



# TRADE STAND + SPONSORSHIP GUIDE 2024





# INTRODUCTION TO THE GBA



## WELCOME TO THE FOREFRONT OF BODYBUILDING EXCELLENCE.

The Global Bodybuilding Alliance (GBA) is a trailblazing organization at the forefront of bodybuilding and fitness. Founded by industry stalwarts Matt Adams and Dr. Mohammed Waqaas, GBA represents the pinnacle of innovation and excellence in the sport.

As leaders in the bodybuilding arena, we at GBA are committed to hosting events that are not only competitions but also celebrations of human potential and athletic prowess. Our events are more than showcases—they are the epitomes of dedication, where the strength of spirit and physicality converge.

## OUR LEGACY & TRIUMPHS

GBA was established with a clear mission: to unify the bodybuilding community with principles of equity, diversity, and excellence. With each event, we've seen our vision come to life, creating a legacy that resonates within the hearts of athletes and fans alike. Our shows are where history is made and where the seeds of dreams are sown and nurtured to fruition.

Our success is evidenced by the vibrant energy of full-capacity venues and the extensive global audience that eagerly anticipates each event, captivated by the display of exceptional athletic talent and determination.

## A MESSAGE FROM THE FOUNDERS

"In founding the Global Bodybuilding Alliance, we set out to forge a path where athletes are celebrated for their hard work and dedication. Our ethos is to honor the diversity and resilience of the human spirit through the sport of bodybuilding. Each GBA event is a step forward in this journey, uniting athletes and enthusiasts in a celebration of shared passion and excellence. Join us as we continue to elevate the sport to unprecedented levels and build a legacy that stands the test of time."

## THE GBA EXPERIENCE

Attending a GBA event is entering a realm where every second is electric, every performance is a narrative, and every athlete is a muse. The experience goes beyond witnessing a competition; it's about being part of a movement that's sculpting the future of bodybuilding and fitness.



# SPONSORSHIP BENEFITS

## ELEVATE YOUR BRAND WITH GBA

### CONNECT WITH YOUR AUDIENCE

- Gain direct access to a dedicated fitness audience.
- Showcase products at our high-energy events for live feedback.
- Align with values of excellence and perseverance in sport.

### ENHANCED VISIBILITY AND REACH

- Target an engaged demographic specific to bodybuilding and fitness.
- Leverage our strong social media presence for wider brand exposure.

### BUILD MEANINGFUL RELATIONSHIPS

- Network with industry influencers and athletes.
- Earn community trust as a champion of athletic achievement.

### AN IMMERSIVE BRAND EXPERIENCE

- Create impactful interactions through custom sponsorship opportunities.
- Continue brand storytelling beyond the event with our follow-up initiatives.

### BECOME A GBA SPONSOR

- Partner with us and integrate your brand into the future of bodybuilding.

# SPONSORSHIP GOALS

## REALISE YOUR MARKETING OBJECTIVES WITH GBA

### STRATEGIC BRAND POSITIONING

- Launch new products in a dynamic environment.
- Access untapped markets and receptive new audiences.
- Enhance brand recall with a fitness-focused community.

### COMMUNITY ENGAGEMENT

- Forge deep connections with a vibrant, health-conscious demographic.
- Align with GBA's commitment to social responsibility and wellness.

### TAILORED IMPACT

- Enjoy customized sponsorship options to meet diverse objectives.
- Witness the tangible impact of your brand's presence at premier events

## JOIN THE MOVEMENT

Align with GBA's mission for innovation in bodybuilding and fitness.

Take the next step to sponsor success with GBA.



# SPONSORSHIP OPPORTUNITIES

## YOUR GATEWAY TO UNPARALLELED ENGAGEMENT

### TIERED SPONSORSHIP PACKAGES

- Choose from a range of options: Platinum, Gold, Silver, and Bronze.
- Each tier offers unique benefits and levels of exposure.

### CUSTOMIZABLE OPPORTUNITIES

- Tailor your sponsorship to fit your brand's specific needs.
- Mix and match, digital presence, and physical branding opportunities.

### MAIN EVENT SPONSOR

- Be the highlight sponsor of the main event, with exclusive branding privileges.

### PRODUCT DISPLAY & DEMOS

- Showcase your products and services directly to attendees and athletes.

### DIGITAL AND SOCIAL MEDIA INTEGRATION

- Amplify your reach with featured content on GBA's digital and social media platforms.

### VIP EXPERIENCES

Provide memorable experiences with exclusive access and hospitality options.

### JOIN US AS A SPONSOR

- Step into a partnership that extends your brand's reach and impact.

