



THE NEWPLA



SPONSORSHIP PROGRAM



ABOUT HEWPLA

HEWPLA is a first class athletic event company organized by the revolutionary fitness brand, Hard Exercise Works®. HEWPLA's unique competitive events target all types of athletes through exercises such as running, jumping, climbing and lifting. Hard Exercise Works' notable presence in the fitness industry has contributed to the event's success in recent years.

Main events include *The Battle* and the *Navy SEAL Museum Trident Challenge*, which draw crowds of 1,500+ spectators and encompass full days of competition and fun with over 350 participating athletes. *The Battle* is held in one of the most picturesque areas of the South East, downtown West Palm Beach, and *The Trident Challenge* is hosted on the original training grounds of the US Navy SEALs in Fort Pierce, Florida at the Navy SEAL Museum.

Hoop·la [hūp-lah]

1. Excitement surrounding an event or situation.
2. Informal boisterous, jovial commotion or excitement.





OUR INDUSTRY



Sources:

North American Industry Classification System (<http://www.census.gov/eos/www/naics/>)
Bureau of Labor Statistics (www.census.gov/eos/www/naics/)



LOCAL AND NATIONAL REACH



71,600 MONTHLY WEBSITE SESSIONS
172,000 MONTHLY PAGEVIEWS
17,600 MONTHLY USERS



16,000+ LIKES



650 FOLLOWERS



20,000+ EMAIL CONTACTS



3,000 DAILY ATHLETE VISITS



18 LOCATIONS AND GROWING



700+ LIKES



1,500+ SPECTATORS



350+ COMPETITORS





HOW HEWPLA® WILL MAXIMIZE YOUR PARTICIPATION

The HEWPLA® Sponsorship Program provides highly visible and valuable opportunities for you and your organization to increase brand recognition and sales.

@hewpla

OFFICIAL PARTNER SPONSORS

\$5,000 per Sponsorship - Two (2) Available

By becoming one of two available “Official Partner” sponsors, you will be entitled to all rights and privileges associated with HEWPLA®. Your brand will be showcased as an “Official Partner” on our website, advertising, and social media both before and after the event. In addition, you will have the ability to promote all of its activities as your own.

Prior to Event

Your logo prominently featured on:

- HEWPLA® website & sponsorship page - including every footer on site with active hyperlink
- All official HEWPLA® marketing deliverables - posters, emails, flyers, event videos, media, etc.
- Your banner will be displayed in 7 to 10 local HEW® centers until the event, including at our flagship location in Jupiter, Florida

Your brand will be highlighted in:

- Press releases
- Emails sent to prospective athletes, volunteers, spectators & event sponsors (over 20,000 contacts)
- Brand logo will be placed on all athlete shirts being worn at event
- Official partner announcements by MC during the event
- Opportunity to contribute monetary or gift prizes to the winners
- Social Media:
 - Brand will be tagged and hashtagged (#) on every single post
 - Brand will be highlighted as our “official partner”
 - Receive at least one weekly post dedicated to your brand or product

Authorized use of official HEWPLA® name and logo for your sponsorship activation, which includes:

- Your website
- Your social media accounts
- Press releases
- Contests/giveaways
- Your marketing materials (banners, posters, flyers, etc.)
- Any unofficial apparel not for sale
- Ceremonial checks and/or prizes for all podium winners



OFFICIAL PARTNER SPONSORS (CONT.)

During Event

Your brand showcased throughout the event venue including:

- On athlete check-in tents/tables
- On printed ceremonial checks and/or prizes for all podium winners, and mentioned throughout entirety of event.
- Main banner in prominent area as well as up to 4 additional banners located around the event venue
- Naming rights to one (1) event at HEWPLA®

Logo to be prominently featured on:

- All athlete, volunteer, staff and media competition shirts (Over 400 printed)
- Up to 4 banners strategically and notably placed in and around event venue
- On all ceremonial checks for our podium winners
- On all social media platforms during the day:
 - Brand will be tagged and hashtagged (#) on every single post
 - Brand will be highlighted as our “official partner”

Your brand will have access to:

- One (1) 30x30 Retail Space
- One (1) 10x10 Event Sponsor Tent in addition to retail space above
- Complimentary lunch during the day [up to 5 people]
- Numerous announcements by DJ and/or MCs
- Opportunity to sell products and/or services to spectators throughout the day
- Opportunity to provide products and/or coupons for athlete event bags
- Opportunity to provide podium prizes including, but not limited to, products, coupons and/or gift certificates to be included as part of the prize package for podium winners

After Event

Your brand will be showcased after the event is complete, including:

- Be the featured presenter of our professionally created recap video that will be shared via email and social media
- Additional social media posts as we “wrap” up event
- Additional recognition in our final closing emails to our 20,000 person database



ADDITIONAL SPONSORSHIP OPPORTUNITIES

TIER 1

Three (3) available Sponsorships at this level

\$2000

per sponsorship

PRIOR TO EVENT

Logo to be prominently featured on:

- Naming rights to one (1) event at HEWPLA® (if available)
- Main page of website with active hyperlink
- Premier placement of logo on websites sponsorship page
- On all ceremonial checks and/or prizes for podium winners
- Social Media:
 - One (1) post per week with your brand tagged (@) and hashtagged (#)
- Email recognition to entire HEW® database

DURING EVENT

- One (1) highly visible 10x20 retail space of your choosing
- Opportunity to sell goods and/or services at HEWPLA®
- The opportunity to display One (2) additional banners outside of your tent area in a premium location.
- Opportunity to provide podium prizes including, but not limited to, products, coupons and/or gift certificates to be included as part of the prize package for podium winners.
- Name recognition as a presenting sponsor by MC and/or DJ at event

TIER 2

Four (4) available Sponsorships at this level

\$1000

per sponsorship

PRIOR TO EVENT

Logo to be prominently featured on:

- Second line logo placement on websites sponsorship page
- Social Media:
 - One (1) post every other week with your brand tagged (@) and hashtagged (#)
- Email recognition to entire HEW™ database

DURING EVENT

- One (1) visible 10x10 retail tent space
- The opportunity to display One (1) additional banner outside of your tent area in a premium location.
- The opportunity to sell goods and/or services at HEWPLA®
- Opportunity to provide podium prizes including, but not limited to, products, coupons and/or gift certificates to be included as part of the prize package for podium winners.
- Name recognition as a presenting sponsor by MC and/or DJ at event

TIER 3

Twenty (20) available Sponsorships at this level

\$300

per sponsorship

PRIOR TO EVENT

Logo to be prominently featured on:

- Placement of logo on websites sponsorship page
- Social Media:
 - One (1) post ever three weeks with your brand tagged (@) and hashtagged (#)
- Email recognition to entire HEW® database

DURING EVENT

- One (1) 10x10 tent space
- Opportunity to provide podium prizes including, but not limited to, products, coupons and/or gift certificates to be included as part of the prize package for podium winners.





FOR MORE INFO: MARKETING@HARDEXERCISEWORKS.COM

WWW.HEWPLA.COM

[#TRIDENTCHALLENGE](#) | [#HEWPLA](#)