

COMPETITION PLANNING PARTNERS, LLC



WOD GODZ IV

Corporate Sponsorship

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

WODGODZ 2021

April 24-25, 2021

Shreveport Convention Center

Shreveport, LA

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# SPONSORSHIP SUMMARY

### Objective

Provide a fitness competition in Shreveport, LA for local and regional athletes to test themselves against some of the best athletes this sport has to offer. With the support of Shreveport Bossier Sports Commission our event will bring local residents as well as out of town guests to the area for a two day event. Wod Godz will be the first and only competition of this size and scope within a three hour drive. Our target draw is a six hour driving distance (approximately 300 miles) and will include friends and families of the athlete. We will have 300-500 athletes, so this translates to 900-1600 visitors in addition to the athlete. The exposure for the sponsoring client will be across multiple platforms of social media, print, video, and via our website. There will be significant exposure during the weekend of the event available.

### Target Demographics

The Wod Godz target audience is male and female competitors ranging in age from 20-60 years. The athletes will bring an average of 3.2 “others” with them. This includes friends and family, support staff, trainers, coaches, and therapists. There are nine local “gyms” that engage in this type of training regularly with at least 100 members. Our polling suggests that one-third to one-half of these members would come as spectators, and likely bring at least one visitor with them.

### Levels of Sponsorship

- **Presenting Sponsor – \$25,000 –** (This partnership will be limited to one partner) It will include a Presenting Partnership for the online qualifier
    - Lead Up
      - Exclusive naming rights as 2021 Wod Godz Presenting Sponsor, i.e. Wod Godz presented by “*your business name*”
      - Intentional promotional inclusion in the Wod Godz social media strategic plan
      - Exclusive naming rights to two events (day 1 and the final event) – 2021 Wod Godz “Event 2” Sponsor, i.e. WOD Sponsor
    - Competition Weekend
      - A dedicated page on the Wod Godz website that can include videos, photos, and more
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- King size vendor booth (roughly 20'x10') provided in a premier visibility area of vendor village
  - Exclusive access to set up signage and a booth inside the athlete lounge area
  - Exclusive access to set up a booth at the athlete check in
  - Exclusively featured and endorsed on competition athlete apparel
  - Oversized logo, high placement on official 2021 Wod Godz volunteer and judges t-shirt
  - Prominent banner placement on streaming video (live feed and intermission)
  - Signage placed around the venue to ensure high visibility
  - Ability to place signage outside of the venue in designated areas
  - Logo included on all athlete, judge, volunteer, and spectator competition weekend wristbands
  - 12 strategic announcements as "Presenting Sponsor" during the competition weekend
  - Promotional opportunity to contribute product/materials for athlete, judge and volunteer Swag Bags
  - Early access to 2021 Wod Godz spectator tickets prior to public sales (limited quantity)
  - Four complimentary wristbands to the 2021 Wod Godz for staff support
  - First right of refusal for inclusion as "Presenting Sponsor" for the 2022 Wod Godz
- Social Media
    - All Wod Godz logos will include the presenting sponsor
    - All Wod Godz print material will include the presenting sponsor's logo
    - All communication with athletes, volunteers, and judges will include the presenting sponsor and a link to the presenting sponsor's website
    - All emails sent to the Wod Godz will include the presenting sponsor and a link to the presenting sponsor's website
    - Promotion in the Qualifier demonstration videos (backgrounds, etc)
    - A specific social media plan will be created for the presenting sponsor to ensure high visibility and powerful promotion during the lead up to the qualifier and through the competition weekend
    - Special feature in the post-Wod Godz email to judges, volunteers, and spectators
- **Platinum Sponsor—\$12,000—**(This partnership will be limited to three partners) It will include a Weekly WOD Partnership for the Qualifier
- Lead Up
    - Exclusive naming rights to one event – 2021 Wod Godz Event 4" Sponsor, i.e. WOD Sponsor
    - Online commercial or videos via Wod Godz website
    - Intentional promotional inclusion in the Wod Godz media strategic plan
    - Company name endorsed on the Wod Godz website via approved logo and link
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## COMPETITION PLANNING PARTNERS, LLC

- Competition Weekend
    - Vendor booth (roughly 10'x10') provided in high visibility area of vendor village
    - 8 strategic announcements as “Platinum Sponsor” during competition weekend
    - Signage placed around the venue to ensure high visibility
    - Ability to place signage outside of the venue in designated areas
    - Large sized logo, high placement on official 2021 Wod Godz volunteer and judge t-shirt
    - Banner placement on streaming video (live feed and intermission)
    - Promotional opportunity to contribute product/materials for athlete, judge and volunteer 2021 Swag Bags
    - Early access to 2021 Wod Godz spectator tickets prior to public sales (limited quantity)
    - Four complimentary wristbands to the 2021 Wod Godz for staff support
    - First right of refusal for inclusion as “Platinum Sponsor” for the 2022 Wod Godz
  - Social Media
    - Online commercial or videos via Wod Godz website
    - A specific social media plan will be created for the platinum sponsors to ensure high visibility and powerful promotion during the lead up to the qualifier and through the competition weekend. This plan will include Facebook and Instagram
    - Logo and link to website included in pre-event information email sent to all athletes, judges, and spectators
    - Logo and link to website included in post-event thank you email sent to all athletes, judges, and spectators
    - Included in sponsor article on website
    - Featured in the Wod Godz program
  - **Gold Sponsor—\$8000—**(This partnership will be limited to four partners) It will include a Weekly WOD Partnership for the Qualifier
    - Lead up
      - Exclusive naming rights to one event – 2021 Wod Godz Event 4” Sponsor, i.e. WOD Sponsor
      - Intentional promotional inclusion in the Wod Godz social media strategic plan
      - Company name endorsed on the Wod Godz website via approved logo and link
    - Competition Weekend
      - Vendor booth (roughly 10'x10') provided in designated group area of vendor village
      - 4 strategic announcements as “Gold sponsor” during competition weekend
      - Medium sized logo, middle placement on official 2021 Wod Godz volunteer and judge t-shirt
      - Banner placement on streaming video (live feed and intermission)
      - Promotional opportunity to contribute product/materials for athlete, judge and volunteer Swag Bags
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## COMPETITION PLANNING PARTNERS, LLC

