



Information Packet – Event Partner Features and Benefits



Be a part of the 365 SWPF family by providing athletes with the products, services and support needed to excel!

Introduction

365 Strong World Powerlifting Federation (365 SWPF) is a nationally and internationally recognized powerlifting organization approved to hold sanctioned powerlifting events throughout the globe. Over a two year span our international events have attracted athletes from the United States, India, Finland, Scotland, Georgia, Cameroon, Nigeria, Uganda, Spain, Germany, Czech Republic, Italy, Greece as well as several other nations. 365 SWPF chairpersons have already been named in various U.S. states or regions, Finland and Georgia...and it's only the beginning. Founded in January 2016 by Federation President Bill Clary, the 365 SWPF has immediately captured the attention of the powerlifting world. Unlike most federations, we believe in welcoming all athletes, regardless of what federation they may have come from, what competition gear they choose or don't choose to wear or whether they compete as a "tested" or "untested" athlete. This is the only way our sport will become united and gain in popularity.

General Information

- **Fastest Membership Growth in the Sport!** Within the past 5 years 365 SWPF membership has grown to just over 2,500 active card holding members and the rate of growth is steadily increasing. Projections show, over the next fiscal year federation membership is expected to top 3,250!
- **Proactive Marketing Initiative!** Our membership demographic global reach has grown by leaps and bounds. We've initiated an aggressive social media campaign, weekly podcast and soon to be added skyped interviews with the sports former and present stars, meet hosts and our supporting partners. Most of our events feature a live event feeds and interviews over social media.
- **Our 2021 event schedule shows an increase of 50% over any past year!** Another 2-3 meets are still pending. Host venues are selected based on, 1) event friendly for the athlete, vendor, etc., 2) geographic diversity, 3) adequate equipment and space
 - **Membership Demographic:**
 - **Strength Athletes / Fitness enthusiast / Health conscious consumer**
 - **Gender Ratio: 68.5% Male and 31.5% Female**
 - **Age Demo: 17% - 11-19, 24% - ages 20-29; 28% - ages 30-39; 31% - ages 40 & Older**
 - **86% take Vitamins or Supplements**
 - **74% drink Energy Drinks**
 - **100% have or will Purchase Lifting Gear**
 - **96% drive a vehicle**
 - **61% own a house or property**
 - **Repeat Business! 88% of 365 Strong members compete in multiple events.**

Commitment to Partnering Sponsors

We believe in partnering with our 365 SWPF supporting cast of sponsors, vendors and advertisers and deliver on a that commitment by placing tremendous value by maximizing your marketing investment.

Optional Features: Website Dedicated Link, <https://www.365strong.org/supportteam>

- Partner contributions go directly toward, promote partner, athletes and events, event awards, annual team derby and in other ways that support our athletes.
- Promote your Company Brand to your primary demographic "user"
 - Receive direct website link from this site to yours
- Event partners are highlighted in event programs & flyers, social media, etc.
 - Promotional email blasts to our 365 Strong membership
 - Choose from a variety of partnership programs
 - Event partners may display their products or services
- An ongoing array of live event announcements that inspire people to your display area
 - Event display of your company banner...increased visibility
 - Pre and Post-Event promo-news highlighting your brand
- Live podcasts or zoom broadcasts at our events, aired on social media
- Live and recorded on and off-site interviews that support your products or services
- Become a VIP Host Partner for a specific event(s)...company name highlights the event title
 - Choose to be involved in all annual events, several or just one event



Creating a Winning Formula

Bill Clary is a former 5-time National level competitor, 4-time National Meet Promoter and CEO of his own consulting firm. So, Bill and the 365 SWPF executive team of experts know powerlifting and the detail that separates this federation from the rest...and together with we're proving it!

The 365 SWPF Winning "Team" Formula:

- Value all relationships, with each athlete, sponsor, spectator, meet employee, venue personnel and behind the scenes help
- Honor the athlete with photos, videos, pre-meet intros, stories and news releases for their local papers
- Provide continuous communication leading up to an event and following that event on prep and outcome
- Ensure that each meet official and referee is thoroughly trained and prepared for any challenge
- Ensure that all equipment is up to 365 SWPF specifications
- Provide an extraordinary lifting environment, equipment, walk-up song music – meet DJ, great meet venue, sound system heard by the competitors – in the warm-up area and platform and share live feeds of all the action over social media
- Just prior to each event we introduction of each lifter, sponsor and meet official, viewing an inspirational video, the singing of our National Anthem, and a special crowd introduction of all lifters and/or spectators, sponsors, etc. that served in the military, law enforcement, or as firefighters (as time allows)
- Continual announcements of the lifting order 5-6 lifters deep, so competitors can prepare accordingly
- Recognize our great supporting cast of meet partners (sponsors, vendors, etc.) throughout the event and during any stoppage in action. Partnering businesses and host facilities have an opportunity to speak with the crowd about their particular product or service
- Large visible scoreboard that posts, flight order, the current lifter, weight attempting, division, etc.
- Event Partners are again recognized for their contribution, plus they have the honor of handing out awards to the athletes after results are in. This also can include announcing our Best-Lifters, Team champion and any distribution of cash awards
- Inclusion of post meet interviews with athletes, host, sponsors, etc.
- All meet results are posted within 48 hours on our website and forward those results to powerliftingwatch.com and open [powerlifting](http://powerlifting.com)
- Follow-up contact lists, per request

Next Step to becoming an Event Partner

This is your market and specifically your user demographic. You want to be involved but at what level of participation? Contact us by calling 704.236.1899 or emailing info@365strong.org for more detail! Or, you have reviewed all partner options and have made your selection, then send us you're a copy of the partner info sheet asap and we'll include you in all event promotions immediately.

Support the athletes of 365 Strong!

