



APA
AUSTRALIAN POWERLIFTING ALLIANCE

SPONSORSHIP PROPOSAL APA NATIONAL CHAMPIONSHIP SERIES 2024

Executive Summary

Welcome to the Australian Powerlifting Alliance. We are excited to present this sponsorship proposal, inviting your esteemed company to join us in representing and supporting the dynamic and empowering world of powerlifting.

About Us

The Australian Powerlifting Alliance (APA) is the Australian affiliate of the International Powerlifting Federation (IPF). The IPF is the home of the strongest and best lifters in the world.

More information available at: <https://www.powerliftingalliance.org.au/>

Event Overview

The APA National Championship Series is the pathway to the IPF World Championships that will be hosted in various international locations in the later half of 2024. To qualify for the APA world championship team, athletes will have to win their respective weight class at the national championship and reach the required qualification total that is outlined by the IPF.

The 2024 APA National Championship Series:

Dates:

- 8-10 March 2024 (Opens - approximately 200 competitors)
- 27-29 April 2024 (Sub-Junior & Juniors - approximately 200 competitors)
- 8-9 June (Equipped & Masters - approximately 125 competitors)

Venue: Wallsend Diggers – 5 Tyrell St, WALLSEND, NSW, 2287.

Expected attendance at venue: ~500 over 3 competition days.

Virtual attendance: Global audience (previous live streams have had up to 10,000 viewers).





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Sponsorship Levels

Platinum Sponsor - [\$5,000.00] - 1 sponsorship available

- Logo displayed on event banner.
- Logo displayed on event live stream.
- Logo displayed on dedicated event merchandise.
- Exclusive booth space at the event.
- Verbal recognition during opening/closing ceremonies.
- Social media dedicated post/collaboration, thanking our sponsors for the event.

Gold Sponsor - [\$2,500] - 3 sponsorships available

- Logo displayed on event banner.
- Logo displayed on event live stream.
- Verbal recognition during opening/closing ceremonies.
- Social media dedicated post/collaboration, thanking our sponsors for the event.

Want to propose something else?

Drop us an email to let us know what you have in mind!

Benefits of Sponsorship

- Brand visibility to event and live stream spectators and other businesses that are attending the national championships to support their athletes.
- The networking and exposure opportunities associated with athletes and spectators coming from various avenues and business streams, including interstate.
- The opportunity to generate revenue from selling merchandise online and at the event through the booth opportunity.

How to Become a Sponsor

Please email us at info@powerliftingalliance.org.au, and be sure to include:

- Contact name & phone number
- Which sponsorship level you're interested in