- Early access to 2021 Wod Godz spectator tickets prior to public sales (limited quantity)
  - Two complimentary wristbands to the 2021 Wod Godz for staff support
  - First right of refusal for inclusion as “Gold Sponsor” for the 2022 Wod Godz
  - Social Media
    - Dedicated Facebook Posts
    - Dedicated Instagram Posts
    - Logo and link to website included in pre-event information email sent to all athletes, judges, and spectators
    - Logo and link to website included in post-event thank you email sent to all athletes, judges, and spectators
    - Included in sponsor article on website
    - Featured in the Wod Godz event program
  - **Silver Sponsor—\$5000—**(This partnership will be limited to five partners)
    - Lead Up
      - Intentional promotional inclusion in the Wod Godz social media strategic plan
      - Company name endorsed on the Wod Godz website via approved logo and link
    - Competition Weekend
      - Vendor booth (roughly 10'x10') in designated group area of vendor village
      - 2 strategic announcements as “Silver Sponsor” during weekend of event
      - Medium sized logo, middle placement on official 2021 Wod Godz volunteer and judge t-shirt
      - Banner placement on streaming video during intermissions
      - Promotional opportunity to contribute product/materials for athlete, judge and volunteer Swag Bags
      - Early access to 2021 Wod Godz spectator tickets prior to public sales (limited quantity)
      - Two complimentary wristbands to the 2021 Wod Godz for staff support
      - First right of refusal for inclusion as “Silver Sponsor” for the 2022 Wod Godz
    - Social Media
      - Included in group sponsor FB post
      - Logo and link to website included in pre-event information email sent to all athletes, judges, and spectators
      - Logo and link to website included in post-event thank you email sent to all athletes, judges, and spectators
      - Included in sponsor article on website
      - Featured in the Wod Godz event program
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## COMPETITION PLANNING PARTNERS, LLC

- **Bronze Sponsor—\$3000—**(This partnership will limited to six partners)
    - Lead Up
      - Intentional promotional inclusion in the Wod Godz social media strategic plan
      - Company name endorsed on the Wod Godz website via approved logo and link
    - Competition Weekend
      - Vendor booth (roughly 10'X10') in designated group area of vendor village
      - One strategic announcement as “Bronze Sponsor” during competition weekend
      - Small sized logo, middle placement on official 2021 Wod Godz volunteer and judge t-shirt
      - Banner placement on streaming video during intermissions
      - Promotional opportunity to contribute product/materials for athlete, judge and volunteer Swag Bags
      - Early access to 2021 Wod Godz spectator tickets prior to public sales (limited quantity)
      - Two complimentary wristbands to the 2021 Wod Godz for staff support
      - First right of refusal for inclusion as “Bronze sponsor” for the 2022 Wod Godz
    - Social Media
      - Included in group sponsor FB post
      - Included in post-event thank you email sent to all athletes, judges, and spectators
      - Included in sponsor article on website
      - Listed in the Wod Godz event program
  - **Stone Sponsor—\$1500**
    - Lead Up
      - Intentional promotional inclusion in the Wod Godz social media strategic plan
      - Company name endorsed on the Wod Godz website via approved logo and link
    - Competition Weekend
      - Vendor booth (roughly 10'X10') in vendor village
      - Small sized logo placement on official 2021 Wod Godz volunteer and judge t-shirt
      - Promotional opportunity to contribute product/materials for athlete, judge and volunteer Swag Bags
      - Early access to 2021 Wod Godz spectator tickets prior to public sales (limited quantity)
      - Two complimentary wristbands to the 2021 Wod Godz for staff support
      - First right of refusal for inclusion as “Stone Sponsor” for the 2022 Wod Godz
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## COMPETITION PLANNING PARTNERS, LLC

- Social Media
  - Included in group sponsor FB post
  - Included in post-event thank you email sent to all athletes, judges, and spectators
  - Included in sponsor article on website
  - Listed in the Wod Godz event program
- **Vendor Only—\$500**
  - Competition Weekend
    - Vendor booth (roughly 10'X10') in vendor village
    - Promotional opportunity to contribute product/materials for athlete, judge and volunteer Swag Bags
    - Two complimentary wristbands to the 2021 Wod Godz for staff support

**“In-Kind” Sponsors are welcomed but limited. Please contact Kenneth W. Sanders for information on availability.**

## CONTACTS

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