



SPONSORSHIP PACKAGE



MARKET YOUR BUSINESS

LIKE A STRONGMAN

DIONE Masters

strongmancorporation.com *314-565-5970* dione@americanstrongman.com

Dear Friends,

Strongman Corporation is the organization behind the official amateur and professional strongman competitions. Thousands of athletes worldwide participate on an annual basis in our competitions.

We would like to invite your business to become a sponsor. By partnering with Strongman Corporation, you can increase your business exposure within the strength sport industry and amongst our working-class customer base. Get face to face with thousands of new customers! If you're seeking creative and interactive ways to reach new, loyal and active customers consider the below sponsorship opportunities.

Strongman Sponsor Levels:

Title Sponsor	\$75,000
Platinum Sponsor	\$30,000
Gold Sponsor	\$10,000
Event Sponsor	\$5,000
Exhibitor	\$1,500 – \$2,000

Strongman Corporation is interested in promoting your business. If you have any questions regarding sponsorships, please contact: Dione Masters at 314-565-5970 or dione@americanstrongman.com.

With Gratitude,

Strongman Corporation

www.strongmancorporation.com



STRONGMAN CORPORATION

The sole sanctioning and governing body for the sport of strongman in the World. Strongman Corporation (SC) provides athletes with yearly opportunities by promoting several professional strongman contests across the world.

We have fostered relationships with strongman organizations worldwide since 2001, and the NAS and ASC has grown to include over 50 affiliates nationally as well as 26 affiliates internationally. At Strongman Corporation, we cover everything Strongman related by promoting upcoming events as well as promoting events around the world by providing up-to-date results, promotions, and photos.

MISSION

Our goal is to provide quality Strongman competitions for the public while ensuring equal treatment for the competitors. We do all that we can to make sure our athletes have plenty of opportunities to use their memberships by regularly updating them with a list of current events.

VISION

We are committed to being the leading Strongman licensed group by setting the bar for our competitors as well as promoting licensed Strongman contests.

VALUES

We will always honor our promise to provide members with reliable and genuine information on our latest events.

"The reception we received from the Strongman Community was amazing"
Rob Charleton
NEW Age Performance

WHAT PEOPLE ARE SAYING ABOUT STRONGMAN....

"We valued the publicity value and economic impact of the competition"
Steve Arrison
Hot Springs, AR CVB

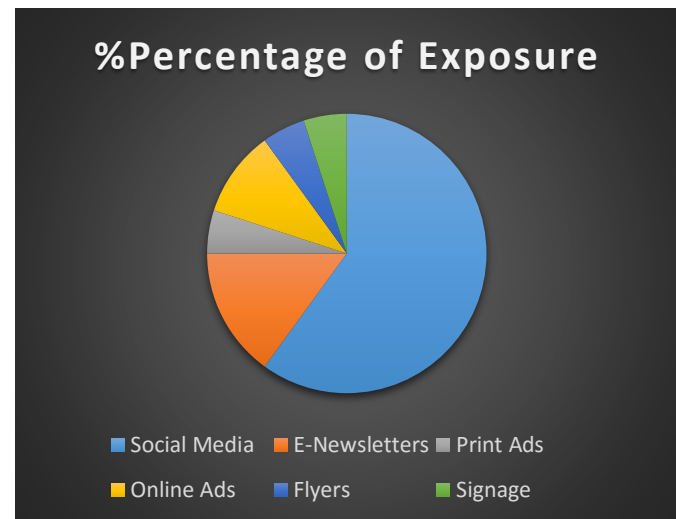
"Your short visit to Vladivostok influenced hundreds of young Russians to become stronger"
Jason Sheets
USA Consulate General

SPONSORS CAN REACH ...

Strongman Corporation provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide for the types of advertising, public and community relations opportunities afforded by partnering with us.

SOCIAL MEDIA – Facebook-Instagram-Twitter-Pinterest

- Strongman Corporation/100,000+ fans
- Logo Placement on website and social media pages



SIGNAGE

- Billboard signage, banners at the event, posters posted throughout venues

We aim to provide value to sponsors by:

1. Providing opportunities for you to market your services to our 12,000 athletes
2. Providing you with opportunities to become actively involved in Strongman Corporation events
3. Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes extreme strength athletics across the World.



