports 🙌🔥

2 likes Reply



samson__dauda 2w

@arnoldsports I'll be back 😊

9 likes Reply



heide.of.venice 3w

Arnold :just : WOW! that's why you are the "KING"!

Reply



conkel62 3w

HUGE EVENT!!

1 like Reply

ARNOLD SPORTS DIGITAL MEDIA



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[HTTP://WWW.ARNOLDSPORTS.COM](http://www.arnoldsports.com)



KEY STATISTICS

135.6 MILLION

IMPRESSIONS

69K

TOTAL MENTIONS

55.9M+

REACH

6K

SHARES

185K

INTERACTIONS

62%

NET PROMOTER SCORE

1M

ENGAGEMENTS

08.

SPONSOR THE ARNOLD

WORK WITH OUR TEAM TO ACHIEVE YOUR MARKETING GOALS AND
CUSTOMIZE A SPONSORSHIP PACKAGE THAT MEETS YOUR NEEDS.



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■ ***PACKAGES MAY INCLUDE***

- ONE-TO-ONE SALES OPPORTUNITIES WITH NEARLY 100,000 ATTENDEES
- TOP ATHLETES AND COMPETITORS FROM AROUND THE WORLD
- FANS AND ENTHUSIASTS WHO ARE AMBASSADORS AND INFLUENCERS FOR BRANDS THEY LOVE
- CELEBRITY AND GUEST APPEARANCES WITH PHOTO AND AUTOGRAPH OPPORTUNITIES
- ENGAGE WITH MULTIPLE TOUCH POINTS THROUGHOUT THE EVENT
- EXCLUSIVE, SPONSOR-ONLY PERKS AND PRIVILEGES



09.

SCALABLE RETURNS

CUSTOM-BUILT TO MEET YOUR BUDGET & MARKETING GOALS

STANDARD & PREMIUM SPONSORSHIP ACTIVATION

■ **\$15,000-\$175,000**

- STANDARD OR PREMIUM 10 X 10 BOOTH SPACE*
- TABLE, CHAIRS, PIPE & DRAPE, WASTEBASKET
- STANDARD OR PREMIUM WEBSITE AD PLACEMENT
- STANDARD OR PREMIUM PROGRAM GUIDE LISTING
- CHOICE OF CUSTOM ADD-ONS



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TITLE & EVENT SPONSORS

\$200,000-\$600,000 ■

- YOUR BRANDING ON SIGNATURE EVENTS AND STAGES
- YOUR NAME LISTED AS TITLE OR EXCLUSIVE SPONSOR
- PREMIUM 10 X 20 OR 20 X 20 BOOTH SPACE*
- VIP ACCESS TO EVENTS
- SPONSOR-EXCLUSIVE PERKS
- CHOICE OF CUSTOM ADD-ONS

*ADDITIONAL BOOTH SPACE AVAILABLE AT ADDITIONAL COST, PENDING AVAILABILITY

10.

MAXIMIZE YOUR EXPOSURE

CREATE YOUR OWN CUSTOM SPONSORSHIP BY ADDING PRINT, DIGITAL & EVENT ITEMS TO YOUR SPONSOR PACKAGE.



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■ PACKAGES MAY INCLUDE

- WEBSITE AD PLACEMENTS WITH LINK
- VIP TICKET SPONSOR
- BADGE SPONSOR
- LANYARD SPONSOR
- CONVENTION CENTER BANNERS
- FLOOR CLINGS
- COLUMN WRAPS
- WINDOW CLINGS
- ATHLETE BAG PRODUCT INCLUSION
- VIP/STRONGMAN BAG PRODUCT INCLUSION
- MEETING ROOM AT HOST HOTEL
- SOCIAL MEDIA POSTS & TAGS
- APP ADS
- NEWSLETTER ADS
- LOGO ON SELECT DIGITAL ADS
- FEATURE IN ASF NEWSLETTER
- LOGO ON ONE OR MORE EXPO STAGE(S)

11.



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BOOST YOUR VISIBILITY

MAKE A STATEMENT WITH PRESENTING, TITLE OR INDUSTRY SPONSOR TITLES TO YOUR SPONSORSHIP PACKAGE.

