



2025 Ultimate Warrior Fitness & Challenge Expo

★ **Become A Sponsor** ★



April 18-20 2025

www.ultimatewarriorchallenge.org



Become an Official Expo Sponsor!

The Ultimate Warrior Challenge & Fitness Expo is one of the most exciting events of the year. We host thousands of athletes in demos, competitions, and seminars. This Health & Fitness Expo features top level fitness leaders displaying a wide variety of health, nutrition, apparel, and equipment. These amazing brands and companies debut and showcase many of the newest trends, products, and services. From world class athletes competing live, to top tier brands and amazing giveaways and celebrity guests, the expo has something for everyone at this family-friendly event. Come, visit, participate and experience the Mid West's premier health, sports and fitness expo.





What's The So What?



1.

TYPES & CATEGORIES OF COMPANIES

2.

EVENT TARGET DEMOGRAPHICS

3.

MARKETING STRATEGY

4.

BUSINESS STRATEGY

Get Real Returns on Your Investment Before, During & After The Show



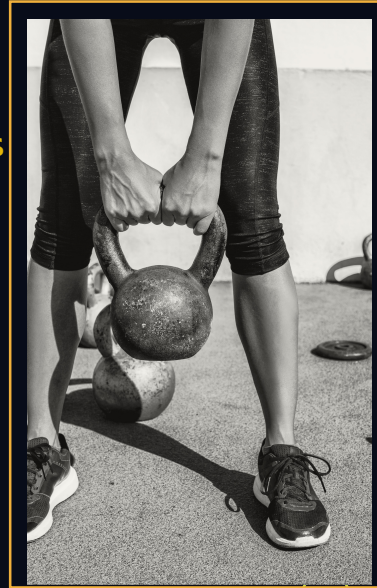
1. TYPES & CATEGORIES OF COMPANIES

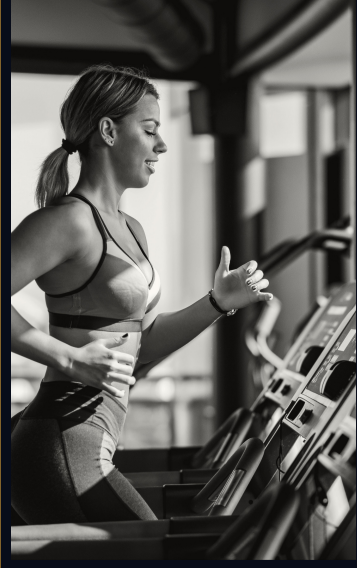
- Fitness Apparel and Footwear
- Martial Arts Equipment and Training Gear
- Supplements and Nutrition Products
- Energy Drinks and Performance Beverages
- Law Enforcement and Military Recruiting
- Fitness Centers, Gyms & Health Clubs
- Personal Care and Aesthetic Companies
- Health and Wellness Brands
- Fitness and Exercise Equipment
- Training Gear and Accessories
- Hospitals & Wellness Centers
- Physical Therapy Centers
- Spa & Massage Companies
- Fitness Coaches & Consultants
- Outdoorsman & Sports Companies & More!



2. BUSINESS STRATEGY

this Expo gives your company the opportunity to market and sell your products or services directly to thousands of attendees both in person and online. This unique event creates a personalized marketing and sales experience for your consumers and shares your company's story by putting a face to your brand. For more than 20 years we have proven to help companies create lasting impressions with the audience they are looking for and then some!





3.

MARKETING STRATEGY

Our comprehensive strategy is designed to maximize your company's exposure and provide a great ROI through a targeted approach. Our influence within the industry will place you in front of key demographics that use, purchase, and are interested in your products or services. In addition to our digital campaigns, we utilize our most valuable asset: **our community**. We partner with over 100 high-traffic businesses, churches, community organizations, high schools, colleges and retailers; this network help create an influential market saturation and maximize our marketing reachability.



4 EVENT TARGET DEMOGRAPHICS

THE ULTIMATE WARRIOR CHALLENGE
& FITNESS EXPO STATS ? 9800+
Attendees 500+ Competing Athletes
150+ Exhibitors and Vendors 30+
Events and Competitions

Cont...





4

EVENT TARGET

DEMOGRAPHICS cont...

