



2022 SEASON A SPONSORSHIP

STATE QUALIFIERS & PRO QUALIFIER AT FITFEST



INSIGHTS



PHOTOGRAPHED BY
CHARLES LOWHTAN.COM



@FITFESTAUS
93.5K FOLLOWERS

@IFBBPROLEAGUEOZ
31.8K FOLLOWERS



**AUSTRALIAN FITNESS
FESTIVAL**
88.1K FOLLOWERS

**IFBB PRO LEAGUE
AUSTRALIA**
13.2K FOLLOWERS



EXTENSIVE DATABASE OF ATHLETES, FAMILIES,
FANS AND FITNESS ENTHUSIASTS

JOIN OUR FAMILY!

The Pro League Australia is globally aligned with the NPC and the IFBB Professional League, founded by Ben and Joe Weider. Our Pro Qualifying events lead Australian athletes to the highest level of International Pro Bodybuilding competitions, including the Mr. Olympia Competition and the Arnold Classic.

We run amateur events that give athletes the opportunity to compete in a range of different divisions suited to their experience and body type.

We have something for everyone - from the first-time junior bikini competitor, to a seasoned heavyweight bodybuilder or masters competitor.

Our events also provide an excellent platform for the brands who align with us to market to a captive audience of athletes and fitness fans alike.

We support our partners and sponsors by offering a range of marketing options to suit your requirements; from online promotion, email marketing, print promotion on our posters, sampling and product promotion, along with an option to have a physical presence and highly visible brand recognition at your preferred event.

All sponsors receive complimentary VIP seating at their sponsored events, and the option to hand out trophies on stage.

We look forward to discussing how we can work together to give you the best experience and value as a sponsor, and to run the greatest bodybuilding shows in Australia!

To find out more about sponsorship and supporters packages, keep reading below, or contact info@ifbbproleague.com.au





2022 SEASON A EVENTS

NSW STATE QUALIFIER

Sunday 27th March from 10am
Science Theatre, UNSW

SA STATE QUALIFIER

Saturday 2nd April from 10am
Brighton Performing Arts Centre, Brighton

VIC STATE QUALIFIER

Sunday 3rd April from 10am
Kingston Arts Centre Moorabbin

WA STATE QUALIFIER

Sunday 10th April from 10am
Regal Theatre, Subiaco

QLD STATE QUALIFIER

Saturday 16th April from 10am
Sleeman Centre

PRO QUALIFIER AT FITFEST

Saturday 23rd & Sunday 24th April
Melbourne Convention & Exhibition Centre

SPONSORSHIP LEVELS AND INCLUSIONS

INCLUSIONS	NAMING SPONSOR	EVENT SPONSOR	SUPPORTERS PACKAGE
Click-through logo on website	✓	✓	✓
Logo on sponsor show reel played at the show	✓	✓	✓
Tickets to the event	✓ (10 x VIP, 10 x GA)	✓ (4 x VIP, 6 x GA)	✓ (2 x VIP & 6 x GA)
Social media promotion on stories	✓	✓	✓
Opportunity to provide video media on the stage screen at the event	✓	✓	✓
Logo on digital posters	✓ (main position)	✓ (bottom position)	
Opportunity to provide branded email marketing to our database	✓	✓	
Optional presence at the show (table, banners, fliers etc.)	✓	✓	
Option to provide athlete prizes	✓	✓	
Option to provide samples or promotional athlete and VIP bags	✓	✓	
Naming Rights ("Your Brand Presents...")	✓		
Permanent social media post on our feeds	✓		
Individual slide on sponsor show reel played at the show	✓		
Logo on title slide at the event	✓		
STATE QUALIFIERS (PRICE PER SHOW)	\$2,000 + GST	\$1,000 + GST	\$500 + GST
PRO QUALIFIER AT FITFEST	\$10,000 + GST	\$2,000 + GST	\$1000 + GST

Fitfest Exhibitor opportunities also available. Contact us for more information about exhibiting at Fitfest.

Slimtum

Slimtum

IFBB
PROFESSIONAL LEAGUE
AUSTRALIA



TO FIND OUT MORE, CONTACT US:

info@ifbbproleague.com.au