

Information Packet
Event Partner
Investment Benefits

WORLD POWERLIFTING FEDERATION

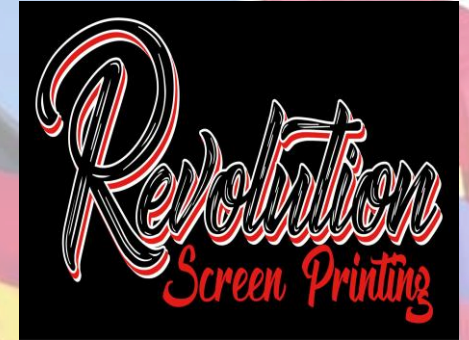
Introduction

- **Founded in January of 2016**
- **Participating Nations: USA, Georgia, Algeria, Netherlands, Finland, Spain, Mexico, Cameroon, India, Germany, Scotland, Nigeria, Uganda, Greece, Canada, Brazil, Italy, France.**
- **USA Membership covers 47 states**
- **Divisions include: Open, Juniors, Masters, Submasters, M/P/F, Teenage, Youth, Novice, Paralifter and Kids Club**
- **Athlete Classifications: Tested and Untested**
- **Female Weight Classes: 44kg, 48kg, 52kg, 56kg, 60kg, 67.5kg, 75kg, 82.5kg, 90kg, 100kg, 110kg, 110.1+kg**
- **Male Weight Classes: 52kg, 56kg, 60kg, 67.5kg, 75kg, 82.5kg, 90kg, 100kg, 110kg, 125kg, 140kg, 140.1+kg**

Growth Pattern

- **Average New Member Annual Growth: 520-550**
- **Current 10-year Membership Total: 5,826 members**
- **Average # of World Powerlifting Games Competitors: 125**
- **Average # of Daily World Powerlifting Games Spectators: 285**
 - **Athlete Gender Ratio: Male-70.8% & Female-29.2%**
- **Age Demographic: 5-10 – 2%, 10-12 – 4%, Teens – 14%, 20-29 – 24%, 30-39 – 26%, 40+ - 30%**
 - **86% - Use Vitamin Supplements**
 - **61% - Own their own Home or Property**
 - **94% - Are Insured or Need to Be (auto/health/etc.)**
 - **94% - Require Transportation**
 - **Nearly 100% - Belong to a Gym or Home Gym**
- **68.7% - Have a need for additional Gear or Equipment**
 - **74.3% - Belong to a Social Media Platform**

Current or Former Event Sponsors



Key Steps to Consider when Selecting Your Level of Sponsorship

- **Step #1: Review the Sponsorship Options**
- **Step #2: Choose what level option suits your product or services BEST.**
- **Step #3: Provide your company logo and print ad material to proceed**
- **Step #4: Benefit from pre-event response to our early marketing campaign**
- **Step #5: Link the Event to your website and social media platforms as a benefit of piggyback marketing**
- **Step #6: If included in your option, benefit from pre-event podcasts, etc.**
- **Step #7: Prepare your display space to drive the attendees toward your table or area. Time to connect and network.**
- **Step #8: We will provide various times throughout the multi-day event to speak directly to your demographic (the audience).**
- **Step #9: Speak of the support you're offering our 365 Strong athletes**

Thank You for your Support!!