



INTERNATIONAL POLE
SPORTS FEDERATION

The future of Olympic Pole Sports

WORLD POLE SPORTS CHAMPIONSHIPS LONDON 2016

JULY 23 & 24
LONDON

IPSF
ANNUAL SPONSOR TM

SUN POLE

WWW.POLESports.ORG

THE INTERNATIONAL POLE SPORTS FEDERATION

WORLD POLE SPORTS
CHAMPIONSHIPS
LONDON 2016

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 working with World Anti-Doping Agency (WADA), Alliance of Independent Recognised Members of Sport (AIMS) and SportAccord, working towards international recognition as an independent sport with 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 SPORTS CHAMPIONSHIPS

WORLD POLE SPORTS
CHAMPIONSHIPS
LONDON 2016

WORLD POLE SPORTS CHAMPIONSHIPS

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 on 23rd and 24th of July in 2016. It will be the fifth annual event that will work towards recognition for the pole sports community.

This will be the second pole event to adhere to the WADA anti doping program by introducing drugs testing.



Foundation to
Olympic
Pole Sports

VENUE

WORLD POLE SPORTS CHAMPIONSHIPS LONDON 2016

The championships will take place at the Crystal Palace National Sports Centre, London.

The National Sports Centre at Crystal Palace in South London, England is a large sports centre and athletics stadium. It was opened in 1964 in Crystal Palace Park, close to the site of the former Crystal Palace, in the former parkland and also usurping part of the former grand prix circuit. It also played host to the 2012 Olympic Games.

CRYSTAL PALACE
NATIONAL SPORTS CENTRE
LEDRINGTON RD
LONDON SE19 2BB
UNITED KINGDOM

Capacity: 1,500

Vendors capacity: 30

London venue, 40 minutes from all London airports. Leisure facilities including Olympic pool, Olympic gymnastics facilities and gym.



EVENT GROWTH

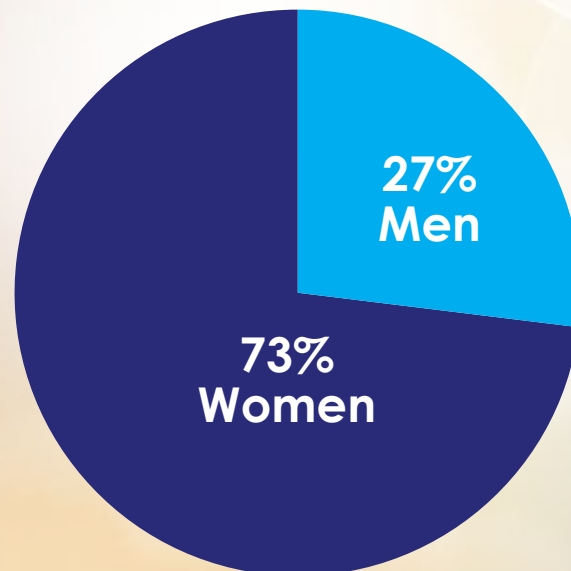
**WORLD POLE SPORTS
CHAMPIONSHIPS
LONDON 2016**

There is no denying the popularity of the World Pole Sports Championships. It is growing at a rapid rate.

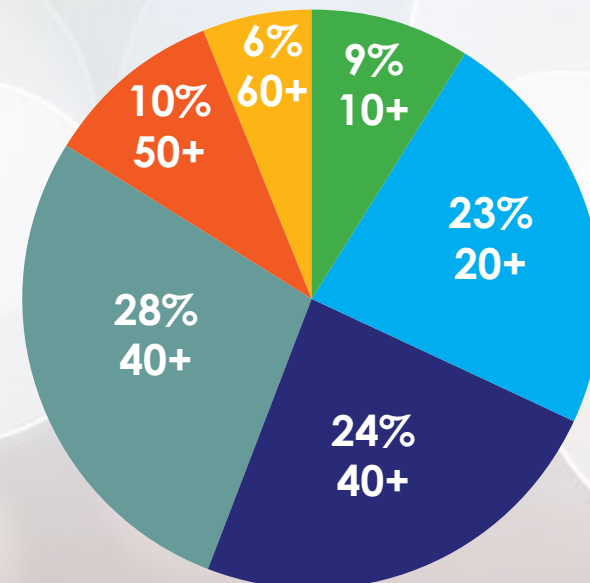
EVENT STATISTICS & PROJECTIONS

STATISTICS YEAR 1 2012	STATISTICS YEAR 2 2013	STATISTICS YEAR 3 2014	STATISTICS YEAR 4 2015	PROJECTION YEAR 5 2016
59 Athletes	89 Athletes	157 Athletes	151 Athletes	170 Athletes
22 Countries	26 Countries	30 Countries	30 Countries	35 Countries
430 Spectators	1021 Spectators	1200 Spectators	1500 Spectators	1500 Spectators
N/A Live Stream	N/A Live Stream	500 Live Stream	38,133 Live Stream	40,000 Live Stream

GENDER



AGE



SELLING YOUR BRAND

WORLD POLE SPORTS
CHAMPIONSHIPS
LONDON 2016



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 38,000 viewers.



