INTERNATIONAL POLE SPORTS FEDERATION

The future of Olympic Pole Sports

WORLD POLE SPORTS CHAMPIONSHIPS
NETHERLANDS 2017

POLE SPORTS • ARTISTIC POLE • ULTRA POLE
PARA POLE • CONVENTION

30 JUNE – 2 JULY
Netherlands

WWW.POLESPORTS.ORG
The governing body of pole sports was created in 2009, it is a not for profit organisation dedicated to positively promoting pole as an athletic sport.

The IPSF is laying the foundations for recognition by international sporting governing bodies; the IPSF’s goal is for the Olympic committee to recognise Pole Sports as an official sport and to one day be part of the Olympic Games.

The IPSF is the only pole sports federation that is an World Anti-Doping Agency (WADA) signatory and working towards recognition as a sport and is currently in application with the Alliance of Independent Recognised Members of Sport (AIMS), SportAccord and the International Olympic Committee (IOC).

What does this mean for sponsors?

With recognition just around the corner for this progressive edgy and captivating sport, media coverage continues to gather momentum.
WORLD POLE WEEKEND EVENTS

WORLD POLE SPORTS CHAMPIONSHIPS
The 6th annual World Pole Sports Championships; The foundation to Pole Sports in the Olympic Games.

WORLD ARTISTIC POLE CHAMPIONSHIPS
The 1st annual World Artistic Pole Championships; bringing a new dimension of creativity to pole.

WORLD ULTRA POLE CHAMPIONSHIPS
The 2nd annual World Ultra Pole Championships; Jaw dropping tricks are showcased out in this fast paced battle.

WORLD PARA POLE CHAMPIONSHIPS
The 1st Annual World Para Pole Championships; The first step in the evolution towards Para Olympic Recognition.

IPSF GLOBAL POLE CONVENTION
The 1st Annual IPSF Global Pole Convention, bringing the world of Pole together in an outstanding series of All-Star Workshops, Lectures and Showcases featuring the Elite of the Pole Community.
The WPSC has been designed to meet the IPSF’s Olympic standards. The event serves as the foundation for the future of pole sports and is a showcase for the education of professionalism, athleticism, beauty and grace that is pole sports.

The event will take place between 30th June to 2nd July 2017. It will be the sixth annual event that will work towards recognition for the pole sports community.

This will be the third world pole event to adhere to the WADA Anti-Doping programme with mandatory drugs testing.
Maaspoort Sports & Events offers a multitude of possibilities and is a unique venue in the Netherlands. It has numerous facilities, services and rooms that can be used for a wide variety of events. The location is perfect for organising sports and entertainment events as well as company meetings. This venue lives and breathes sports. In recent years, they have hosted a myriad of sports activities and events, giving them a prominent place in the Dutch world of sports.

LOCATION
MAASPOORT SPORT AND EVENTS
WWW.MSEDB.NL

ADDRESS
MARATHONLOOP 1
5235 AA 'S-HERTOGENBOSCH
THE NETHERLANDS

Capacity: 2,500
Vendors capacity: 20

The venue is only 10 minutes by bus from the city centre, 20 minutes from Eindhoven airport and 1 hour from Schiphol international airport.
The is no denying the popularity of the World Pole Sports Championships. It is growing at a rapid rate.

### EVENT STATISTICS & PROJECTIONS

<table>
<thead>
<tr>
<th>STATISTICS YEAR 1 2012</th>
<th>STATISTICS YEAR 2 2013</th>
<th>STATISTICS YEAR 3 2014</th>
<th>STATISTICS YEAR 4 2015</th>
<th>STATISTICS YEAR 5 2016</th>
<th>PROJECTION YEAR 6 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>59 Athletes</td>
<td>89 Athletes</td>
<td>157 Athletes</td>
<td>151 Athletes</td>
<td>180 Athletes</td>
<td>250 Athletes</td>
</tr>
<tr>
<td>22 Countries</td>
<td>26 Countries</td>
<td>30 Countries</td>
<td>30 Countries</td>
<td>35 Countries</td>
<td>38 Countries</td>
</tr>
<tr>
<td>430 Spectators</td>
<td>1021 Spectators</td>
<td>1200 Spectators</td>
<td>1500 Spectators</td>
<td>1500 Spectators</td>
<td>2000 Spectators</td>
</tr>
<tr>
<td>N/A Live Stream</td>
<td>N/A Live Stream</td>
<td>500 Live Stream</td>
<td>38,133 Live Stream</td>
<td>48,377 Live Stream</td>
<td>52,000 Live Stream</td>
</tr>
</tbody>
</table>

- **Gender Distribution**
  - Men: 27%
  - Women: 73%

- **Age Distribution**
  - 20+: 38%
  - 30+: 32%
  - 40+: 16%
  - 50+: 9%
  - 10+: 5%
SELLING YOUR BRAND

NATIONAL CHAMPIONSHIPS
With a network of competitions encompassing 40 countries we will promote your brand worldwide.

SOCIAL MEDIA
The exponential power of social media; with a following of over 100,000 we can target the promotion of your product.

