

SPONSOR PACKET



SEPTEMBER 16TH 2023

FLORIDA FIT EXPO EVENT SPONSORSHIP PROPOSAL

PROPOSED TO

PREPARED BY
World Sports Expo

Worldsportsexpo.net

EVENT DETAILS

Overview & Opportunity

On behalf of the Florida Fit Expo, we are thrilled to present you with an exclusive sponsorship opportunity to become our Event Sponsor for the highly anticipated event taking place on September 16th, 2023, at the prestigious Orange County Convention Center in Orlando, FL.

The Florida Fit Expo attracts a diverse range of attendees passionate about fitness, wellness, and a healthy lifestyle. With its expansive reach and strong influence within the sports and fitness industry, the expo offers a unique platform to connect with your target audience and generate substantial brand exposure. Especially for you, as all athletes and attendees will need your information or services.

We believe that you are **the** industry leader in your field and are an ideal partner for this exciting event.

We have designed a range of sponsorship packages to suit various levels of involvement. Please review the following statistics and options:

EVENT DETAILS

Key Statistics and Target Demographics

The Florida Fit Expo brings together various companies specializing in **the following sectors:**

- Fitness Apparel and Footwear
- Martial Arts Equipment and Training Gear
- Supplements and Nutrition Products
- Energy Drinks and Performance Beverages
- Law Enforcement and Military Recruiting
- Fitness Centers, Gyms & Health Clubs
- Personal Care and Aesthetic Companies
- Health and Wellness Brands
- Fitness and Exercise Equipment
- Training Gear and Accessories

Our target demographics include:

- Gender: 58% male, 42% female
- Age: 67% in the key 18-35 demographic
- Income: 46% earn at least \$70,000 per year
- Health-Conscious: 88% take vitamins or supplements, 72% use energy drinks and RTD
- Fitness Goals: 53% are motivated to lose weight, 75% want to live a healthier lifestyle
- Active Lifestyle: 68% purchased workout apparel in the last 6 months, 57% own home exercise equipment or have a home gym, 92% work out at least 3 times a week

EVENT DETAILS

Marketing & Business Strategies

Marketing:

Our comprehensive marketing strategy is designed to maximize exposure for your brand, ensuring a great return on investment. By partnering with us as an Event Sponsor, you will gain access to key demographics that actively use, purchase, and are interested in your company's products and services.

In addition to our robust digital campaigns, we leverage our most valuable asset—the community. Through partnerships with over 120 high-traffic businesses and retailers, we create a larger market saturation and maximize our footprint, enhancing the reach and impact of the Florida Fit Expo.

Business:

The Florida Fit Expo presents a unique opportunity for your company to directly market and sell your products or services to thousands of engaged attendees. This event creates a personalized marketing and sales experience, allowing consumers to connect with your brand on a personal level. We have a proven track record of helping companies create lasting impressions with their target audience, and we believe your brand and revenue opportunities at this event are significant.

EVENT DETAILS

Current Scheduled Events

The Florida Fit Expo features an exciting lineup of events, **including:**

- 3v3 Basketball
- Roller Derby
- **NAGA BJJ Tournament**
- **USA Powerlifting**
- Fitness CF Presents - Zumba Fit Party
- **Strongman**
- Armwrestling
- DEKA Fit
- Police vs Firefighter Games
- **USA Wrestling**
- Kids Zone
- **USA Sport Karate**
- Ultimate Armored Championship
- GRID League
- Fit Body Classic
- **James Lee ISKA Sport MMA Competition League**

SPONSORSHIP DETAILS**Title Sponsorship | \$5,000**

- "Presented By" - Headline Banner on the event website
- Stage Banner or Custom Booth Size at the festival
- 30-second advertisement on the event website and social media (provided by the sponsor)
- T-Shirt Sponsorship with company logo on the front
- 10 Back Stage Passes for exclusive access
- Ticket Booth Sponsorship

Event Sponsorship | \$3,000

- Stage Banner
- Web Banner
- VIP Section during concerts
- VIP Table at the After Party
- Ticket Booth Sponsorship
- Custom Booth Size at the festival
- T-Shirt Sponsorship
- 10 Passes for event access

VENDOR DETAILS

We believe that these sponsorship packages offer an exceptional opportunity for your company to gain exposure, connect with the target audience, and demonstrate your commitment to promoting a healthy lifestyle.

By associating your brand with the Florida Fit Expo, you will significantly enhance your brand recognition and create lasting impressions.

In addition to the title and event sponsorships, we also offer vendor packages for businesses interested in showcasing their products or services at the event.

Please find below the details of our vendor packages:

Vendor ONE | \$1,250

- 10x10 Space for booth setup

Vendor TWO | \$1,500

- 10x15 Space for booth setup

Vendor THREE | \$2,000

- 10x20 Space for booth setup

CONCLUSION

By securing a vendor package, your company will have a dedicated space to showcase your offerings, engage directly with event attendees, and generate leads or sales.

The Florida Fit Expo is a highly anticipated event that attracts fitness enthusiasts, health-conscious individuals, and industry professionals. With a comprehensive marketing strategy in place, we anticipate a significant turnout of attendees who align with your company's target demographics. If you are interested in becoming a sponsor or securing a vendor package, please do not hesitate to contact us. We would be more than happy to discuss the available options in detail and address any questions or concerns you may have.

We appreciate your consideration of this event sponsorship opportunity and look forward to the possibility of partnering with you to make the Florida Fit Expo a resounding success. Together, we can create a memorable experience for attendees while achieving our respective business goals. Thank you for your time and attention. We eagerly await your response.

Cheers,

World Sports Expo



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**WE DELIVER
NOTHING BUT
THE BEST**