



**SOUTHEAST  
THROWDOWN**

**Saturday, June 10, 2017**  
**Miami, FL**

**FOOD VENDOR/  
SPONSORSHIP  
OPPORTUNITIES**

# EVENT DETAILS

## WHAT IS THE BOXLIFE SOUTHEAST THROWDOWN?

The BoxLife SouthEast Throwdown is a functional fitness competition where athletes will compete in a series of CrossFit-style events to determine who the fittest athletes are. Over the last few years CrossFit's popularity has grown exponentially with hundreds of dedicated gyms in the South Florida area and tens of thousands world-wide. BoxLife Magazine is the premier magazine in the field, providing enthusiasts information on nutrition, fitness, products and much more!

## WHO WILL BE THERE?

Over 900 athletes and 3,500 spectators are expected to take part in the inaugural BoxLife Southeast Throwdown. Athletes will have a chance to compete in the scaled, intermediate or Rx divisions. Athletes will also have the opportunity to compete in 3-member same-gender teams.

## THE COMPETITION

All competitors will take on three challenging workouts programmed to test athletes on a broad range of fitness. A final WOD will be reserved for the top 10 athletes in each division.

## WHERE

The BoxLife Southeast Throwdown will take place in the heart of Miami, Florida at the Fair Expo Center. Over a 77k square feet area, two custom 15-station rigs and three competition floors will make up the competition grounds.

## WHEN

Saturday, June 10, 2017

**BOXLIFE**  
**SOUTHEAST THROWDOWN**



# THE BOXLIFE ADVANTAGE

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Since the release of our first issue back in February of 2012, we've grown our reach to over 300,000 followers on social media and 400,000+ monthly visitors to [boxlifemagazine.com](http://boxlifemagazine.com).

Now, we want to leverage this following to put on one of the greatest functional fitness competitions in the world.

In the process, we want to work with the best brands in the business! Because of our unique marketing reach, as a sponsor you'll benefit from consistent exposure to a national audience.

## BOXLIFE

### SOUTHEAST THROWDOWN

# SPONSORSHIP OPPORTUNITIES

## **FOOD VENDOR PACKAGE (3 AVAILABLE): \$1,500/\$2,500**

- Logo w/active backlink displayed on competition website
- Sample product option/coupons in athlete and volunteer goodie bags
- Marketplace ad in BoxLife Magazine print and digital editions (every issue until the day of competition)
  - 20 x 10 booth option: \$1,500
  - 30 x 10 (or 20x20) booth option: \$2,500

## **OFFICIAL FOOD SPONSOR PACKAGE (1 AVAILABLE): \$6,000**

### **1. 'Your brand' displayed on all major event marketing materials including (but not limited to):**

- All event ads in BoxLife Magazine print and digital editions
- Logo displayed on all print marketing materials promoting the competition
- Logo displayed on the front page of competition website
- Coupons/promos emailed to athletes

### **2. Event Day Benefits**

- Competition stage named after your brand.
- Banners, flags and other marketing material throughout competition arena, ticketing area, entrance and parking lot.
- Your commercial displayed on all monitors 4x during the day
- Premium size booth at prime location
  - Coupons/promos distributed to all spectators at purchase window
  - Option to give official prizes for winners
  - 1 'Presented by' WOD, e.g. WOD 1 presented by 'your brand'.
  - Banners and other marketing material placed during your WOD
  - Event day promos/contests promoted by BoxLife
  - 30 x 20 booth space





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## **SOUTHEAST THROWDOWN**

**QUESTIONS?**

Contact Damect Dominguez @ [damect@boxlifemagazine.com](mailto:damect@boxlifemagazine.com) for more details.