

IFBB/Npc Daytona Beach Classic

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To Our Partners in Health and Fitness:

I am happy to announce **Iron Life Gear, Monsta** will sponsor **THE NEW 2021 IFBB Pro League Daytona Pro** along with **2021 NPC Daytona Beach Classic**, a Bodybuilding, Bikini, Figure, Fitness and Physique show In conjunction with the **Daytona Health & Fitness Expo** on "The World's Most Famous Beach", Daytona Beach, Florida. Over **4000 people** walked through the EXPO last year and we had Almost 200 competitors even with COVID-19

THIS IS A MR OLYMPIA & NATIONAL QUAILIFER.

The **IFBB/NPC Daytona Beach Classic** will be **Celebrating its 11th anniversary** and is scheduled for **Saturday, OCTOBER 2ND 2021** and will be held at **The DAYTONABEACH OCEAN Center, The NPC's BEST Venue in Florida, THE OCEAN CENTER** is on Historic A1A BY THE BOARDWALK in Daytona Beach. With the IFBB Pro League & The National Physique Committee sanctioning this event, this contest will attract competitors and spectators from all over the WORLD, United States and especially the east coast. Last year's show was SOLD OUT and we had over 30 vendors and sponsors. Over the years bodybuilding and fitness events have evolved and have expanded its audience and have been well received and attended.

THE IFBB DAYTONA PRO will have OPEN MENS PHYSIQUE, which will qualify for the 2022 MR OLYMPIA. The PRO MASTERS CHAPIONSHIPS will include MEN'S PHYSIQUE, MEN'S CLASSIC and MEN'S BODYBUILDING. FOR THE LADIES we will have WOMEN'S PRO BIKINI, FIGURE and WOMEN'S PHYSIQUE.

The **NPC Daytona Beach Classic** will have **45 different** divisions including **The NEWEST Class, WELLNESS** along with **Classic Physique, Bodybuilding, Figure, Fitness, Bikini, Men's and Women's Physique.** The **Daytona Beach Classic** website and Facebook page will spotlight some local and regional athlete's profiles and accomplishments as well as educating visitors on the different divisions.

The **2021 IFBB/NPC Daytona Beach Classic** presents a unique marketing opportunity for your business. As a sponsor your company will benefit from the national exposure this show will bring, as it is already featured on the National Physique Committee, BodyBuilding.com and Npcnewsonline websites. Additionally, **The Daytona Beach Classic** will be actively marketed to:

- The IFBB AND NPC's national email database of over 75,000 email subscribers.
- Our "Social Network" of well over 200,000 friends and fans.
- Florida Muscle News will provide full contest coverage and possible live webcast. Contest results will be posted on Npcnewsonline.com, RX Muscle, Muscular Development and BodyBuilding.com

All **Daytona Beach Classic** sponsors will have the opportunity to display their products and services, and market directly to the athletes, attendees and public at the event.

As a local business owner and NPC National JUDGE and competitor, I have attended and participated in over 30 NPC shows a year and I am very excited to be involved in the 11th annual **IFBB/NPC Daytona Beach Classic**. I am including information on several sponsorship levels available and different ways your company can support this event, promote your business and reach consumers on a national level at the same time. Every sponsor is vital to the success of this event and your consideration is much appreciated. Early commitments will maximize your advertising opportunities allowing you to be included in all the show promotional materials. If you would like more information regarding the event or have questions please give me a call at **386-299-1314** or email Daytonabeachclassic@gmail.com **Thank you for your interest,**

Michael Matassa

2021 IFBB/NPC Daytona Beach Classic Sponsorship Packages

Please select a level of sponsorship and include this form along with payment.

Checks payable to Daytona Beach Classic

- TITLE (COMPLETE EVENT) \$10,000.00**
 - **Event Signage** – Sponsor’s name and logo prominently displayed on all banners and signage
 - **Exhibit Space at Show Expo** – Preferential retail and exhibit space in the venue.
 - **Website** – Sponsor’s name and logo prominently displayed on the Daytona Beach Classic and Monsta Clothing website with reciprocal links.
 - **Media & Marketing** – Sponsor’s name and logo featured on all show publications including posters, flyers, direct mail, magazine ads, internet, radio spots, and live-on-location events including all social networking and at other bodybuilding competitions.
 - **MC Announcements** – All sponsors will be recognized by our show MC during the competition.
 - **Event Tickets** – Sponsor will receive 8 VIP Reserved Seating Tickets for the Finals.
 - **Awards Presentation** – Sponsor representative may participate in the Awards Presentations at the Finals.
 - **Banner Display** – Sponsor banner prominently displayed on the stage backdrop at the competition.
 - **Show Program** – Sponsor receives the inside front or inside back cover ad in the Show Program.
 - **Logo Rights** – Sponsor shall have use of ALL Daytona Beach Classic logos in advertising and promotional materials and campaigns.

