# SPONSORSHIP PROSPECTUS

Prepared by:
Adelaide Fitness Expo

ADELAIDE FITNESS EXPO

# BACKGROUND

The fitness and events industries were two of the earliest and hardest hit industries following the onset of the COVID-19 pandemic in Australia. As such, the 2020 Adelaide Fitness Expo was postponed a full 12 months until May 2021.

The agreements we had in place for 2020 have all changed in some way given the current climate. We've chosen to see this as an opportunity rather than another hurdle.

In conjunction with an organisational shift towards a broader family friendly atmosphere, we see the inclusion of sport in the expo as a major priority. And so we're elated to welcome the CLB 3 on 3 competition.

The annual Crossfit competition will once again be delivered by Brawn Fitness and this year we welcome Hangfit Street Workout as they present a national Street Workout competition.

Rebel Sport will present a 12x6 metre pop-up retail store at the centre of the venue and Beyond Bouldering are custom-building a bouldering wall for expo visitors to try.

Add to that displays from strongmen, aerialists and pole dancers, talks from industry experts and over 50 exhibitor stalls and what you get is the most exciting Adelaide Fitness Expo ever.

# THE NUMBERS

This event is being marketed via several different channels.

Firstly, a comprehensive social media campaign is already underway for the expo. This is characterised by the regular creation of both paid and organic quality content. The strategy also provides for the creation of tournament-specific content that your organisation will be featured heavily on.

In addition to this, an email marketing campaign has been planned out which leverages the entire South Australian basketball community.

A public relations firm will handle promotion of the event to all major South Australian news outlets. We will seek to create stories for print and radio about the tournament, the new team and the major sponsor will be featured in all of that.

Finally, a comprehensive radio advertising campaign is being prepared to run across Adelaide's largest commercial station promoting the expo and the tournament. The major sponsor will also feature in this.

## COMBINED MARKETING REACH

**6k+**

**3.5k+**

**50k+**

# AFE

# OPPORTUNITIES

**$20K**

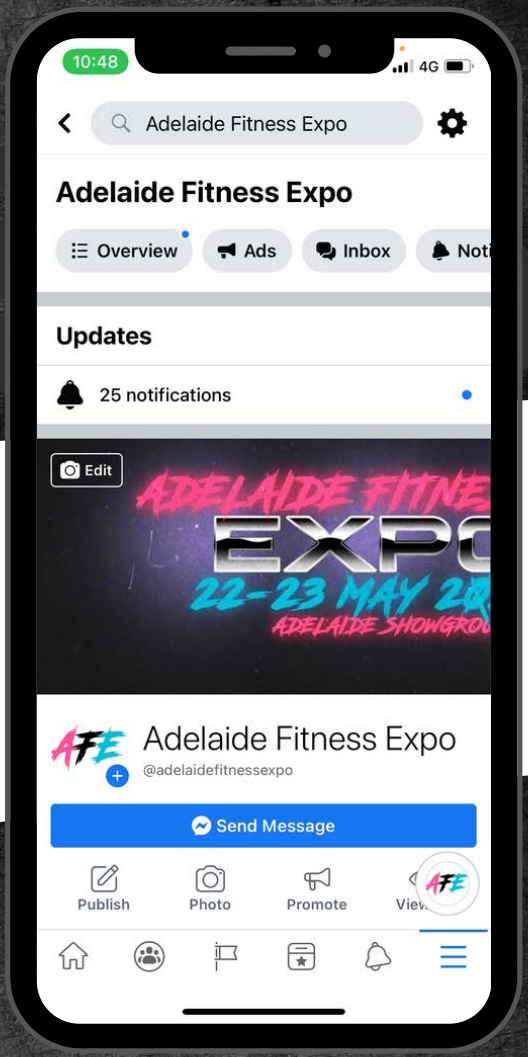
**Major Sponsor** - Dominant branding of the event including at entry and at all competition sites. Your brand will be featured prominently in all of our marketing and advertising material, expected to reach between 50k-100k Australians. Includes the opportunity for a representative from your organisation to present compeition prizes. You'll enjoy a physical presence at the expo in any ways you require including, at a minimum, a 6x3 premium booth.

**$500**

**Advertising Partner** - An A5 flyer in attendee showbags and ad placement on the Adelaide Fitness Expo website.

# CONTACT

**Thanks for taking the time to review these sponsorship opportunities. We look forward to having you as part of the team!**





**Josh Champion - Expo Director**

**info@adelaidefitnessexpo.com**

0478084461


**@adelaide_fitness_expo**

**@adelaidefitnessexpo**

ADELAIDE FITNESS EXPO