

# EVO

## SPORTS EXPO

Evo Sports Expo is one of the most exciting events of the year. We host thousands of athletes in more than 30 live action sports, competitions, and seminars. Evo Sports Expo features top level fitness industry leaders celebrating a wide variety of health, nutrition, apparel, and equipment. These amazing brands and companies debut and showcase many of the newest trends, products, and services. From world class athletes competing live, to top tier brands and amazing giveaways and celebrity guests EVO has something for everyone at this family-friendly event. Join us and experience the West Coast's premier sports and fitness expo.



[EVOSPORTSEXPO.COM](http://EVOSPORTSEXPO.COM) | 844-EVO-EXPO

SACRAMENTO, CA | JULY 20TH 2024

# ACTION PACKED EVENTS

The Evo Sports Expo hosts 30+ live action sports competitions, fitness events, and seminars. Thousands of athletes coming from all over the world will showcase their skills and create an exciting and energetic atmosphere on the expo floor.

**STRENGTH SPORTS : 8**

**FITNESS SPORTS : 9**

**COMBAT SPORTS : 10**

**SKILL SPORTS : 7**

**SEMINARS : 3**



# MARKETING STRATEGY

Our comprehensive marketing strategy is designed to maximize your company exposure and provide a great ROI through a targeted approach. Our influence within the sports and fitness industry will place you in front of key demographics that use, purchase, and are interested in your company's products or services. In addition to our digital campaigns, we utilize our most valuable asset: our community. We partner with over 120 high-traffic businesses and retailers, these companies help create an influential market saturation and maximize our community footprint.

# BUSINESS STRATEGY

Evo-Sports Expo gives your company the opportunity to market and sell your products or services directly to thousands of attendees. This unique event creates a personalized marketing and sales experience for your consumers and shares your company's story by putting a face to your brand. For more than 12 years we have proven to help companies create lasting impressions with the audience they are looking for.



## EVENT DEMOGRAPHICS

58% Male, 42% Female

67% In the key 18-35 demographic

46% Earn at least \$70,000 per year

88% Take vitamins or supplements

72% Use energy drinks and RTD

53% Are motivated to lose weight

75% Want to live a healthier lifestyle

85% Work out at least 3x per week

68% Purchased workout apparel in the last 6mo.

57% Own exercise equipment or built a home gym

## EVO SPORTS EXPO STATS

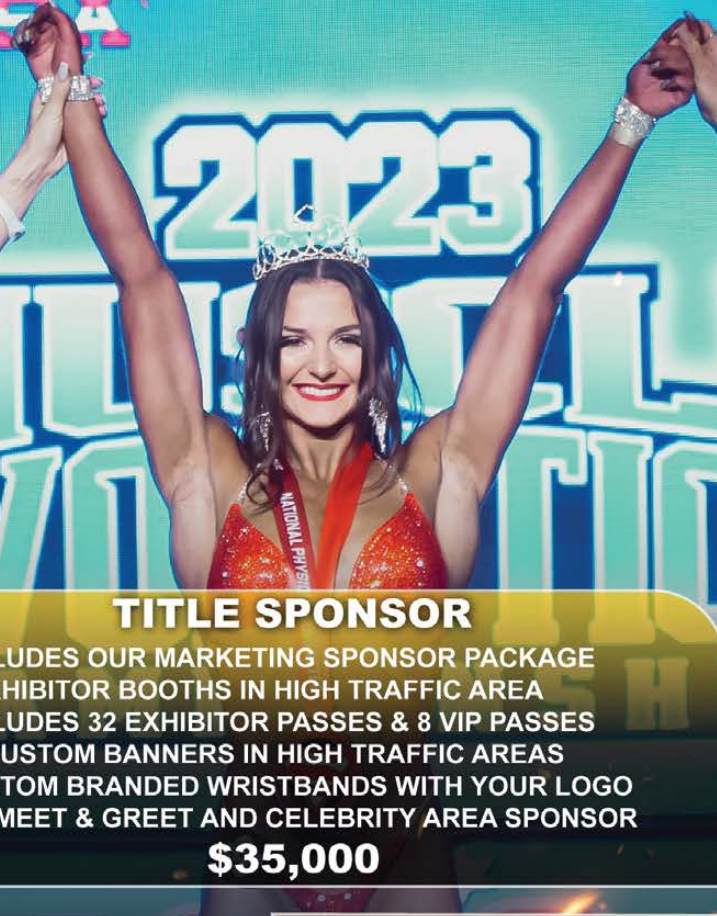
12,000+ Attendees

3,000+ Competing Athletes

100+ Exhibitors and Vendors

30+ Events and Competitions

# SPONSORSHIP PACKAGES



## TITLE SPONSOR

- INCLUDES OUR MARKETING SPONSOR PACKAGE
- 8 EXHIBITOR BOOTHS IN HIGH TRAFFIC AREA
- INCLUDES 32 EXHIBITOR PASSES & 8 VIP PASSES
- 16 CUSTOM BANNERS IN HIGH TRAFFIC AREAS
- CUSTOM BRANDED WRISTBANDS WITH YOUR LOGO
- VIP MEET & GREET AND CELEBRITY AREA SPONSOR