## DIRECT INTERACTION & BRAND EXPOSURE

### MAXIMIZE ENGAGEMENT WITH GBA'S AUDIENCE

### FACE-TO-FACE INTERACTION OPPORTUNITIES

- Engage directly with attendees through interactive booths and product demos.
- Host or sponsor seminars, workshops, and Q&A sessions with athletes and experts.
- VIP meet-and-greets for in-depth networking.

### HIGH VISIBILITY

- Your brand featured prominently at the event venue: stages, entrance ways, lounges.
  - Branding on attendee wristbands, lanyards, and event merchandise.
  - Logo and promotional material in participant and attendee packages.

### DIGITAL ENGAGEMENT

- Feature your brand in our live-streamed content, reaching a global audience.
- Co-branded social media campaigns and content before, during, and after the event.
- Opportunities for sponsored posts and shout-outs on GBA's digital platforms.

### INTEGRATING YOUR BRAND INTO EVENT CONTENT

- Opportunity to sponsor specific segments of the event, like award ceremonies or key categories.
  - Include your branded content in our event program and digital signage.
  - Feature in event-related email newsletters and official event communications.

### JOIN THE GBA FAMILY AS A SPONSOR

Leverage the dynamic atmosphere of GBA events to forge strong connections with your target audience.



# SPONSORSHIP EXTRAS

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# OUR COMMITMENT TO SPONSORS

## A PARTNERSHIP ROOTED IN SUPPORT AND TRANSPARENCY

### DEDICATED SPONSOR SUPPORT TEAM

Benefit from a dedicated GBA team member to assist with all your sponsorship needs. Enjoy seamless coordination and support throughout the event planning and execution.

### CLEAR COMMUNICATION

- Tailor your sponsorship to fit your brand's specific needs.
- Mix and match, digital presence, and physical branding opportunities.

### LONG-TERM PARTNERSHIP OPPORTUNITIES

- Explore opportunities for ongoing collaborations beyond the event.
- Build a lasting relationship with GBA for future events and initiatives

### OUR PLEDGE TO YOU

- We commit to upholding the highest standards of professionalism and integrity in all aspects of our partnership.
- Your satisfaction and success as a sponsor are paramount to us.

### JOIN GBA'S VISION FOR THE FUTURE

Partner with us and be a part of a movement that's shaping the future of bodybuilding.



# TIERED SPONSORSHIP DETAILS

READY TO JOIN OUR MOVEMENT?

## PLATINUM SPONSORSHIP | PREMIER TIER

- Exclusive branding rights for main event stages.
- Prime trade stand / booth location for maximum attendee engagement.
- Featured in all event-related media, marketing campaigns, and press releases.
- Prominent logo placement on event materials, website, and social media.
- Opportunities for product launches and keynotes.
- VIP access to exclusive areas and networking events.

## GOLD SPONSORSHIP

- Secondary branding rights for event areas.
- Preferred trade stand / booth location.
- Inclusion in select event media and marketing communications.
- Logo placement on event materials and website.
- Social media features and acknowledgments.
- VIP access to exclusive areas and networking events.

## SILVER SPONSORSHIP

- Logo placement on event materials and dedicated event areas.
- Standard trade stand / booth location.
- Social media mentions and website listing.
- Access to networking events and attendee engagement opportunities.
- Inclusion in pre-event marketing materials.

## BRONZE SPONSORSHIP | ENTRY LEVEL

- Logo placement on selected event materials.
- Shared booth space for product display.
- Mention on the event website and in the event program.
- Opportunities for product giveaways or contests.

## CUSTOM SPONSORSHIP OPPORTUNITIES

- Tailor your package- Choose elements from different tiers to meet your specific needs.
- Opportunities for exclusive sessions, workshops, or interactive experiences.
- Flexible branding and engagement options to align with your marketing objectives.

## NOTE TO SPONSORS:

Each sponsorship tier is designed to offer a range of benefits to suit different marketing strategies and budgets. We also offer the flexibility to customize your sponsorship package to ensure it aligns perfectly with your brand's goals and objectives. For more details or to discuss a custom package, please contact our sponsorship team.





# STEP INTO THE SPOTLIGHT WITH GBA

## READY TO JOIN OUR MOVEMENT?

Take the first step in becoming a pivotal part of our bodybuilding and fitness events. Connect with our dedicated sponsorship team to discuss your goals and how we can achieve them together.

Register your interest in sponsoring a GBA event and become part of a community that values strength, dedication, and excellence. Reach out to us through our dedicated sponsorship contact channels for detailed discussions and customizations.

## NEXT STEPS

Schedule a meeting with our team to explore the possibilities and tailor a sponsorship package that aligns with your brand's vision.

Click one of the options below to contact the team.

[WHATSAPP](#)

[EMAIL](#)

[CALL](#)

## THIS YEARS EVENTS

Check out this years shows with our current sponsors

[2024 SEASON](#)

[WWW.OFFICIALGBA.COM](http://WWW.OFFICIALGBA.COM)