



**INTERNATIONAL POLE SPORTS FEDERATION**  
**THE FUTURE OF OLYMPIC SPORTS**

# CALL FOR SPONSORS

**AERIAL | SPORTS | ARTISTIC | ULTRA | PARA**  
**POLE & AERIAL CHAMPIONSHIP**

**27 - 30 OCTOBER 2022 | LAUSANNE - SWITZERLAND**



[POLESPORTS.ORG](http://POLESPORTS.ORG)



Observer

## **IPSF GOVERNING BODY OF POLE**

The IPSF was created in 2009 as not for profit organisation dedicated to positively promoting pole as an athletic sport and with the long term goal of becoming part of the Olympic Games.

In 2016 the IPSF achieved STEP ONE of the recognition process and became a World Anti-Doping Agency (WADA) signatory.

In 2017 the IPSF achieved STEP TWO of its recognition process and was awarded Observer Status of GAISF gaining sporting status for Pole, documented throughout the Worlds media.

“

**“We warmly welcome our first Observers. This is an exciting time for them and for us and we will do everything within our remit to help them realise their full potential as International Federations within the global sport’s family and, one day, maybe become part of the Olympic program. .”**

...

GAISF PRESIDENT - PATRICK BAUMANN

GLOBAL ASSOCIATION OF INTERNATIONAL FEDERATIONS

# Recognition

## WHAT DOES THIS MEAN FOR OUR SPONSORS?

With interim recognition recently announced globally for this progressive, edgy and captivating sport, media coverage has exploded. TV, radio, news channels, talk shows, sports media and all major newspapers have been reporting on the rise of pole as a sport.

With Pole and Aerial sports the IPSF under the spotlight, the potential for global media coverage is clear!



“

**Our Observer Member  
@IPSFpolesports has become a  
talking point across the world!  
#GAISF is helping to promote  
sports and achieve their dreams!**

...

GAISF PRESIDENT - PATRICK BAUMANN

GLOBAL ASSOCIATION OF INTERNATIONAL FEDERATIONS



# World Pole & Aerial



## SPORTS

The 10th annual World Pole & Aerial Sports Championships; 13 years of the IPSF!



## ARTISTIC

The 6th annual World Artistic Pole & Aerial Championships



## ULTRA

The 6th annual World Ultra Pole Championships; Jaw dropping tricks are showcased in this fast-paced battle.



## PARA

The 6th Annual World Para Pole Championships; The first step in the evolution towards Paralympic Recognition.





# Venue

LAUSANNE | SWITZERLAND | VENUE

Salle Omnisport De Veux Moulin offers a multitude of possibilities and is a unique venue suited to Pole Sports. Originally built in the world capital for sport Lausanne, it now plays host to the 10th World Pole & Aerial Sports Championships!

It has numerous facilities, services and rooms for a wide variety of events, and the location is perfectly situated for athletes and spectators alike.