**\$35,000**

## PRESENTING SPONSOR

- INCLUDES OUR MARKETING SPONSOR PACKAGE
- 12 CUSTOM BANNERS IN HIGH TRAFFIC AREAS
- 4 EXHIBITOR BOOTHS IN PRIME LOCATIONS
- INCLUDES 16 EXHIBITOR PASSES AND 4 VIP PASSES
- CUSTOM BRANDING AT YOUR CHOICE OF EVENT AREA

**\$25,000**

## MARKETING SPONSOR

- DIGITAL/PRINTED PROMOTIONS WITH 1 MILLION+ IMPRESSIONS
- YOUR BRAND FEATURED ON ALL PLATFORMS FOR 12 MONTHS
- YOUR LOGO FEATURED ON 50K+ PRINT MARKETING PIECES
- CUSTOM ANNOUNCEMENTS TO ALL ATTENDEES AT THE EXPO
- COMPANY'S DESCRIPTION EMAILED TO 180K+ CONSUMERS
- 8 CUSTOM COMPANY BANNERS IN HIGH TRAFFIC AREAS

**\$15,000**

## TECH SPONSOR

- LIVE STREAM SPONSOR OF THE PRO FITNESS COMPETITION
- EXCLUSIVE INTERNET PROVIDER OF THE EVO SPORTS EXPO
- BRANDING FEATURED ON THE PRO FITNESS STAGE LED WALL
- 12 MONTHS OF FULL DIGITAL MARKETING ON ALL PLATFORMS
- PROMINANT BRANDING THROUGHOUT THE EVO EXPO FLOOR
- COMPANY'S DESCRIPTION EMAILED TO 180K+ CONSUMERS

**\$10,000**

## EVENT SPONSOR

- CUSTOM BRANDING AT YOUR CHOICE OF COMPETITION AREA
- 6 CUSTOM COMPANY BANNERS DISPLAYED IN CHOSEN EVENT
- 2 BOOTHS NEAR THE EVENT WITH 8 EXHIBITOR PASSES
- 2 VIP BADGES INCLUDES 2 FRONT ROW SEATS AND SWAG BAG
- CUSTOM ANNOUNCEMENTS TO ALL ATTENDEES AT THE EXPO
- COMPANY'S DESCRIPTION EMAILED TO 180K+ CONSUMERS

**\$5,000**

# EXHIBITOR PACKAGES

Evo Sports Expo puts you in front of thousands of fitness enthusiasts and athletes who actively represent your target audience. Join us at one of the most exciting events of the year and access America's most lucrative, health, fitness, and sports consumer markets. We have an excited captive audience waiting to discover, explore, and experience the latest in industry trends, products, and services.



## CORNER BOOTH \$1,200

One 10x10 corner booth includes: An 8ft back drape, (2) 3ft side drape, a 6ft skirted table, 2 chairs and 4 expo entrance wristbands for booth staff. With this package, your company's logo (with Hyperlink) will be featured on our website for 12 months.



## INLINE BOOTH \$900

One 10x10 inline booth includes: An 8ft back drape, (2) 3ft side drape, a 6ft skirted table, 2 chairs and 4 expo entrance wristbands for booth staff. With this package, your company's logo (with Hyperlink) will be featured on our website for 12 months.

## TYPES OF SPONSORING COMPANIES

- Fitness Apparel and Footwear
- Martial Arts Equipment and Training Gear
- Supplements and Nutrition Products
- Energy Drinks and Performance Beverages
- Health and Wellness Brands
- Law Enforcement and Military Recruiting
- Fitness Centers, Gyms and Health Clubs
- Personal Care and Aesthetic Companies
- Fitness Training Gear and Accessories
- Fitness and Exercise Equipment

# COMMUNITY IMPACT

**Our** mission is to encourage our community to live active and healthy lifestyles. We believe that sports and physical activities inspire, empower, and have a profound positive impact to change anyone's life for the better. We strive to leave a lasting impression in each person's life by promoting the importance of a strong foundation, self-confidence, and a belief that we can accomplish anything that we put our minds to. Join us to experience thousands of inspiring athlete stories and find your inspiration at the Evo Sports Expo.



# SACRAMENTO FLOORPLAN

