



2022
IFBB PRO LEAGUE CHARLOTTE PRO
NPC CHARLOTTE CUP
WEALTH & WELLNESS EXPO

SPONSOR

.....
www.johnnystewardproductions.com





Johnny Stewart
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Greetings,

I am excited to invite you to partner with me to bring world class bodybuilding competitions to Charlotte, North Carolina April 15 - 16, 2022 at the Charlotte Convention Center. As a sponsor your brand will be seen by a growing group of small business entrepreneurs in the bodybuilding and fitness industry.

And you will be a part of this history making debut of the International Federation of Body Building (IFBB) Pro League Charlotte Pro. I will also host the 13th Annual National Physique Committee (NPC) Charlotte Cup and introduce an exciting and informative Wealth and Wellness Expo.

The 2022 IFBB Pro League Charlotte Pro as a "Olympia Qualifier" will draw professional athletes and attendees from around the world. The IFBB Pro League Charlotte Pro will offer two divisions.

The 2022, 13th Annual NPC Charlotte Cup is a "National Qualifier" event for the IFBB Pro League Charlotte Pro. It will feature amateur athletes in Open and Master divisions.

The Wealth and Wellness Expo is an opportunity to gain knowledge in how to take control of your financial portfolio and your health. My goal is to provide bodybuilding and fitness events which will create awareness and interest in wellness and wealth that changes lives. This event will positively impact both athletes and attendees to increase their awareness of the importance of both physical wellness and financial fitness.

The funding needed to accomplish this work comes from the generosity of our sponsors. Like the rest of the world, our industry has been impacted by COVID 19 which has wreaked havoc on our traditional competition and sponsor efforts. This year as we begin to get back to "normal" we hope to bring world class competitions you will be proud to have carry your brand.

Thank you for your support and sponsorship. Our sponsor packages are detailed in the following pages.

Regards,

Johnny Stewart



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ABOUT THE EVENTS

The IFBB Pro League Charlotte Pro will offer two divisions. The first division is the IFBB Pro League Charlotte Pro competitions - Open Bikini, Masters 35, Masters 45, and Masters 50. The second division in the IFBB Pro League Charlotte Pro is Open Men's Physique, Masters 35, Masters 45, and Masters 50.

The 2022, 13th Annual NPC Charlotte Cup is a National Qualifier. It will feature all Open and Master divisions such as Men's Bodybuilding, Physique, Classic Physique, Women's Bodybuilding, Physique, Fitness, Figure, Wellness and Bikini.

The Wealth and Wellness Expo is an opportunity for sponsors and vendors to share product knowledge.

Title Sponsor and Presenting Sponsor will have access to 450 sq ft of private meeting space. This event will occupy 60,000 sq feet of convention center space. We are expecting an audience of more than 200 professional athletes, 400 amateur athletes, 2,500 attendees, and 50-75 exhibitors. The economic impact of the 1-day event over 12 years has been nearly 2 million dollars. The event is anticipated to grow exponentially with our expanding to 2 days and with the addition of 2 new events. *(These numbers are average count based on prior 1-day NPC events)*

EXPOSURE:

their websites and social media platforms giving the events worldwide exposure. The publicity and promotional campaigns create a reach of over a million views from small business entrepreneurs such as bodybuilders, fitness trainers, promoters, supplement providers and many more. The NPC (National Physique Committee) and IFBB (International Federation of Body Building) Pro League sanctioned these events. These organization provide nationally and internationally promotional support through.

SPONSORSHIP BENEFITS:

Your company will benefit from an association with a multi-billion-dollar community which supports fitness and wellness training and education.

APPEAL:

The opportunity to support efforts to promote fitness for health and wealth.