GRAVITAS MAGAZINE

2,000 copies printed and 5,000 downloaded.

MEDIA

WORLD POLE SPORTS CHAMPIONSHIPS LONDON 2016

MEDIA

Featured in over 50 countries including;

BBC Radio

Buzz Feed

ESPN

Fitness Magazine

Huffington post

MSN

New York Times

Telegraph

The Independent

The Mail

The Metro

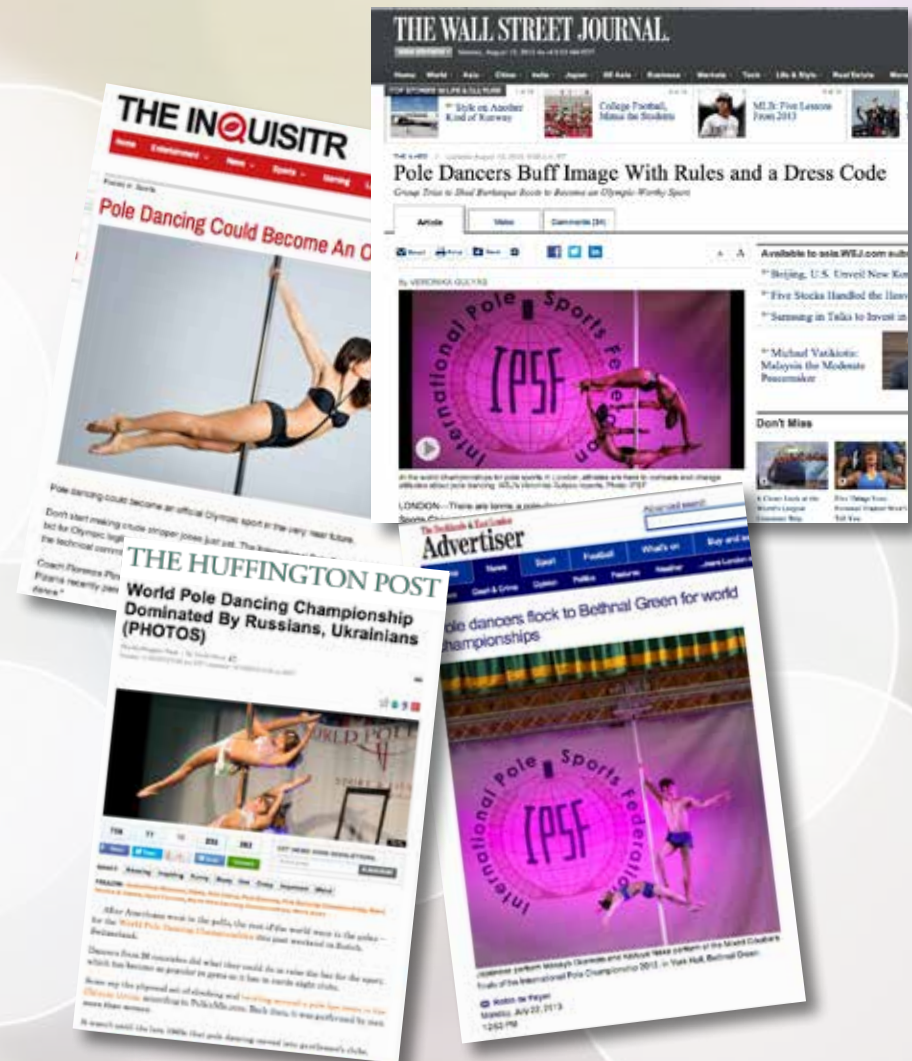
The People

The Sun

Wall Street Journal

Yahoo

10 Different radio stations



PARTNERSHIP PACKAGES

**WORLD POLE SPORTS
CHAMPIONSHIPS
LONDON 2016**

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

Our sponsorship opportunities:

ANNUAL SPONSOR - £10,000
TITLE SPONSOR - £5,000
GOLD SPONSOR - £3,500
SILVER SPONSOR - £2,500
BRONZE SPONSOR - £1,500
COMPETITION POLE SPONSOR - £2,000