STRONGMAN SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP | \$75,000

- Recognition as Strongman's Title Sponsor and Partial Naming Rights
- Specialized plaque and category exclusivity
- Event naming rights. Your company would have naming rights for remaining contest, i.e. "X" America's Strongest Man. Presenting sponsor will be America's Strongest Man presented by (X)
- Logo on Stage. Your company logo will be added to the arena curtain (provided by SC)
- Tickets ad schedule/applications. Your company name and logo will appear prominently on the official ticket (if applicable), contestant applications, and schedule of event forms and special announcements.
- Trophy Presentation Your company reps will be announced as "Special Trophy Presenter" and the Title Sponsor during the awards presentations, your company will be mentioned several times throughout the event by the Master of ceremonies
- Over Head Projectors (NAS Nationals) Your company logo, information, product promotion placed on 4 slides looping throughout the show over the main arena
- Photo Display Banner. Your company logo will be prominently displayed on banner at venues for all guests and contestants to see
- Event Announcements. Your company will be mentioned during the event.
- (3) Marketing Booths. 10x10 spaces in the event to promote your product and/or services.
- Event Flyers. A minimum of 5,000 official event flyers will be distributed to potential buyers and event attendees at retail locations and miscellaneous fitness events in USA and throughout the world.
- Social Media Exposure: Your company logo with link will be added to Strongman's official website homepage and will be promoted on all social media pages.
- Radio/T.V. Any radio/television commercial/or interviews Strongman Corporation participate in we will verbally announce your company as our title sponsor.
- 6 VIP Premium Ticket Package. Package includes access for events, back stage access and include premium seating at events.
- Logo on Clothing. Your company logo on all athlete clothing during the event. Placement of logo depends on type of sponsorship.
- Fan Base Demographic Info. Your company will receive email addresses collected at live shows.
- Interactive Booth Space. Logo on Clothing. Your company logo on all athlete clothing during the event. Placement of logo depends on type of sponsorship.
- 2 Signature Events. Your company logo and name on 2 strongman disciplines during the show.
- Opportunity to create Gift-bags for Bag Product and/or info placement.

PLATINUM SPONSOR | \$30,000 (Limited Available)

- Plaque for recognition
- Trophy Presentation Your company reps will be announced as “Special Trophy Presenter” and the Platinum Sponsor will receive recognition throughout the event.
- Over Head Projectors (NAS Nationals) Your company logo, information, product promotion placed on 4 slides looping throughout the show over the main arena
- Photo Display Banner. Your company logo will be placed on banner at venues for all guests and contestants to see.
- Event Announcements. Your company will be mentioned during the event.
- (2) Marketing Booths. 10x10 spaces in the event to promote your product and/or services.
- (2) Display Banners. Your company provided banners will be placed in visible positions at the venues. Exact placement is based on level of sponsorship.
- Social Media Exposure: Your company log with link will be added to Strongman’s official website homepage and will be promoted on all social media pages.
- (4) VIP Premium Ticket Package. Package includes access for events, back stage access and include premium seating at events.
- Logo on Clothing. Your company logo on all athlete clothing during the event. Placement of logo depends on type of sponsorship.
- Fan Base Demographic info. Email information collected at live shows
- Interactive Booth space. Audience participation at live events; i.e. (X) Fan Experience at America’s Strongest Man.
- 1 Signature Event. Your company logo and name on 1 strongman discipline during the show.
- Product Sampling. Your company provided product given away during events.

GOLD SPONSOR | \$10,000

- One signature event Your Company logo and name on one signature event per venue
- Over Head Projectors (NAS Nationals) Your company logo, information, product promotion placed on 4 slides looping throughout the show over the main arena
- Event Announcements. Your company will be mentioned during the event.
- 1 Display Booth. Your company will receive one 10 x 10 booth spaces in the event area to promote your product during the events
- 2 Display Banners. Your company provided banners will be placed in visible positions at the venues. Exact placement is based on level of sponsorship.
- Your company promoted via twitter, linked in and Instagram.
- (2) VIP tickets for events.
- Logo on Clothing. Your company logo on all athlete clothing during the event. Placement of logo depends on type of sponsorship.
- Product Sampling. Your company provided product given away during events.

