

A person is shown from the back, performing a pull-up on a rope. They are wearing a dark sports bra and a wristband. The background is a gym setting with a window.

ROX LIFE

SOUTHEAST THROWDOWN

2017 **SPONSORSHIP
OPPORTUNITIES**

EVENT DETAILS

WHO WILL BE THERE?

Over 800 athletes and 3,000 spectators are expected to take part in the inaugural BoxLife Southeast Throwdown.

DIVISIONS

Athletes will have a chance to compete in the scaled, intermediate or Rx divisions. Athletes will also have the opportunity to compete on 3-member same-gender teams.

THE COMPETITION

All competitors will take on three challenging WODs programmed to test athletes on a broad range of fitness. A final WOD will be reserved for the top 10 athletes in each division. All workouts will be programmed by BoxLife Magazine co-founder and head coach Damect Dominguez.

WHERE

The BoxLife Southeast Throwdown will take place in the heart of Miami, Florida at the Miami-Dade County Fair Expo Center. Over a 77,000 square foot area, two custom 15-station rigs and three competition floors will make up the competition grounds.

WHEN

Saturday, June 10, 2017

BOXLIFE
SOUTHEAST THROWDOWN

A man with dark hair, wearing a black t-shirt, is smiling and looking down at a BoXLife magazine he is holding. The magazine cover features a man in a pink shirt and a black cap, with the text 'BOXLIFE' in large red letters and 'JASON KHALIPA' below it. Another man with short blonde hair is smiling in the background. A yellow caution tape with the word 'CAUTION' is stretched across the bottom of the image.

THE BOXLIFE ADVANTAGE

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.

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

VENDOR PACKAGE: \$850/\$1,300

- Logo w/active backlink displayed on competition website
- Sample product option in athlete and volunteer goodie bags
- Marketplace ad in boxlifemagazine print and digital editions (every issue until the day of competition)
 - 10 x 10 booth option: \$850
 - 20 x 10 booth option: \$1,300

PLATINUM PARTNER PACKAGE (4 AVAILABLE): \$5,000

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
- Mention & logo on select video promos leading up to the event
- Coupons/promos emailed to athletes

2. BoxLife Marketing Benefits

- Full page ad in print & digital editions of BoxLife Magazine (every issue until the day of competition)
- Sidebar ad on boxlifemagazine.com & boxlifewomen.com (over 350k unique visitors per month)
- One 2 to 3-day social media contest a month
- 8 social media posts a month (divided between Facebook, Instagram & Twitter: over 300k followers).

3. Event Day Benefits

- Sample product option in athlete and volunteer goodie bags
- 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
 - Prime booth location

BOXLIFE
SOUTHEAST THROWDOWN

SPONSORSHIP OPPORTUNITIES

OFFICIAL PARTNER PACKAGE (LIMITED SPOTS AVAILABLE): \$8,500

- Become an official partner of the BoxLife Southeast Throwdown. (Ex. The official nutritional supplement sponsor "your brand").
- Includes all the benefits of the Platinum Partner Package.
- Competition stage named after your brand.
- Banners, flags and other marketing material throughout competition arena, ticketing area, entrance and parking lot.
- Two page spread in print & digital editions of BoxLife Magazine (every issue until the day of competition).
- Monthly eblast promoting your brand (delivered to 15,000+ subscribers)
- Two product editorials shared through BoxLife Magazine
- Leaderboard ad on boxlifemagazine.com & boxlifewomen.com
- 2-week website takeover on boxlifemagazine.com
- Your commercial displayed on all monitors 4x during the day
- Premium size booth at prime location



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QUESTIONS?

Contact Damect Dominguez @ damect@boxlifemagazine.com for more details.