LIVE STREAM SPONSOR - £300-£2,500
AWARD SPONSOR - £500
POLE CLEANERS SPONSOR - £500
MAGAZINE SPONSOR - £300
VENDOR BOOTH - £250-300

MAGAZINE ADVERT - £150-£300
MAGAZINE FEATURED CLOTHING - £100
FLYERS IN GOODY BAGS - £40
VENUE BANNERS - £40



ANNUAL SPONSOR

**WORLD POLE SPORTS
CHAMPIONSHIPS
LONDON 2016**

ONE YEAR SPONSORSHIP
£10,000



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
- Four VIP seats in the VIP box
- 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

TITLE SPONSOR

**WORLD POLE SPORTS
CHAMPIONSHIPS
LONDON 2016**

TITLE SPONSOR

£5,000

ONE AVAILABLE



Your package includes:

- Naming rights of the event- WPSC 2016 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
- Four seats in the VIP viewing box with the option to have your own 14 seat box
- 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

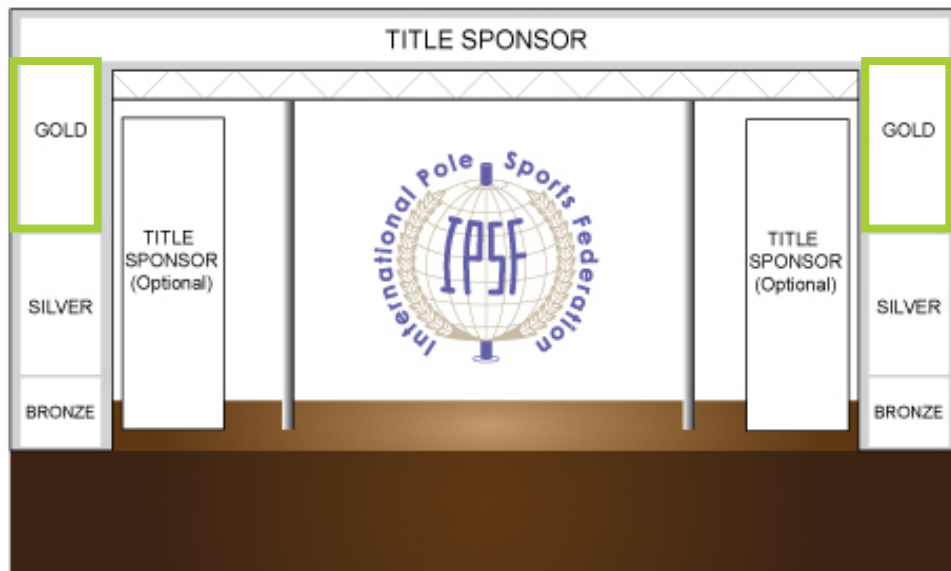
GOLD SPONSOR

**WORLD POLE SPORTS
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LONDON 2016**

GOLD SPONSOR

£3,500

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
- Vendor stall - Use of allocated stand for the Saturday and Sunday events
- 3 seats in the VIP viewing box
- 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

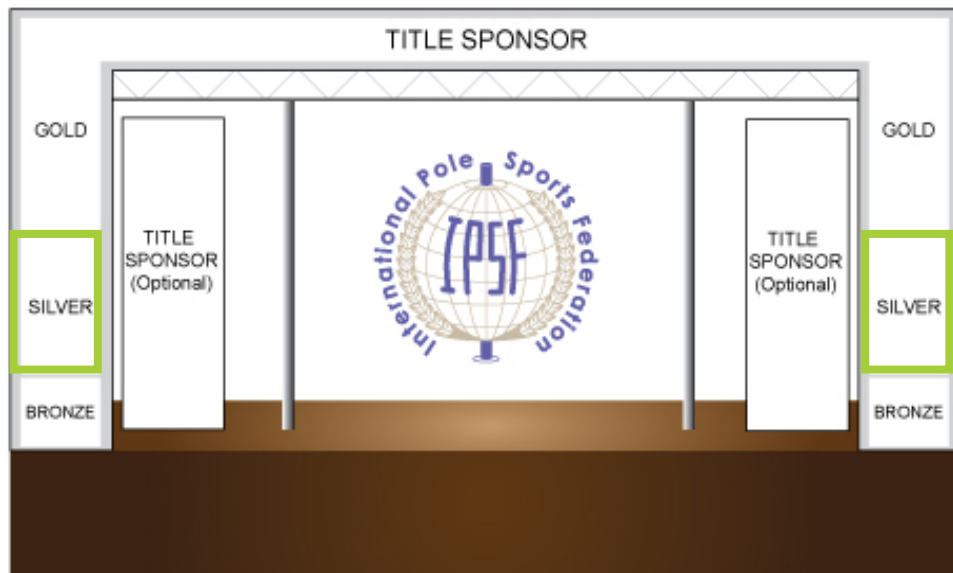
SILVER SPONSOR

**WORLD POLE SPORTS
CHAMPIONSHIPS
LONDON 2016**

SILVER SPONSOR

£2,500

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
- 2 seats in the VIP viewing box
- 10% discount on additional ticket purchase
- Company flyers placed in goody bags

