



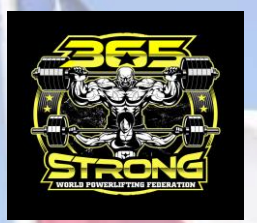
Information Packet

Event Partner

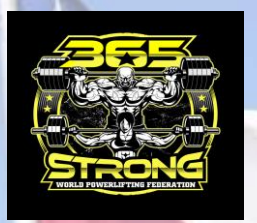
Investment Benefits

WORLD POWERLIFTING FEDERATION

Introduction



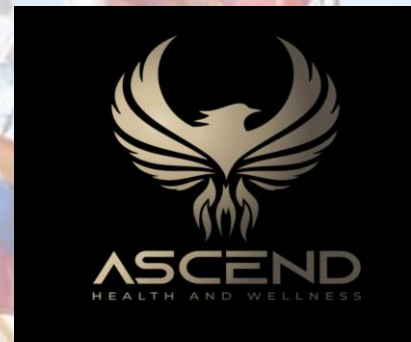
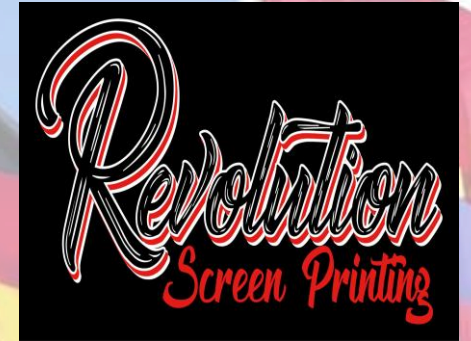
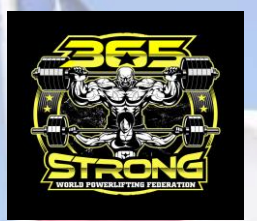
- **Founded in January of 2016**
- **Participating Nations: USA, Georgia, Algeria, Netherlands, Finland, Spain, Mexico, Cameroon, India, Germany, Scotland, Nigeria, Colombia, Uganda, Canada, Brazil, Italy, France.**
 - **USA Membership covers 48 states**
- **Divisions include: Open, Juniors, Masters, Submasters, M/P/F, Teenage, Youth, Novice, Paralifter, Kids Club & Pro-Elite.**
 - **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**



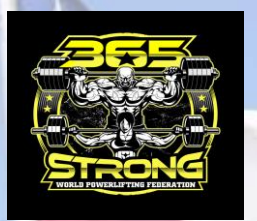
Growth Pattern

- Average New Member Annual Growth: 570-610
- Current 10-year Membership Total: 6,162 members
- Average # of World Powerlifting Games Competitors: 125
- Average # of Daily World Powerlifting Games Spectators: 315
 - Athlete Gender Ratio: Male-70.3% & Female-29.7%
- Age Demographic: 5-10 – 1%, 10-12 – 3%, Teens – 16%, 20-29 – 25%, 30-39 – 23%, 40+ - 32%
 - 87% - Use Vitamin Supplements
 - 62% - Own their own Home or Property
 - 94% - Are Insured or Need to Be (auto/health/etc.)
 - 93% - Require Transportation
 - Nearly 100% - Belong to a Gym or Home Gym
 - 65% - Have a need for additional Gear or Equipment
 - 76.1% - 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!!**