MEDIA
Previous sponsors have been featured in local, national and international media.

PROMOTIONS
Your logo could feature on our flyers, posters, social networking promotions which will reach over 250,000

NEWS
Get your brand featured in local, national and international news outlets.

NEWSLETTER
Your logo will be part of our monthly newsletter that has over 6,000 subscribers and is growing at a rapid rate.

LIVE STREAM
Over 52,000 viewers.

GRAVITAS MAGAZINE
2,000 copies printed and 5,000 downloaded.
WORLD WIDE MEDIA COVERAGE

MAINSTREAM MEDIA

Featured in over 50 countries including:

BBC Radio
Buzz Feed
ESPN
Fitness Magazine
Huffington Post
MSN
New York Times
Telegraph
The Advertiser
The Independent
The Inquisitr
The Mail
The Metro
The People
The Sun
Wall Street Journal
Yahoo
10 Different radio stations

WORLD POLE SPORTS CHAMPIONSHIPS
NETHERLANDS 2017
PARTNERSHIP PACKAGES

There is sponsorship to suit everyone’s brand or product.

If you don’t see a sponsorship package that suits your needs, contact us for custom sponsorship opportunities.

Our sponsorship opportunities:

- **ANNUAL SPONSOR** - £5,000
- **TITLE SPONSOR** - £4,000
- **GOLD SPONSOR** - £3,000
- **SILVER SPONSOR** - £2,000
- **BRONZE SPONSOR** - £1,000
- **COMPETITION POLE SPONSOR** - £2,500
- **CONVENTION POLE SPONSOR** - £1,000–£2,000
- **LIVE STREAM SPONSOR** - £300–£2,500
- **AWARD SPONSOR** - £500
- **POLE CLEANERS SPONSOR** - £600
- **MAGAZINE SPONSOR** - £300
- **VENDOR BOOTH** - £150–200
- **MAGAZINE ADVERT** - £150–£300
- **MAGAZINE FEATURED CLOTHING** - £100
- **FLYERS IN GOODY BAGS** - £40
- **VENUE BANNERS** - £40
ANNUAL SPONSOR

ONE YEAR SPONSORSHIP
£5,000

Your package includes:
• Logo on all photo/picture publicity on social networking
• Logo on the IPSF Facebook profile with over 30,000 likes
• Weekly promotion about your product on Facebook, Twitter and Instagram
• Logo listed on all promotional material such as flyers and programmes
• Logo on all news letters
• Paragraph on all newsletters
• Mention in news articles
• Double stand/booth at the World Pole Sports Championships
• Full page advert in the Gravitas magazine
• Logo featured on www.polesports.org
• Option to increase the sponsorship to title sponsor of the WPSC at a discount
Your package includes:

- Naming rights of the event- WPSC 2017 powered by [Company Name]
- Naming rights of the Workshop Playground
- A representative from your company will be on stage helping present the medals and flowers
- Large logo on the athletes results waiting area
- Exclusive use of your company service/products at promotional activities
- Exclusive use of photo and video footage
- A link from IPSF website for 6 months
- Logo on the official WPSC Photo shoot background
- Company flyers placed in goody bags
- The option to create side drops for either side of the stage with your logo
- 2 x general stand or 1 x corner stand
GOLD SPONSOR

£3,000
ONE AVAILABLE

What your package offers:

- Access to having 2 banners on the stage
- Brief company description and logo placement on page on IPSF website
- Logo placement in the “about section” of all distributed press releases
- Medium logo on the athletes results waiting area
- A full page advertising in the WPSC magazine
- Company sponsorship acknowledgement in all event press releases and social media outlets
- One stage promotion and announcements at the beginning and end of each category, at the beginning of each break and during the awards ceremony. This will feature on all live streaming.
- The opportunity to present an achievement award on stage
- 25% discount on additional ticket purchase
- Logo on the official WPSC Photo shoot background
- Company flyers placed in goody bags
- 2 x general stand or 1 x corner stand
SILVER SPONSOR

£2,000
TWO AVAILABLE

What your package offers:

• Access to having a banner on the stage
• Brief company description and logo placement on page on IPSF website
• Logo placement in the “about section” of all distributed press releases
• Small logo on the athletes results waiting area
• A half page advertising in the WPSC magazine
• Company sponsorship acknowledgement in 50% of all event press releases and social media outlets
• One stage promotion and announcements at the beginning and end of each category and during the awards ceremony. This will feature on all live streaming.
• 1 x general stand
• 10% discount on additional ticket purchase
• Company flyers placed in goody bags
BRONZE SPONSOR

£1,000
THREE AVAILABLE

What your package offers:

• Brief company description and logo placement on page on IPSF website
• Logo placement in the “about section” of all distributed press releases
• Small logo on the athletes results waiting area
• A quarter page advertising in the WPSC magazine
• Company sponsorship acknowledgement in 20% of all event press releases and social media outlets
• One stage promotion and announcements at the beginning and end of each category. This will feature on all live streaming.
• 1 x general stand
• 5% discount on additional ticket purchase
• Company flyers placed in goody bags
COMPETITION POLE SPONSOR

£2,500
ONE AVAILABLE

• Open to all professional pole companies with an IPSF certificate.
• Poles and rigging attachments must meet a strict criteria outlined by the IPSF.
• All insurances must be met on the pole and the person installing it.
• Once the criteria has been met the pole may be used at any IPSF competition.
CONVENTION SPONSOR
£1,000– £2,000
ONE AVAILABLE
This is an amazing opportunity to power this two day convention with workshops, vendors and seminars and is a fantastic way to promote your brand to pole athletes and enthusiasts alike.

