



## SPONSORSHIP OPPORTUNITY

Thank you for your interest in the **Active Sports Expo** Consumer Show open to the general public the weekend of **September 9-11, 2016** at **WestWorld of Scottsdale**, the premier, nationally recognized, event facility in the Southwest United States.

Whether you're introducing new products, conducting market research, starting a new company, selling merchandise, registering participants for your event, or looking to grow your market share, you won't want to miss this opportunity to meet and network with thousands of influential consumers, trainers, event organizers, fitness center operators, retailers, manufactures and distributors.

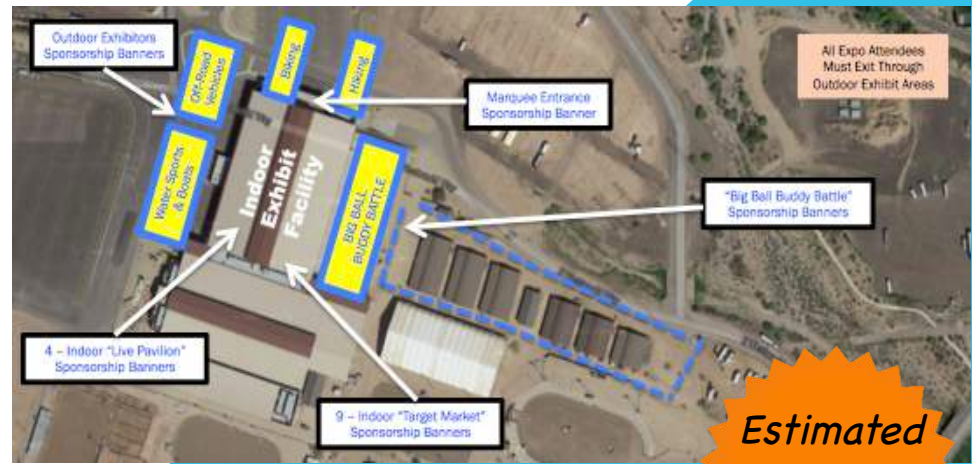
**Active Sports Expo** targets individuals who embrace a positive, energetic and upbeat lifestyle through healthy eating, competitive individual sports and new opportunities to challenge and motivate their ongoing desire to become a better athlete.

The Expo will offer live fitness workouts during the show, living & healthy eating seminars, sports expert panels & demonstrations, a kids mini-expo, a live Bicycle Barn Auction during the show, and the first-of-its-kind daily waves of the **"Big Ball Buddy Battle"** where participants push, pull & lift a huge 8' beach ball through a crazy obstacle course.

Don't pass up this opportunity to connect with your target market at the **Active Sports Expo** in beautiful Scottsdale Arizona. Contact us today to reserve your spot as an Exhibitor or Sponsor at [ActiveSportsExpo.com](http://ActiveSportsExpo.com).

## Participant Expo Demographic Expectations.

- Attendees purchase new fitness clothing, shoes and equipment 2-4 times annually
- Regularly competes multiple competitive events
- Wants to feel full of energy and lose weight
- Focus on healthy nutrition & eating habits
- Uses protein mix & energy drinks regularly
- Takes vitamins or supplements daily
- Works out at least 3 times a week
- Owns home exercise equipment
- Strives for a healthier lifestyle



## There are a number of Sponsorship Levels to consider at the Active Sports Expo.

- **Title Sponsor** – One Sponsor will command the Overall Mass Exposure for the Entire Event.
- **“Target Market” Sponsorships** – A Sponsor will be selected to be in one of the following: 1) Bicycle Gear & Bikes, 2) Automotive, 3) Fitness Apparel, 4) Water Sports, 5) Running Shoes & Gear, 6) Hiking Footwear & Gear, 7) Specialty Equipment, 8) Healthy Foods, 9) National Retailer & 10) Golf.
- **“Live Stage Pavilions” Sponsorships** – One Sponsor will represent one of the following stages:
  - 1) **Healthy Eating Pavilion** – Promoting & demonstrations on healthy eating, cooking & nutrition.
  - 2) **Spartan Fitness Pavilion** – Live aerobics, conditioning and core training workout sessions with top valley trainers, instructors & coaches. Participants pre-register for sessions prior to Expo.
  - 3) **Active Titan Pavilion** - Expert trainers, coaches and athletes provide demonstrations, helpful tips & personal stories.
  - 4) **Active Kids Mini-Expo Pavilion** – Professionally trained staff providing safe & engaging activities for kids ages 2-12.
  - 5) **Bicycle Barn Auction** – Privately owned used bikes, along with retailers blowout bikes, up for auction live at the show.
- **“Big Ball Buddy Battle: The Ultimate Obstacle Course”** – Make history and partner with the ONLY obstacle course in which participants push, pull, lift or kick a huge 8-foot diameter beach ball over school buses, through huge culvert pipes and over super-sized balance beams to the finish line. Think Indiana Jones meets Pac-Man on a quest to bring back their trophy statue.



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