Male 40% Female

67% in the key Age 18-35 Demographics

48% Earn at least \$70K per years

89% Take vitamins or supplements

75% Use energy & RTD drinks

55% are motivated to lose weight

78% want to live a healthier lifestyle

85% Work out at least 3 to 4 times per week

68% Purchased workout apparel in the last 6 months

57% Own exercise equipment or built a home gym





Exhibiting and Sponsoring with us is highly beneficial! Gain millions of impressions before, during, and after the Expo.

We specialize in strategic branding utilizing traditional methods like news media, social networks, ads, etc; you know the usual. We also employ our strategic *gorilla tactics* using our grassroots networks. Our network is extensive, utilizing communities, churches, schools, businesses, promoters, influencers, street signs, bulletin boards in the 5 State region and across the nation. We even have a few networks across the pond. WE GET YOUR BRAND NOTICED; Because we go where your customers are!



SPONSORSHIP PACKAGES...

ULTIMATE SPONSOR

Our most Prestigious sponsorship package. You will receive the complete sponsorship experience featuring all the benefits that the Presenting, marketing and media sponsorship offers. We Custom tailor these packages to your brand and provide the largest featured footprint in the expo. This sponsorship package is a statement of your company and will maximize marketability to millions of potential customers and brand loyalists both digitally and on location. (Customizable Package)

INFO:

- INCLUDES OUR MARKETING SPONSOR PACKAGE
- 200 EXPO PASSES TO ATTENDEES IN THE TARGET AGE
- 50 WARRIOR TICKETS FOR PARTICIPATING ATTENDEES (unlimited PT & ACFT on the spot passes at event)
- 10 VIP PASSES
- CUSTOM BRANDING OF THE "ULTIMATE" STAGE
- 10 CUSTOM BANNERS THROUGHOUT THE VENUE
- LOGO ON RED CARPET
- FLOOR DECALS LEADING TO THE PAVILLION (20x20) Booth & option for 2nd demo space
- CUSTROM PRINTED DOGTAGS WITH LOGO FOR WARRIOR PARTICIPANTS
- LOOPING COMMERCIAL PLAYED THROUGHOUT THE VENUE
- 5 OUTSIDE BANNERS WITH LOGO

\$65,000

SPONSORSHIP PACKAGES...

PRESENTING SPONSOR

As our presenting sponsor your company will be at the forefront of the Expo. Marketed to our entire database and featured throughout the expo floor plan, your company will be seen at all major visual points throughout the event. This is a great way to grow your brand awareness and drive significant amounts of traffic to your website, social media and consumer base.

INFO:

- INCLUDES OUR MARKETING SPONSOR PACKAGE
- 8 CUSTOM BANNERS IN HIGH TRAFFIC AREAS
- EXHIBITOR BOOTH(S) IN PRIME LOCATIONS (10x10)
- INCLUDES 50 EXPO PASSES AND 4 VIP PASSES
- 35 WARRIOR TICKETS FOR PARTICIPATING ATTENDEES
- CUSTOM BRANDING AT YOUR CHOICE OF EVENT AREA
- 12 MONTHS OF FULL DIGITAL MARKETING ON ALL PLATFORMS
- VIRTUAL BOOTH

\$35,000

SPONSORSHIP PACKAGES...

MARKETING SPONSOR

Our Marketing and Media Sponsor is branded with millions of national impressions and an incredible onsite venue presence featuring your brand. This is the perfect sponsorship for a company that wants the benefits of our market reach and access through brand extension. The Expo has everything from grassroots marketing, guerilla teams, social media, and virtual marketing presence. This will create a unique blend of awareness to capture our lucrative market share.

INFO:

- DIGITAL/PRINTED PROMOTIONS WITH 1 MILLION+ IMPRESSIONS
- YOUR BRAND FEATURED ON ALL PLATFORMS FOR 12 MONTHS
- YOUR LOGO FEATURED ON 50K+ PRINT MARKETING PIECES
- CUSTOM ANNOUNCEMENTS TO ALL ATTENDEES AT THE EXPO
- COMPANY'S DESCRIPTION EMAILED TO 180K+ CONSUMERS
- 8 CUSTOM COMPANY BANNERS IN HIGH TRAFFIC AREAS
- VIRTUAL BOOTH
- 1 POLL QUESTION ON EVENT APP

\$25,000

SPONSORSHIP PACKAGES...