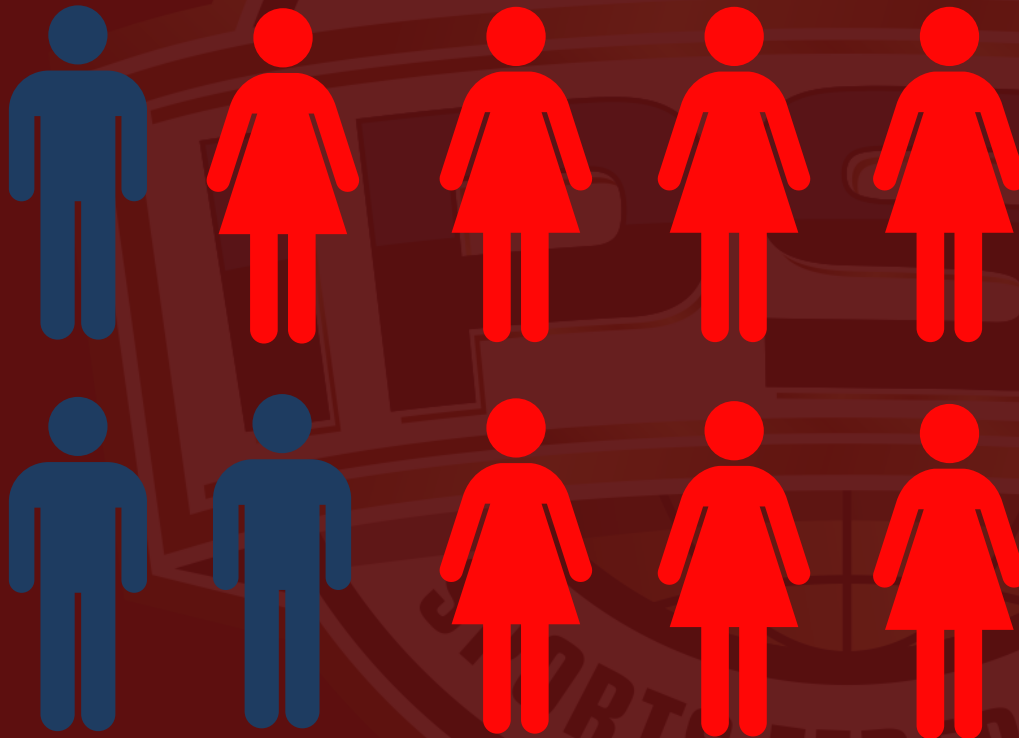
Capacity: 800

Vendor Capacity: 15

Airport: Geneve 60 km

City centre: 10 min walk

# Statistics



**70% WOMEN**  
**30% MEN**

Male participation is on the increase, however, if you have a female related product, we have the market for you!

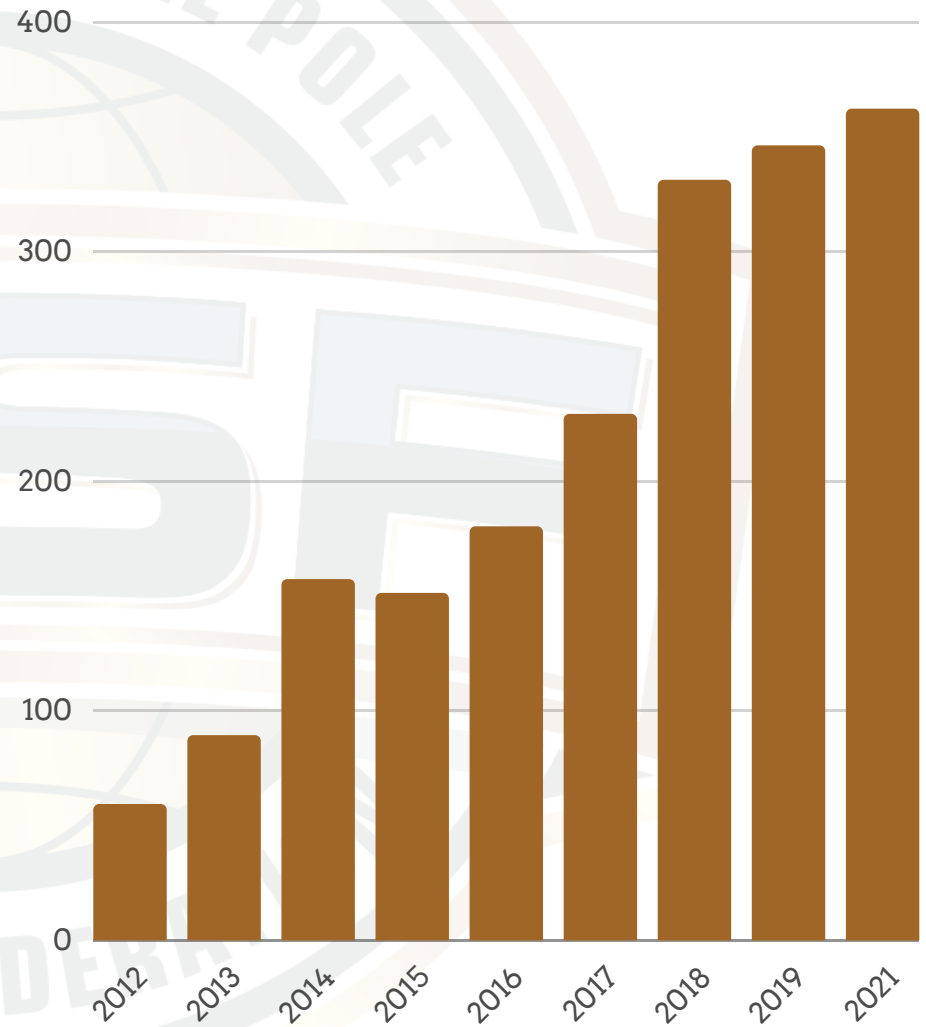
Source: 2021 World Virtual statistics




# 2021

Broke all records of elite athlete participation in any pole& Aerial competition ever recorded! 362 performances in 2021!

