

# *Daytona Beach Classic*

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To Our Partners in Health and Fitness:

I am happy to announce **BodySculpting Personal Fitness** and **Monsta Clothing** will be Co-promoting the **2016 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 **3000 people** walked through the EXPO last year.

The Sixth Annual **NPC Daytona Beach Classic** is scheduled for **Saturday, October 1st, 2016** and will be held at **The News Journal Center**, on Historic Beach Street in Daytona Beach. With the National Physique Committee sanctioning this event, this contest will attract competitors and spectators from all over the 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, especially in this region. The **Daytona Beach Classic** will have **45 different** divisions including The New **Classic Physique** along with Bodybuilding, Figure, Fitness, Bikini, Men's and Women's Physique. The **Daytona Beach Classic** website and Face book page will spotlight some local and regional athlete's profiles and accomplishments as well as educating visitors on the different divisions.

The **2016 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 Southern Muscle Plus websites. Additionally, **The Daytona Beach Classic** will be actively marketed to:

- The NPC's national email database of over 50,000 email subscribers.
- Our "Social Network" of well over 180,000 friends and fans.
- Florida Muscle Mag.com will provide full contest coverage and possible live webcast. Contest results will be posted on [FloridaPhysique.com](http://FloridaPhysique.com), RX Muscle, Muscular Development and BodyBuilding.com
- The Daytona Beach Chamber is including the show in their marketing on their Annual events calendar, which includes information on NASCAR, Daytona International Speedway, Bike Week and Biktoberfest, which attracts hundreds of thousands of out-of-town guests to Daytona Beach.

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 competitor, I have attended and participated in over 30 NPC shows a year and I am very excited to be involved in the Sixth annual **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 [TOOBEHUGE@aol.com](mailto:TOOBEHUGE@aol.com)

**Thank you for your interest,**  
Michael Matassa

## 2016 NPC Daytona Beach Classic Sponsorship Packages

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

Checks payable to Michael Matassa

- TITLE (Title sponsor) \$2500.00**
  - **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 6 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 BodySculpting and Daytona Beach Classic logos in advertising and promotional materials and campaigns.
- PLATINUM (Trophy sponsor) \$1500.00**
  - **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 BodySculpting, Daytona Beach Classic and Monsta logos in advertising and promotional materials and campaigns.