■ **PACKAGES MAY INCLUDE**

- GREEN ROOM SPONSOR
- INDUSTRY EXCLUSIVE SPONSOR
- VIP LOUNGE SPONSOR
- ATHLETE MEET & GREET SPONSOR
- PHOTO BOOTH SPONSOR
- PARTY WITH THE PROS SPONSOR
- VIP AND/OR PREMIUM LOUNGE SPONSOR
- SIGNATURE EVENT, PANEL OR ROOM SPONSOR
- AWARDS PRESENTATION
- STAGE SPONSOR
- PUMP-UP ROOM SPONSOR
- LOGO ON ATHLETE OR VOLUNTEER SHIRTS
- LOGO ON VIP AND/OR STRONGMAN BAG
- LIVE STREAM SPONSOR



*ADDITIONAL ADD-ON OPTIONS COMING SOON. CUSTOM OPTIONS OF YOUR CREATION MAY BE POSSIBLE. TALK TO YOUR ACCOUNT REPRESENTATIVE FOR MORE INFORMATION.

SPONSORSHIP PACKAGES AT THE ARNOLD

■ **PACKAGES MAY INCLUDE**

- **PREMIUM BOOTH SPACE**
- **SPONSOR LISTING WITH LINK ON ARNOLD SPORTS WEBSITE**
- **SPONSOR LISTING IN DIGITAL & PRINT PROGRAM GUIDES**
- **ONE (1) BANNER OR LOGO IN BATELLE GRAND -OR-**
- **ONE (1) BANNER OUTSIDE THE EXHIBIT HALL (SIZE & LOCATION TBD)**
- **TWO (2) VIP TICKETS TO FRI AND SAT FINALS**
- **ADVANCED BOOKING LINK @ HILTON & HYATT HOTELS**
- **AD PLACEMENT IN ARNOLD SPORTS FESTIVAL NEWSLETTER**
- **FOUR (4) EXHIBITOR BADGES PER BOOTH**
- **DRAYAGE DISCOUNT**



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13.

EXCITING HEALTH AND FITNESS FESTIVAL WITH MORE THAN 100,000 UNIQUE ATTENDEES, RESULTING IN A \$68.4 MILLION ECONOMIC IMPACT. IT FEATURES 60+ SPORTS, SIGNATURE EVENTS, MULTIPLE MARKETING TOUCH POINTS AND OVER 20,000 ATHLETES.

AD-SUPPORTED **LIVE STREAM**

ARNOLD

CLASSIC

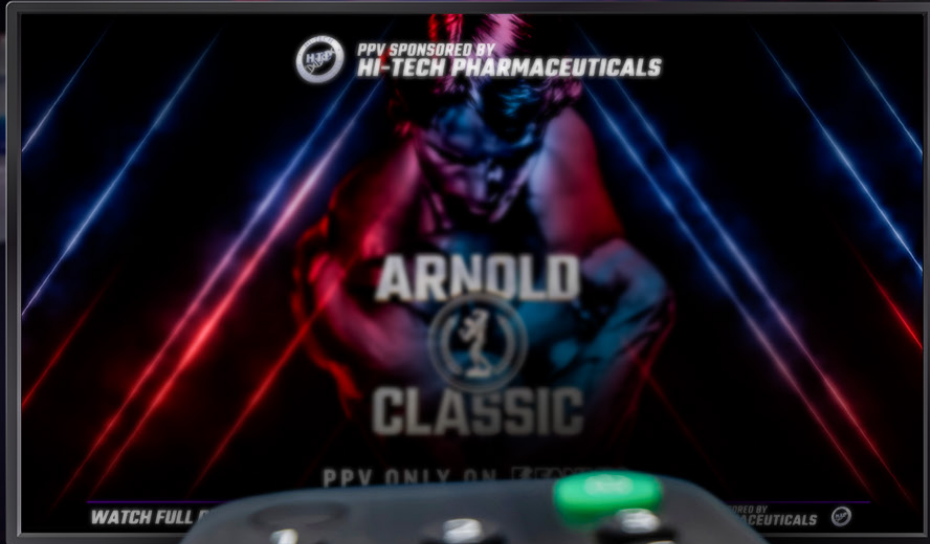
PPV ONLY ON  **FANMIO**



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- **REACH
MILLIONS OF
TARGETED FANS
AROUND THE
WORLD**
- **PROMOTE THE
SPORT OF
BODYBUILDING**



14.

ARNOLD SPORTS FESTIVAL UNITED KINGDOM

MARCH 15-17
2024

BIRMINGHAM, UK



ARNOLD
SPORTS
FESTIVAL

87.5K

ATTENDEES

20+

SPORTS

5000+

ATHLETES

ARNOLD
CLASSIC UK

ARNOLD
STRONGMAN

ARNOLD FITNESS
GAMES

POWERLIFTING

50K SQUARE METERS SUPPORTED BY THE WORLDS LARGEST BRANDS

ROGUE

REIGN
TOTAL BODY FUEL

SBD



15.



ARNOLD SPORTS

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FOR MORE INFORMATION

SALES@ARNOLDSPORTS.COM

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