**POLESPORTS.ORG**





# 73%

Increase in male participation  
from 2012 including the first  
time male Junior and Novice  
athletes taking part in a World  
Championships.

# 82%

Increase in youth participation  
from 2013 including the first  
Junior and Novice categories in  
doubles.

# THE GROWTH OF OUR SPORT

IN 10 YEARS THE WORLD  
CHAMPIONSHIPS HAS GROWN RAPIDLY  
BOTH IN PARTICIPATION AND  
SPECTATORSHIP



**40 NATIONS  
TOOK PART IN  
2019. IN 2022  
OVER 45  
COUNTRIES WILL  
BE REPRESENTED**



**OVER 800  
SPECTATORS  
WILL BE  
WATCHING LIVE**



**IPSF WILL BE  
STREAMING TO  
OVER 100,000  
PEOPLE**

# SELL YOUR BRAND

## 4 WAYS TO IMPROVE YOUR BUSINESS REACH



### 1.) SOCIAL MEDIA

With over 100,000 follower across the IPSF Social Media platforms, we have a very active portal for sponsors to promote their brand.

### 2.) TV/ MEDIA

As the governing body of the newest sport to be awarded Observer Status all eyes are on the IPSF. Press around the world will be in attendance.




### 3.) NEWSLETTER

with 10,000 Pole enthusiasts signed up to the IPSF Newsletter you can directly market your product to target consumers.

### 4.) LIVESTREAM

Be part of this high quality transmission and get your product to reach dedicated Pole enthusiasts.



A dark red world map is centered in the background of the slide.

# IN THE LAST 13 YEARS THE IPSF FEATURED IN THE NEWS IN OVER 110 COUNTRIES

All major newspapers, radio stations and TV channels across the world discussed the IPSF road to recognition, with over 75 media outlets in the UK alone covering the story.

# PARTNERSHIP PACKAGES

There is a sponsorship to suit every product and budget



IPSF WORLD  
CHAMPIONSHIPS  
SPONSOR



EVENT SPONSOR



VENDORS



LIVESTREAM





# PARTNERSHIPS

Annual Sponsor	<b>SOLD</b>	£5000
Title Sponsor		£4000
Pole Sponsor	<b>SOLD</b>	£2,500
Gold Sponsor	<b>SOLD</b>	£3000
Silver Sponsor		£2000
Bronze Sponsor		£1000

Livestream Sponsor		£2000
Pole/Hoop Cleaner Sponsor		£500
Award Sponsor		£300
Magazine Sponsor		£300
15 x Vendor	<b>SOLD</b>	£150
Studio Sponsor		£100



## IPSF ANNUAL SPONSOR

ONE YEAR SPONSORSHIP - £5000 **SOLD**

### Package Includes:

- Floor banner on stage & banners in arena
- VIP Vendors Location (main arena)
- Credit with a link on all social media posts to over 100K
- Logo on the IPSF Facebook pages
- Logo on the event banner
- Logo listed on all event publicity
- Logo listed on newsletter to 10K subscribers
- Logo on the home page of IPSF website
- Double page advertorial in the Gravitas Magazine
- Logo on the press/athletes wall
- Discount on the World Pole Title Sponsorship





## IPSF WORLD TITLE SPONSOR

TITLE SPONSORSHIP - £4000

### Package Includes:

- Naming rights of the event - World Pole Championships 2018 - Powered by ...
- Floor banner on stage & 2 x banners in arena
- VIP Vendors Location (main arena)
- Credit with a link on all social media posts to over 100K
- Logo on the IPSF Facebook pages
- Logo on the event banner & all publicity
- Listed on newsletter to 10K subscribers
- Logo on the home page of IPSF website
- Double page advertorial in the Gravitas Magazine
- Logo on the press/athletes wall
- Discount on the Annual Sponsorship