TECH SPONSOR

As our Tech sponsor your company will be at the forefront of everything digital at the Expo. Marketed to our entire database and featured throughout the expo floor plan for sponsoring the tech that makes this Expo run, your company will be seen at all digital visual points throughout the event and online. This is a great way to grow your brand awareness and drive significant amounts of traffic to your website, social media and consumer base. Your company will be tagged with sayings like "This App is brought to you by "your brand" or the virtual expo is brought to you by "your brand". This is the efficient way to get millions of views.

INFO:

- LIVE STREAM SPONSOR OF THE FITNESS COMPETITION
- BRANDING FEATURED ON THE FITNESS STAGE LED WALL
- 12 MONTHS OF FULL DIGITAL MARKETING ON ALL PLATFORMS
- PROMINANT BRANDING THROUGHOUT THE EVO EXPO FLOOR
- COMPANY'S DESCRIPTION EMAILED TO 580K+ CONSUMERS
- VIRTUAL BOOTH
- 1 POLL QUESTION ON EVENT APP

\$20,000

SPONSORSHIP PACKAGES...

EVENT SPONSOR

Expo has created a great platform for your business to be featured in the sport or event you are most passionate about. With more than 20 events to choose from we will customize the most focused sponsorship to ensure your brand is seen by the athletes, coaches, and gyms you resonate with. This package is a great way to increase brand awareness and drive significant amounts of traffic to your website and increase your consumer reach exponentially.

INFO:

- CUSTOM BRANDING AT YOUR CHOICE OF COMPETITION AREA
- 6 CUSTOM COMPANY BANNERS DISPLAYED IN CHOSEN EVENT
- BOOTH NEAR THE EVENT WITH 8 EXHIBITOR PASSES
- 2 VIP BADGES INCLUDES 2 FRONT ROW SEATS AND SWAG BAG INSERT
- CUSTOM ANNOUNCEMENTS TO ALL ATTENDEES AT THE EXPO

GREAT FOR A FITNESS CENTER, GYM OR FITNESS PRODUCT COMPANY

\$15,000

SPONSORSHIP PACKAGES...

BRANDING SPONSOR

Expo is a great platform for your business to be featured in front of thousands of attendees that are captivated by our prominent LED* Wall strategically placed in the center of our large floor plan. This package is a great way to increase brand awareness and drive significant amounts of traffic to your website and increase your consumer reach exponentially.

INFO:

- YOUR LOGO DISPLAYED THROUGHOUT THE EVENT ON OUR MASSIVE LED WALL
- THREE 30 SECOND COMMERCIALS PLAYED DURING THE EXPO
- PREMIUM BOOTH WITH 4 EXHIBITOR PASSES
- YOUR COMPANY'S DESCRIPTION EMAILED TO 580K+ CONSUMERS

PROJECTORS MAYBE USED IN LIEU OF LED WALL

\$7500

SPONSORSHIP PACKAGES...

SPECIALTY SPONSORS

Experience our comprehensive sponsor options:

Gold, Silver, Bronze Sponsorships: Offer specific ROI options.

Registration Sponsor: Gives companies to opportunity to Brand their companies at the entry point of the event: Be the first and last brand Attendees view at the Expo.

Customization: We can customize any of the packages to fit your Brand's needs.

Contact us for more information

502-540-9924

info@ultimatewarriorchallenge.org

<https://ultimatewarriorchallenge.org/tickets/>

EXHIBITOR PACKAGES

PREMIUM EXHIBITOR

One 10x10 PREMIUM booth. The booth will have a 6ft skirted table and 2 chairs. With your exhibitor package you will receive 4 wristbands for staff and your logo with hyperlink on our website for 12 months.

\$1500

EXHIBITOR PACKAGES



EXHIBITOR

One 10x10 inline booth. The booth will have a 6ft skirted table and 2 chairs. With your exhibitor package you will receive 4 wristbands for staff and your logo with hyperlink on our website for 6 months.

\$750



Register Today

IS IT IN YOU?



<https://ultimatewarriorchallenge.org/tickets/>