Becoming the title sponsor of the convention will include sponsorship of:

• the main workshop area
• the seminar and private/semi private area
• the vendors area
• the main entrance demonstration area
• the convention page on the website
• the convention information in the Gravitas magazine
• the convention social media posts
• announcements throughout the day in the main area
• an advert on the score board in the main arena

You will also have the right to use “IPSF Convention Powered by……”

There are two options:
1. Provide 12 free standing stage pole plus sponsorship of £1000. We will help to sell the stages after the event.
2. Sponsor the convention without supplying the stage - £2000
With a maximum of two sponsors per category reaching an audience of 52,000 spectators, sponsoring the World Pole Sports Championships is an extremely effective method of promoting your brand.

Using the latest technology to guarantee the highest level of quality and the lowest level of drop rate, the event gives over 10 ours premium exposure on the day of the finals. The live stream footage is available for a further 24 hours thus maximising global viewing of your brand.

OVER ALL SPONSOR - £1,500
Your logo in prime position for the entire live stream event

CATEGORY SPONSOR
Your logo displayed throughout the categories of your choice

SENIOR WOMEN - £600
SENIOR MEN - £500
DOUBLES - £400
YOUTH - £300
MASTERS - £300
GRAVITAS MAGAZINE

This powerful Pole Sports specific magazine was first introduced in 2014, two years after the very first World Pole Sports Championships, and was developed to not only incorporate the programme of events at the World Pole Sports Championships, but also to catalyze the global distribution of important information with regard to our sport, our athletes, our community, and our evolution. This magazine is designed to deliver unbiased, accurate, informative, factual, progressive, and comprehensive Pole Sports information; the first of its kind directly marketed to the pole sports community.

1200 copies of the magazine are printed. Over 1000 are distributed via live streaming and 1500 were downloaded from the website and on social networking sites. The magazine is a very successful and direct way to market your products.

Magazines will be handed out during the weekend and placed in all goody bags and is also distributed online all year long via our website, our social media, and our newsletter.

READERSHIP
Printed copies  2000+
Livestream download  2000+
Website download  1500+
Social media download  2300+
GRAVITAS SPONSORSHIP

MAGAZINE SPONSOR
£300

Company’s name and logo will be added to the bottom of each page in the magazine and on the front page.

Quarter page ad included.

Limited spaces available.

MAGAZINE ADVERTISEMENTS
£100–£250

Full page ad £250
297mm high x 210mm wide (portrait)

Half page ad £175
148.5mm high x 210mm wide (landscape)

Quarter page ad £100
148.5mm high x 105mm wide (portrait)

ADVERTORIALS
£100–£350

Sponsored article £350
Double page

Sponsored article £250
Full page

Pole sports clothing featured £100
Two items
ADDITIONAL SPONSORSHIP OPTIONS

POLE CLEANERS SPONSOR
£600
The pole cleaners will wear your company t-shirts whilst pole cleaning, in between each athlete and during the awards ceremony.
Your company will be mentioned at the beginning and end of each category.
Only one available.

GOODY BAGS
£300
Your logo will be printed on the front of the goody bags.

Each person attending the event will receive a goody bag containing products, event information and discounts.
1200 will be created.

FLYERS AND PRODUCTS IN GOODY BAGS
£40
Each person attending the event will receive a goody bag containing products, event information and discounts.

1500 will be created. You will have the opportunity to have your flyer placed in each bag. Bags will be given upon entry to the event.

Flyers must be supplied one week prior to the event.
VENDOR HOLDER PACKAGE

VENDOR
£200
(£150 EARLY BIRD)

PACKAGE INCLUDES:
• 3 day event
• Table
• 2 x chairs
• 2 x Vendor passes
• Listed in Gravitas
• Listed on the IPSF website
• Announced on social media

We would like to help Pole business boost their presence within the pole community by giving affordable opportunities to publicise their brand.

You can now get a vendor space for as little as £150 with our EARLY BIRD OFFER available until 1st April 2017. Space is limited to 21 Vendor spaces and 2 demonstration spaces for those with poles/equipment.
FLOOR PLAN

Entrance

Cafe

Competition area

Vendor table

Entrance

Cafe
CONTACT AND INFORMATION

INTERNATIONAL POLE SPORTS FEDERATION

www.polesports.org

info@polesports.org

www.facebook.com/internationalpolesportsfederation

@ipsfpolesports