- PLATINUM (Trophy sponsor) \$2,500.00**
 - **Event Signage** – Sponsor’s name and logo displayed on all banners and signage.
Sponsor’s Name on all Daytona Beach Classic Trophies
 - **Exhibit Space at Show Expo** – Retail and exhibit space directly outside show entrance.
 - **Website** – Sponsor’s name and logo displayed on the Daytona Beach Classic and Monsta Clothing website with reciprocal links.
 - **Media & Marketing** – Sponsor’s name and logo featured on all show publications including posters, flyers, direct mail, magazine ads, internet, radio spots, and live-on-location events including at other bodybuilding competitions.
 - **MC Announcements** – All sponsors will be recognized by our show MC during the competition.
 - **Event Tickets** – Sponsor will receive 4 VIP Reserved Seating Tickets for the Finals.
 - **Awards Presentation** – Sponsor representative may participate in the Awards Presentations at the Finals.
 - **Banner Display** – Sponsor banner displayed on the stage backdrop at the competition.
 - **Show Program** – Sponsor receives a full page ad in the Show Program.
 - **Logo Rights** – Sponsor shall have use of Daytona Beach Classic and Monsta logos in advertising and promotional materials and campaigns.

- **GOLD (PRO MASTER CLASS)** **\$1,500.00**
- **Event Signage** – Sponsor’s name and logo displayed on all banners and signage
- **Exhibit Space at Show Expo** – Retail and exhibit space inside of competition venue
- **Website** – Sponsor’s name and logo displayed on the Daytona Beach Classic website with reciprocal links.
- **Media & Marketing** – Sponsor’s name and logo featured on all show publications including posters, flyers, direct mail, magazine ads, internet, radio spots, and live-on-location events and other bodybuilding competitions.
- **MC Announcements** – All sponsors will be recognized by our show MC during the competition. **PRESENT CASH AWARD TO WINNERS ON STAGE**
- **Event Tickets** – Sponsor will receive 4 VIP Reserved Seating Tickets .
- **Awards Presentation** – Sponsor representative may participate in the Awards Presentations at the Finals.
- **Banner Display** – Sponsor banner displayed on the stage at the competition.
- **Show Program** – Sponsor receives a ½ page ad in the Show Program.
- **Logo Rights** – Sponsor shall have use of Daytona Beach Classic logos in advertising and promotional materials and campaigns.

- **SILVER (NPC TITLE Sponsor)** ***\$2,500.00**
- **Event Signage** – Sponsor’s name and logo displayed on all banners and signage
- **Exhibit Space at Show Expo** – Retail and exhibit space inside of competition venue
Opportunity to display motorcycles, jet skis, cars, etc.
- **Website** – Sponsor’s name and logo displayed on the Daytona Beach Classic website with reciprocal links.
- **Media & Marketing** – Sponsor’s name and logo featured on all show publications including posters, flyers, direct mail, magazine ads, internet, radio spots, and live-on-location events including other bodybuilding competitions.
- **MC Announcements** – All sponsors will be recognized by our show MC during the competition.
- **Event Tickets** – Sponsor will receive 2 VIP Tickets for the Finals.
- **Awards Presentation** – Sponsor representative may participate in the Awards Presentations at the Finals.
- **Banner Display** – Sponsor banner displayed on the stage backdrop at the competition.
- **Show Program** – Sponsor receives a business card to 1/2 page ad in the Show Program based on monetary value of product sponsorship.
- **Logo Rights** – Sponsor shall have use of Daytona Beach Classic logos in advertising and promotional materials and campaigns.

- **BRONZE (Product Sponsor)** **\$500.00**
- **Provide Products for Competitors and/or Fans** – Sponsor will provide product food, supplements, etc. to give to all competitors in bodybuilding Gift bags.
Sponsor may also provide on-site sampling of products and promotional materials at the Show venue on the day of the competition.
- **Website** – Sponsor’s name and logo displayed on the Daytona Beach Classic Social media with reciprocal links and a Business Card ad in Program.

Booth Only

\$300.00