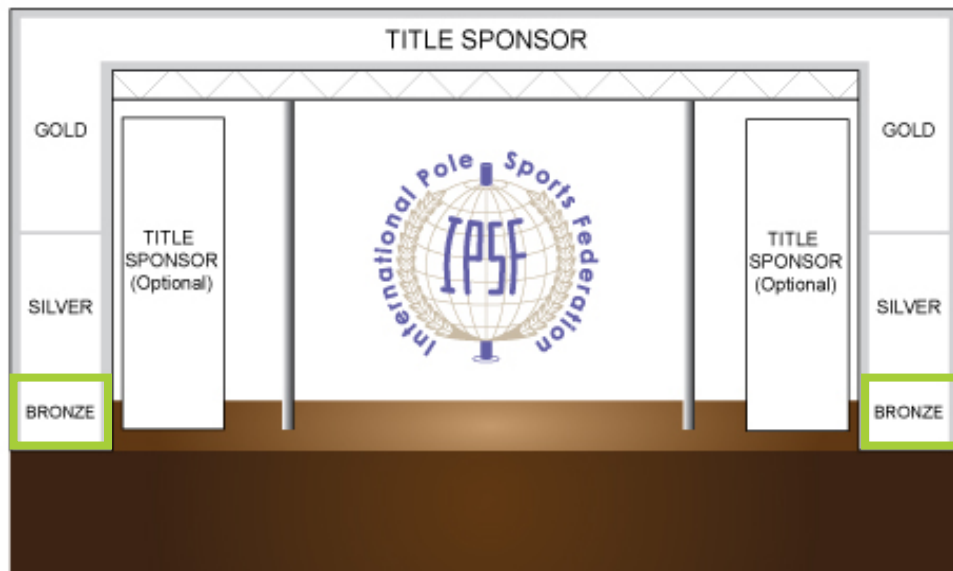
BRONZE SPONSOR

**WORLD POLE SPORTS
CHAMPIONSHIPS
LONDON 2016**

BRONZE SPONSOR

£1,500

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
- 1 seat in the VIP viewing box
- 5% discount on additional ticket purchase
- Company flyers placed in goody bags

COMPETITION POLE SPONSOR

WORLD POLE SPORTS
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LONDON 2016

COMPETITION POLE SPONSOR £2,000

- 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.



LIVE STREAM SPONSORSHIP

**WORLD POLE SPORTS
CHAMPIONSHIPS
LONDON 2016**

LIVE STREAM SPONSORSHIP



**LIVE
STREAM
HERE**

With a maximum of two sponsors per category reaching an audience of over 38,000 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 hours 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 SPONSORSHIP

**WORLD POLE SPORTS
CHAMPIONSHIPS
LONDON 2016**

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

WORLD POLE SPORTS
CHAMPIONSHIPS
LONDON 2016

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

WORLD POLE SPORTS
CHAMPIONSHIPS
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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

WORLD POLE SPORTS
CHAMPIONSHIPS
LONDON 2016

VENDOR 1 £450

PACKAGE INCLUDES:

- Premier Location A,B,C,D
- Extra Large stand
- 3 days
- Power point access
- 2 x Vendor Tickets
- Listed in Gravitas Magazine
- Listed on IPSF website

VENDOR 2 £400

PACKAGE INCLUDES:

- Large corner stand
- 2 x Vendor Tickets
- 2 days
- Listed in Gravitas Magazine
- Listed on IPSF website

VENDOR 3 £250

PACKAGE INCLUDES:

- General stand
- 2 x Stand holder tickets per vendor
- 2 days
- Listed in Gravitas Magazine
- Listed on IPSF website

Vendors must make a donation to the raffle (please see terms and conditions)

FLOOR PLAN

WORLD POLE SPORTS
CHAMPIONSHIPS
LONDON 2016



CONTACT AND INFORMATION

WORLD POLE SPORTS
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LONDON 2016

INTERNATIONAL POLE SPORTS FEDERATION



www.polesports.org



info@polesports.org



www.facebook.com/internationalpolesportsfederation



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LONDON '2016^s