## IPSF WORLD POLE APPARATUS SPONSOR

COMPETITION POLE - £2,500 **SOLD**

### Package Includes:

- Vendor Location (vendors hall)
- Credit with supplying the World Poles
- Use of the IPSF approved logo to use on equipment
- Logo on the IPSF Facebook pages
- Logo on the event banner
- Logo listed on all event publicity
- Logo listed on newsletter to 10,000 subscribers
- Single page advertorial in the Gravitas Magazine
- Discount on the World Pole Title Sponsorship
- Logo on the press/athletes wall
- 3 vendor passes + 25% discount on addition tickets
- Flyers in goody bags







## IPSF WORLD VENDOR V.I.P

1 - 15 VENDOR LOCATION - £200 **SOLD**

### Package Includes:

- 1 x Vendors Location to include:
- Table and 2 x chairs
- The use of an electric point
- Area of 3mx 3m
- Some locations have a back wall others no back wall
- Directly in the entrance and by the food area
- Over 36hours of selling time
- Over 700 athletes and spectators
- £200 early bird until 1st April then £300





IPSF WORLD GOLD  
SPONSOR

GOLD SPONSORSHIP - £3,000 **SOLD**

**Package Includes:**

- Floor banner on stage & 1 x banners in arena
- VIP Vendor location 3.5m x 6.5m no height restriction
- Social media post once a month to over 100K
- Logo on the IPSF Facebook pages
- Logo on the event banner & all publicity
- Listed on newsletter to 10K subscribers
- Double page advertorial in the Gravitas Magazine
- Logo on the press/athletes wall
- Discount on the Annual Sponsorship
- 4 vendor passes + 25% discount on addition tickets
- Flyers in goody bags





## IPSF WORLD SILVER SPONSOR

SILVER SPONSOR - £2,000

### Package Includes:

- VIP Vendor location 3.5m x 5.5m with height restriction 2.4m
- 1 x Banners in arena
- Social media post once a month to over 100K
- Logo on the IPSF Facebook pages
- Logo on the event banner & all publicity
- Listed on newsletter to 10K subscribers
- Single page advertorial in the Gravitas Magazine
- Logo on the press/athletes wall
- 3 vendor passes + 25% discount on addition tickets
- Flyers in goody bags





## IPSF WORLD BRONZE SPONSOR

BRONZE SPONSORSHIP - £1,000

### **Package Includes:**

- Vendor Hall area 12/13 - measuring 2m x 3m with a 3m height restriction
- 1 x Banners in arena
- Social media post
- Logo on the event banner & all publicity
- Listed on newsletter to 10K subscribers
- Single page advert in the Gravitas Magazine
- Logo on the press/athletes wall
- 3 vendor passes + 25% discount on addition tickets
- Flyers in goody bags

# Livestream



IPSF WORLD  
LIVESTREAM SPONSOR

LIVESTREAM SPONSOR - £2,000

Using the latest technology and graphics this increasingly popular way of viewing our sport worldwide will give our sponsor maximum exposure to over 100,000 people, not just during the event but also after.

- Your logo on the kiss and cry wall
- Your logo on the livestream publicity
- Your logo on the livestream
- Commentators discuss and promote your product





**IPSF WORLD POLE  
CLEANER SPONSOR**

## **POLE CLEANER SPONSORSHIP**

**£500**

All pole cleaners will wear your branded vest while they are on stage. Your company will be mentioned during the pole cleaning



**IPSF WORLD POLE  
AWARD SPONSOR**

## **AWARD SPONSORSHIP**

**£400**

New for this year! Have the awards ceremony named after your company, your name on the awards and hand out the awards!



**IPSF WORLD POLE  
GOODY BAG SPONSOR**

## **GOODY BAG SPONSORSHIP**

**£300**

Your logo will be printed on to the event goody badges given out to athletes, coaches and spectators!



# CLICK HERE!

BOOK YOUR  
SPONSORSHIP &  
VENDOR LOCATIONS  
TODAY!



# CONTACT US



PHONE

Call the IPSF office on:

+44 (0) 203 2396 974



EMAIL

Email us to discuss your sponsorship options:

[info@polesports.org](mailto:info@polesports.org)



WEBSITE

Visit our website to purchase your sponsorship: [www.polesports.org](http://www.polesports.org)



SOCIAL  
MEDIA

Facebook: [internationalpolesportsfederation](https://www.facebook.com/internationalpolesportsfederation)

Instagram: [@ipsfpolesports](https://www.instagram.com/ipsfpolesports)