



**2024**  
**IFBB PRO LEAGUE CHARLOTTE PRO**  
**NPC CHARLOTTE CUP**

April 6-7, 2024

Charlotte Convention Center

508 E. Martin Luther King Jr. Blvd Charlotte, NC 28202

[www.johnnystewartproductions.com](http://www.johnnystewartproductions.com)



Johnny Stewart  
3509 Ribbonwalk Trail  
Charlotte, NC 28269  
[stewartfitness@yahoo.com](mailto: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 6-7, 2024 at the Charlotte Convention Center. I will have two (2) competition events the 3<sup>rd</sup> International Federation of Body Building (IFBB) Pro League Charlotte Pro and the 14<sup>th</sup> Annual National Physique Committee (NPC) Charlotte Cup. As a sponsor, a growing group of small business entrepreneurs in the fitness industry will see your brand.

The 2024 IFBB Pro League Charlotte Pro as a “Olympia Qualifier” will draw professional athletes and attendees from around the world. This year the IFBB Pro League Charlotte Pro will offer five (5) divisions.

The 2024, 14<sup>th</sup> 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 for 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 at both the 3<sup>rd</sup> International Federation of Body Building (IFBB) Pro League Charlotte Pro and the 14<sup>th</sup> 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



Johnny Stewart  
3509 Ribbonwalk Trail  
Charlotte, NC 28269  
[stewartfitness@yahoo.com](mailto:stewartfitness@yahoo.com)

## **ABOUT THE EVENTS**

We will produce two (2) events the IFBB Pro League Charlotte Pro and the NPC Charlotte Cup. The IFBB Pro League Charlotte Pro will offer five (5) divisions which will feature Open and Master competitions. Open will feature Men's Physique, Men's Classic Physique and Women's Figure, Women's Wellness and Women's Bikini. The Master's competition will feature Master's 40, Master's 50, and Bikini Master's 60.

The 2024, 14<sup>th</sup> Annual NPC Charlotte Cup is a National Qualifier. It will feature Men's Bodybuilding, Men's Physique, Men's Classic Physique and Women's Bodybuilding, Women's Physique, Women's Fitness, Women's Figure, Women's Wellness and Women's Bikini.

This event will occupy 40,000 sq feet of Charlotte Convention Center space. Over the years our competitions have hosted more than 200 professional athletes, 500 amateur athletes, 10,000 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) and IFBB (International Federation of Body Building) Pro League sanctioned these events. These organizations provide nationally and internationally promotional support through. As a reminder your brand will be present at both the 2<sup>nd</sup> International Federation of Body Building (IFBB) Pro League Charlotte Pro and the 14th Annual National Physique Committee (NPC) Charlotte Cup 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; Saturday April 6 and Sunday April 7, 2024



Johnny Stewart  
3509 Ribbonwalk Trail  
Charlotte, NC 28269  
[stewartfitness@yahoo.com](mailto:stewartfitness@yahoo.com)

## **2024 IFBB Pro League Charlotte Pro and NPC Charlotte Cup SPONSORSHIPS**

### **TITLE SPONSOR - \$7,500.00**

- Title Sponsor for 2 events: IFBB Pro League Charlotte Pro and NPC Charlotte Cup
- Booth 10 x 20 Space
- Premier Placement on Video Wall with four (4) 30 second videos of your company
- Premier Placement on Selfie banner
- Premier Marquee Exposure
- Premier Placement on Website
- Premier Placement on All Show Graphics
- Company Name is Part of Show Title
- Live Stream to 132 countries
- Overall Trophy Presenter
- Social Media Advertisement
- Promotional posters
- Logo on Custom Show Shirt
- Goody Bag Insert Option
- 4 VIP Tickets to Competitions

### **PRESENTING SPONSOR - \$3,000.00**

- Booth 10 x 10 Space
- Higher Placement on Video Wall with two (2) 30 second videos of your company
- Higher Placement on Selfie banner
- Higher Marquee Exposure
- Higher Placement on Website
- Higher Placement on All Show Graphics
- Trophy Presenter
- Live Stream to 132 countries
- Social Media Advertisement
- Promotional Media video and posters
- Goody Bag Insert Option
- 2 VIP Tickets to Competitions

### **SHOWCASE SPONSOR - \$1,000.00**

- Booth 10 x 10 Space
- Placement on Video Wall
- Placement on Selfie banner
- Marquee Exposure
- Placement on Website
- Placement on All Show Graphic
- Live Stream to 132 countries
- Social Media Advertisement
- Promotional Media video and posters
- Goody Bag Insert Options

### **SUPPORTING SPONSOR - \$500.00**

- Placement on Video Wall
- Placement on Selfie banner
- Social Media Advertisements
- Goody Bag Insert Option