

CHAMPIONS CROWNED. HISTORY MADE. LEGACIES DEFINED.



**ARNOLD
SPORTS UK**

F E S T I V A L

MARCH 15-17

2024

BIRMINGHAM, UK

**OFFICIAL
SPONSOR PACK**

ARNOLDSPORTSUK.COM

WELCOME TO THE ARNOLD *SPORTS FESTIVAL*



**ARNOLD
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FESTIVAL

MARCH 15-17
2024
BIRMINGHAM, UK

■ **"AS SOMEONE WHO HAS DEDICATED MY
LIFE TO HEALTH AND FITNESS, I WANT TO
THANK YOU FOR TAKING THE TIME TO
REVIEW OUR PRESENTATION. YOUR
SUPPORT MEANS IS CRITICAL IN
SPREADING OUR MESSAGE TO INSPIRE
PEOPLE TO LIVE THEIR BEST LIVES. SO
LET'S WORK TOGETHER IN THIS FITNESS
CRUSADE AND MAKE A POSITIVE IMPACT
ON THE WORLD!"**

Arnold Schwarzenegger



02.

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



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70K
VISITORS

200+
EXHIBITORS

20+
SPORTS
SHOWCASED

5K+
PROFESSIONAL
& AMATEUR
ATHLETES

“**EUROPE'S BIGGEST
BODYBUILDING
AND
STRONGMAN
CASH PRIZE EVER!**”

WITH MORE THAN **200+ EXHIBITORS**, MULTIPLE **SPORT'S** AND **70,000+ PAID UNIQUE ATTENDEES**, THE ARNOLD SPORTS FESTIVAL IS THE HEALTH AND FITNESS INDUSTRIES **LARGEST CELEBRATION OF HEALTH AND FITNESS**. THE EVENT IS SHOWCASED ACROSS THE 3 DAYS INCLUDING - **STRONGMAN** (ARNOLD STRONGMAN CLASSIC), **BODYBUILDING** (IFBB PRO), **POWERLIFTING** (IPF FEDERATION), **CROSSFIT ARNOLD FITNESS GAMES + MMA, CHEER AND DANCE PLUS MANY MORE TBC**

03.

SECOND TO NONE



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04.



THE WORLD'S #1 FITNESS EXHIBITION

THE LARGEST HEALTH AND FITNESS EXHIBITION ON EARTH BRINGS MORE THAN 100,000 ATTENDEES, 200+ EXHIBITORS AND FEATURES 450+ SPORT'S, FITNESS & LIFESTYLE BRANDS.



ARNOLD STRONGMAN CLASSIC

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



ARNOLD CLASSIC

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 CASH PRIZES.



ARNOLD CROSSFIT GAMES

THE CROSSFIT LICENSED ARNOLD FITNESS GAMES FINALS WILL TAKE PLACE OVER ALL 3 DAYS OF THE FESTIVAL. A DIFFERENT GROUP OF COMPETITORS EACH DAY WITH A FAST PACED AND CHALLENGING SCHEDULE.



ARNOLD COMBAT GAMES

OUR ARNOLD COMBAT GAMES ZONE DEDICATED TO COMPETITION SHOWCASES OF MMA, BOXING BJJ, MUAY THAI, KARATE AND TAEKWONDO.



POWERLIFTING

THE POWERLIFTING (IPF) HEATS AND FINALS



CHEER & DANCE

INTERNATIONAL HIP HOP DANCE COMPETITION AND 'FUTURE CHEER' CHEERLEADING AND SPECTACULAR GYMNASTICS SHOWCASE.

THE ULTIMATE **BODYBUILDING** & **STRONGMAN** EXPERIENCE

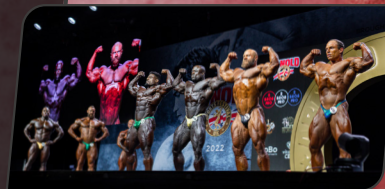


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■ THE ARNOLD CLASSIC IS WIDELY CONSIDERED THE BEST PRODUCED AND MOST PRESTIGIOUS BODYBUILDING COMPETITION IN THE WORLD. THE EVENT INVITES THE GREATEST PHYSIQUE ATHLETES ON THE PLANET TO COMPETE FOR **CASH PRIZES** AND THE OPPORTUNITY TO RECEIVE THEIR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

THE ARNOLD STRONGMAN CLASSIC & ARNOLD STRONGWOMAN CLASSIC ARE THE SPORT'S MOST PRESTIGIOUS AND HEAVIEST COMPETITIONS. ATHLETES WILL BE COMPETING FOR **CASH PRIZES** AND CLAIMING THE ACCOLADE OF BEING CROWNED THE ARNOLD CLASSIC CHAMPION.



05.

FANS LOVE THE ARNOLD



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06.



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



lois_fitness_2w

The best event by far!!! Surrounded by like minded people!! The energy was amazing!! 🙌🙌🙌

1 like Reply



muscleeeg 3w

We love the Arnold! Biggest fitness expo all year full of great deals, awesome events and amazing people 🙌😎 Definitely not one to miss.



mitchellhooper 3w

Such a good weekend

15 likes Reply



the.miraclebear 2w

@arnoldsports 🔥🔥🔥

29 likes Reply



jujimufu 3w

I HAD A BLAST!!!

1 like Reply



jenniferdorie_ifbbpro 2w

🔥🔥🔥🔥 next level

8 likes Reply



itsarielkhadr 2w

What an experience 🥰❤️🙌

7 likes Reply



evan_salmons 2w • Pinned

Getting to hear a yea buddy lightweight in person was the peak of my existence

2,696 likes Reply



bobby_thompson_prostrongman 3w

The new contest standard!

Reply



420_walter00 3w

Best promotion ever 🔥🔥🔥 Arnold Classic

1 like Reply



johnnys_fitness_ch 3w

We had a blast today... we'll be back next year...

2 likes Reply



ceo_swole 3w

Absolute fire yesterday. Couldn't ask for a better "brand unveil" party!!!! 🌚🌚

5 likes Reply



thatmotivatedkid 2w

Amazing energy here as always 🔥

Reply

ARNOLD SPORTS DIGITAL MEDIA



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@ARNOLDEXPOUK

[HTTP://WWW.ARNOLDSPORTSUK.COM](http://www.arnoldsportsuk.com)



KEY STATISTICS

135.6 MILLION

IMPRESSIONS

69K

TOTAL MENTIONS

55.9M+

REACH

6K

SHARES

185K

INTERACTIONS

62%

NET PROMOTER SCORE

1M

ENGAGEMENTS

07.

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 OUR ATTENDEES**
- **MAIN EVENT SPONSORSHIP**
- **COMPETITION STADIUM SPONSORSHIP**
- **ATHLETE Q&A STAGE**
- **CELEBRITY AND GUEST APPEARANCES WITH PHOTO AND AUTOGRAPH OPPORTUNITIES**
- **MULTIPLE TOUCH POINTS THROUGHOUT THE EVENT**
- **EXCLUSIVE, SPONSOR-ONLY PERKS AND PRIVILEGES**



SCALABLE RETURNS TO **MAXIMISE YOUR EXPOSURE**

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

■ **PACKAGES MAY INCLUDE**

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



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09.



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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



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



11.



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FOR MORE INFORMATION

S A L E S @ A R N O L D S P O R T S . C O M

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