



**2022 SPONSOR DECK**


# A GLOBAL COMPETITION SERIES

International contests around the world  
qualifying athletes to compete in the  
Official Strongman Games!

2K+ Athletes Competing

30+ Countries Represented

1 Worldwide Online Qualifier

9  World's Strongest Titles



# U.S. REGIONALS

A coast-to-coast regional competition series to qualify for the Official Strongman Games.

## Increased Exposure:

- **More athletes and Strongman fans!**  
*(300+ athletes from North America)*
- **Social media exposure all year long!**  
*(3 additional contests during the year)*
- **Best-in-class live streams!**  
*(More opportunity for your brand to shine)*
- **National reach for your products and brand!**  
*(Exposure to fans across the United States)*



# OSG WORLD FINAL

Official Strongman Games is the largest international Strongman competition in the world.

**10K+** Fans Worldwide Watching Live Stream

**1K+** Cheering Fans in the Arena

**300+** World-Class Athletes Competing

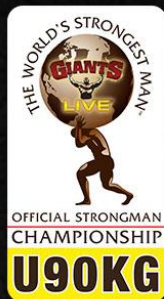
**3** Action Packed Days

**1** Incredible Weekend of Strongman

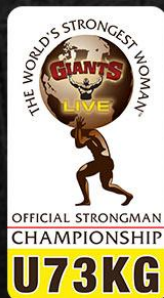
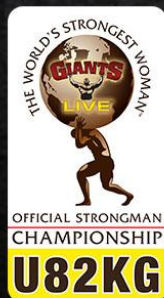


# THE WORLD'S STRONGEST

9 World Titles + Giants Live Qualifier



Men



Women

# LIVE STREAMING

Professional live streaming with multiple cameras and best-in-class commentary.

9.5K Viewers

992K Minutes Watched

2hr Average Time Watched / Viewer

Live stream viewership data taken from the 2021 Official Strongman Games across 3 days.



# SOCIAL MEDIA

Global exposure within the Strongman community

Official Strongman

Giants Live

Train Strongman

Eddie Hall

Big Loz Official



59K Followers



2.2M Followers



8.3K Followers



3M Followers



181K Followers



5.5K Members



169K Followers



3.4K Followers



2.5M Followers



111K Followers



171K Followers



2M Subscribers



110K Subscribers



833K Subscribers



150K Views of  
2021 OSG Content



5.3K Followers to  
@officialstrongmangames

3 U.S. Regionals + OSG (4 Contests)

# SUPPORTING PARTNER

**\$20,000**

Help us grow the sport of Strongman!

Your brand will be intimately associated with the Official Strongman Games. Your partnership will help us increase athlete prize money and deliver an incredible experience for the athletes and the fans.

## What's Included:

- Includes a 10x20 Premium Booth *(see booth slide for details)*
- Large logo on event entrance
- Logo on back of athlete and vendor badges
- (2) Video cut scenes during livestream *(30 seconds)*
- Logo showcased on [www.strongman.games](http://www.strongman.games) website as Supporting Partner in addition to regional websites.
- (1) Large dedicated logo banner on event backdrop
- (3) Logo banners on crowd barricades
- Announced a minimum of 2 times on social media prior to event
- Tagged and mentioned in 75% of social media posts for the event *(excluding those dedicated to other sponsors or exhibitors)*



**3 U.S. Regionals + OSG (4 Contests)**

# VIP SPONSOR

## \$10,000

**Get access to the ENTIRE Strongman and Strongwoman community!**

**All of the athletes...**

**Every weight class and division...**

**All gathered together for one massive event.**

**There is no better opportunity to showcase your brand and products.**

## **What's Included:**

- **Includes a 10x10 Premium Booth** *(see booth slide for details)*
- **Logo showcased on [www.strongman.games](http://www.strongman.games) website as VIP Sponsor in addition to regional websites.**
- **(1) Large dedicated logo banner on event backdrop**
- **(2) Logo banners on crowd barricades**
- **Announced a minimum of 1 time on social media prior to event**
- **Tagged and mentioned in 50% of social media posts for the event** *(excluding those dedicated to other sponsors or exhibitors)*

3 U.S. Regionals + OSG (4 Contests)

# EXHIBITOR BOOTHS

Showcase your products to all of the Strongman athletes and fans!

10X20

Premium Booth - \$3,500

10X10

Standard Booth - \$1,500

## What's Included:

- 10ft x 20ft Oversized booth (*Premium only*)
- Premium booth location (*Premium only*)
- Shoutouts during event (*Premium only*)
- (1) 8ft skirted tables (*2 for Premium*)
- (2) Chairs (*4 for Premium*)
- (2) Vendor badges (*4 for Premium*)
- Your company listed on the exhibitor list and event map
- Sample and sell your products within your booth space
- Inclusion of your products in athlete prize bags and welcome packs

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

**Let's get creative and tailor your sponsorship to fit your needs.**

- **Sponsor only a single contest**  
*(Interested only in a specific region or contest?)*
- **Increased Social Media exposure**  
*(More dedicated posts and mentions.)*
- **Sponsor a specific division of athletes**  
*(For example: Just women or just masters 40+ athletes.)*
- **Sponsor a specific event**  
*(Want us to use your equipment?)*
- **Logo or ad during live stream**  
*(Between events we can showcase your brand.)*
- **Sponsor the warm-up area**  
*(Additional brand awareness specific to the athletes.)*
- **Breakfast, lunch, or dinner**  
*(Athletes like to eat.)*

# LET'S TALK

We care about every sponsor relationship and we can work out a custom sponsor package for you if one of the options doesn't meet your needs.

**Derek Owens**

**Southwest Regional**

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**Lynn Morehouse**

**Event Director**

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**Ryan Terry**

**Northwest Regional**

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