EVENT SPONSOR | \$5,000 | Per Event

- Event Announcements. Your company will be mentioned during the event.
- 1 Display Booth. Your company will receive one 10 x 10 booth spaces in the event area to promote your product during the events
- Your company promoted via twitter, linked in and Instagram.
- (2) General Admission tickets for events.

EXHIBITOR | PER EVENT

All Exhibitors will receive a complimentary full page black and white advertisement in the official event program (National Championships).

Advertisements is to be provided by exhibitor within the required time frame (to be advised) and in digital format supplied electronically or on a disc with a copy of ad supplied.

All single booths are pipe and draped and approximately 10' x 10' and located in the event area where the event takes place, and includes a table and two chairs.

SINGLE	\$1,500.00
DOUBLE	\$2,000.00

Exhibitor Badges: A single booth receives four exhibitor badges and a double gets 6. We will request the names of your booth workers before badges are distributed.

Placement of Vendor Booths: Exhibitors understand and agree to the protocol of booth procedures. Booth locations are assigned in the following manner: a) Level of Sponsor and amount of monies paid; B) Seniority of Sponsor within the sponsorship level; C) Number of Exhibitor Booths purchased; and D) Among same number of booths, the Seniority of Exhibitor within a show.

IN-KIND OPPORTUNITIES

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please contact dione@americanstrongman.com. Some in-kind items received in the past include: supplement samples, gift certificates, prize packages, etc.

OTHER IDEAS

Are you interested in providing support to Strongman Corporation with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with Strongman Corporation? Sponsorship proposals can be customized to meet your business needs by contacting:

Dione Masters - *314-565-5970* dione@americanstrongman.com

SPONSORSHIP FORM:

Please fill-out the following form to confirm your chosen sponsorship package.
Completed forms can be returned to Dione Masters, the CEO of Strongman Corporation
at: dione@americanstrongman.com or 314-565-5970.

FIRST & LAST NAME:	
ADDRESS/CITY/ZIP:	
PHONE NUMBER:	
EMAIL:	

SPONSORSHIP LEVEL:

- ☐ \$75,000 Title Sponsor
☐ \$30,000 Platinum Sponsor
☐ \$10,000 Gold Sponsor
☐ \$5,000 Event Sponsor
☐ \$1,500/\$2,000 Exhibitor
☐ In-Kind

Once we receive your completed sponsor form, Strongman Corporation will contact you to discuss event arrangements, sponsor benefits and recognition.

Please send your high resolution color and black & white logos (EPS or vector preferred) to: dione@americanstrongman.com

PAYMENT INFORMATION:

- ☐ Please send me an invoice
☐ Enclosed is a check made payable to Strongman Corporation
☐ I will pay electronically on the website www.strongmancorporation.com (3% upcharge)

Upon signing this document, (name of sponsor) of (organization) has acknowledged that he/she has read, understood and agreed to the terms and conditions of this contract. The sponsor has agreed to pay the amount of \$_____ by _____ and to provide the company logo for promotional purposes for Strongman Corporation.

SPONSOR

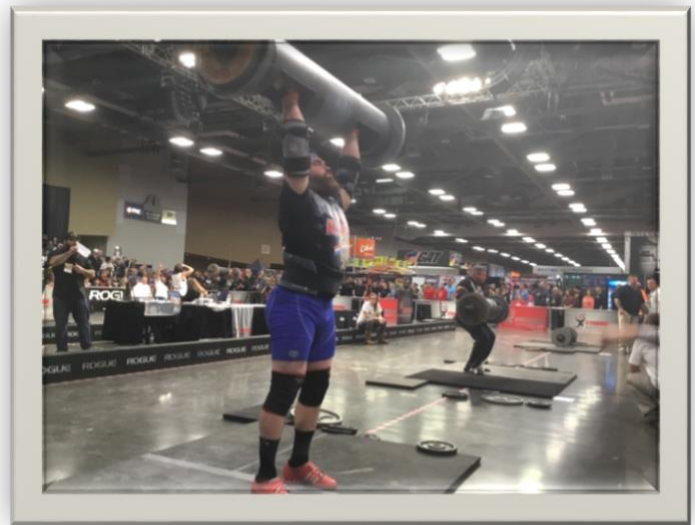
Printed Name

Company Name

Signature

Date

STRONGMAN THANKS YOU!



The World's Premier Strength Sport



DIONE Masters

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