DATES:

2 days; Friday April 15 and Saturday April 16, 2022



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2022 IFBB Pro League Charlotte Pro

SPONSORSHIPS

TITLE SPONSOR - \$10,000.00

- Title Sponsor for 3 events: IFBB Pro League Charlotte Pro, NPC Charlotte Cup and Wealth & Wellness Expo
- Private Meeting Space
- Top Marquee Exposure
- Company is Part of Show Title
- Top Placement on Website
- Overall Trophy Presenter
- Gold Sponsor booth in Expo
- Logo on Main Stage Banner Premium Stage Banner Placement
- Logo on Custom Show Shirt
- Top Placement on All Show Graphics
- Social Media Advertisement
- Main Podium Time Exposure
- Goody Bag Insert Option
- 8 VIP Tickets to Competitions

PRESENTING SPONSOR - \$5,000.00

- Private Meeting Space
- Marquee Exposure
- Company is Part of Show Title
- High Placement on Website
- High Placement on All Show Graphics
- Logo on Main Stage Banner
- Gold Sponsor booth in Expo
- Premium Stage Banner Placement
- Social Media Advertisement
- Podium Time Exposure
- Trophy Presenter
- Goody Bag Insert Option
- 6 VIP Tickets to Competitions

MAIN SPONSOR - \$2,500.00

- Marquee Exposure
- High Placement on Website
- High Placement on All Show Graphics
- Logo on Main Stage Banner
- Premium Stage Banner Placement
- Social Media Advertisement
- Podium Time Exposure
- Trophy Presenter
- Vendor Booth in Expo
- Goody Bag Insert Option
- 4 VIP Tickets to Competitions



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2022 IFBB Pro League Charlotte Pro

SPONSORSHIPS

SHOWCASE SPONSOR - \$1,500.00

- Marquee Exposure
- High Placement on Website
- High Placement on All Show Graphics
- Logo on Main Stage Banner
- Premium Stage Banner Placement
- Social Media Advertisement
- Goody Bag Insert Option
- Vendor Booth in Expo
- 2 VIP Tickets to Competitions

TROPHY SPONSOR - \$1,000.00

- Trophy Presenter
- High Placement on Website
- Placement on Sponsor banner
- Stage Exposure
- Vendor Booth in Expo
- 2 VIP Tickets to Competitions

PHOTOGRAPHER SPONSOR - \$1,000.00

- Placement on Website
- Stage Banner Placement
- Social Media Advertisements
- Vendor Booth in Expo
- Goody Bag Insert Option
- 2 VIP Tickets to Competitions

SUPPORTING SPONSOR - \$500.00

- Placement on Website
- Stage Banner Placement
- Social Media Advertisements
- Goody Bag Insert Option



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2022 NPC CHARLOTTE CUP SPONSORSHIPS

LEVEL ONE: \$2,000.00

- Company's name and Logo on all advertisements of the Show
- Presenter of NPC Charlotte Cup
- Special media promo and posters created for your company.
- Gold Sponsor Vendor Booth in Expo
- 4 VIP Tickets to competitions
- Includes the benefits of Levels 2 - 4

LEVEL TWO: \$1,000.00

- Advertise company's name as a main onstage headliner
- Present an overall award to a competitor
- Vendor Booth in Expo
- 2 VIP Tickets to competitions
- Includes the benefits of Levels 3 - 4

LEVEL THREE: \$1,000.00

- Reserved VIP seating accommodations for 4
- Vendor Booth in Expo
- Includes the benefits of Level 4

LEVEL FOUR: \$500.00

- Company name and Logo advertised on all flyers, T-Shirts, and programs



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2022 WEALTH and WELLNESS EXPO

SPONSORSHIP

GOLD SPONSOR - \$2,500.00

- 2 days
- 10 feet x 20 ft prime location
- 2 tables with skirts
- 4 chairs
- 2 trash cans
- Pipe and Drape behind table
- Sample and sell your product within our booth space
- Vendor Badges
- 4 VIP Tickets to competitions

VENDOR BOOTH - \$1,000.00

- 2 days
- 10 feet x 10 feet space
- Table with skirt
- 2 chairs
- 1 trash can
- Pipe and Drape behind table
- Sample and sell your product within our booth space
- Vendor Badges
- 2 VIP Tickets to competitions

CAN'T ATTEND SAMPLE TABLE - \$300.00

- Can't attend and want to get your product out there
- Ship samples to us by deadline provided
- Items placed on Free Sample Table
- Table in Expo area