



**14th Annual
NPC
CHARLOTTE
CUP**

**April 22 - 23, 2023
Charlotte Convention Center
508 E. Martin Luther King Jr. Blvd Charlotte, NC 28202**

SPONSOR PACKAGE





Johnny Stewart
3509 Ribbonwalk Trail
Charlotte, NC 28269
stewartfitness@yahoo.com

Greetings,

I am excited to invite you to partner with me to bring world class bodybuilding and fitness competitions to Charlotte, North Carolina April 22 - 23, 2023 at the Charlotte Convention Center. I will have the 14th Annual National Physique Committee (NPC) Charlotte Cup competition which will draw professional athletes and attendees from around the world. As a sponsor, a growing group of small business entrepreneurs in the fitness industry will see your brand.

The 2023, 14th Annual NPC Charlotte Cup is a "National Qualifier" event for the IFBB Pro League Charlotte Pro. It will feature amateur athletes in the Open and Master divisions.

My goal is to produce both bodybuilding and fitness events which will create awareness and interest in wellness and wealth that changes lives. These events will have a positive impact on both athletes and attendees to increase their awareness of the importance of physical wellness and fitness.

The funding needed to accomplish this work comes from the generosity of our sponsors. As a sponsor your company will be upfront and visible only during the 14th Annual National Physique Committee (NPC) Charlotte Cup. Our sponsors will have booth space allowing you an opportunity to share your goods and services with our attendees.

Thank you for your support and sponsorship. We hope to bring world class competitive events you will be proud to have carry your brand. The details of our sponsor package are on the following pages.

Regards,

Johnny Stewart



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ABOUT THE EVENT

We will produce the 14th Annual NPC Charlotte Cup. The 2023, 14th Annual NPC Charlotte Cup is a National Qualifier. It will feature Men's Bodybuilding, Men's Physique, Men's Classic Physique, Women's Bodybuilding, Women's Physique, Women's Fitness, Women's Figure, Women's Wellness and Women's Bikini.

This event will occupy 60,000 sq feet of Charlotte Convention Center space. We are on track to exceed the prior year's attendance with more than 200 professional athletes, 400 amateur athletes, 4,000 attendees, and 50-75 exhibitors.

EXPOSURE:

We will create publicity and promotional campaigns which will reach over a million viewers from small business entrepreneurs such as bodybuilders, fitness trainers, promoters, supplement providers and more. The NPC (National Physique Committee) sanctions this event. The NPC provides nationally and internationally promotional support through. As a reminder your brand will be present during the NPC (National Physique Committee) competitions.

SPONSORSHIP BENEFITS:

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

DATES:

2 days; Friday April 22 and Saturday April 23, 2023



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2023 NPC CHARLOTTE CUP SPONSORSHIPS

TITLE SPONSOR - \$3,000.00

- Title Sponsor for NPC Charlotte Cup
- Booth 10 x 10 Space
- Premier Placement on Video Wall with one (1) 30 second video of your company
- Premier Placement on Selfie banner
- Premier Marquee Exposure
- Premier Placement on Website
- Company's name and Logo on NPC Charlotte Cup advertisement
- Presenter of NPC Charlotte Cup trophy
- Live Stream to 132 countries
- Promotional Posters
- 2 VIP Tickets to competitions

PRESENTING SPONSOR - \$2,000.00

- Booth 10 x 20 Space
- High Placement on Video Wall
- High Placement on Selfie banner
- High Marquee Exposure
- High Placement on Website
- Company's name and Logo on NPC Charlotte Cup advertisement
- Trophy Presenter
- Live Stream to 132 countries
- Promotional Posters
- 2 VIP Tickets to competitions



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MAIN SPONSOR - \$1,500.00

- Booth 10 x 10 Space
- Placement on Video Wall
- Placement on Selfie banner
- Placement on Website
- Live Stream to 132 countries
- Promotional Posters
- 2 VIP Tickets to competitions

SHOWCASE SPONSOR - \$1,000.00

- Booth 10 x 10 Space
- Placement on Video Wall
- Placement on Selfie banner
- Live Stream to 132 countries
- Promotional Posters

SUPPORTING SPONSOR - \$500.00

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