ARNOLD CLASSIC AFRICA
FUN RUN & WALK
3km & 5km

The Arnold Classic Africa Fun Run & Walk will take place on the Sunday, 17th of May 2020 at the event.

3km and 5km
- The Fun Run & Walk, will start and finish at Crawford College Sandton flowing over into a mass participation aerobics marathon
- Entry is R150 and the first 1000 registrations will receive a t-shirt and medal
- Each person participating will receive a free weekend entrance ticket to the Arnold Classic Sport Festival and Trade Expo
- Entries will be available online through Webtickets or at the gate on the day

SOME OF THE SPONSORSHIP BENEFITS:
- Exposure on 1000 t-shirts
- 2 Waterpoints branding and gazebo
- 1 Gazebo and branding at start and finish
- Branding on 1000 goodie bags
- Product in goodie bags
- Exposure on ACA webpage and our social media platforms
- Full and half page advert in souvenir magazine

SPONSORSHIP PACKAGES
Title Sponsor  R 100 000
Silver Sponsor R 75 000
Bronze Sponsor R 35 000

Waterpoint R 5 000
Finish line R 5 000
Start R 5 000

15-17 May 2020
Sandton Convention Centre
www.arnoldclassicafrika.com
wayne@arnoldclassicsa.co.za
012 653 2960
ARNO LD CLASSIC AFRICA
ART COMPETITION

Art Competition is three days of painting and drawing at the Arnold Classic Africa. Anyone can enter, and stand a chance to win prize money.

There’s 2 categories – under 18 and over 18. The total prize money for all winners are R 19 500 which will be as follows:

OVER 18 CATEGORY - TOP 5 WINNERS:
- R 6 000 – First prize winner
- R 3 000 – Second prize winner
- R 2 500 – Third prize winner
- R 1 500 – Fourth prize winner
- R 1 000 – Fifth prize winner

UNDER 18 CATEGORY - TOP 3 WINNERS:
- R 3 000 – First prize winner
- R 1 500 – Second prize winner
- R 1 000 – Third prize winner

SPONSORSHIP PACKAGES
R30 000
- 1 x VIP Ticket Pack & Entrance
- Photo with Arnold
- Half Page Color advert in Souvenir Magazine
- Logo on Expo screens
- Social Media Exposure
- Logo on Stage Banner
- Banner in Venue

R20 000
- Half Page Color advert in Souvenir Magazine
- Logo on Expo screens
- Social Media Exposure
- Banner in Venue

R12 000
- Half Page Color advert in Souvenir Magazine
- Logo on Expo screens
- Social Media Exposure

R 7 500
- Half Page Color advert in Souvenir Magazine
- Social Media Exposure

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ARNOLD CLASSIC AFRICA
GOLF CLASSIC

Arnold Golf Classic will take place on the Friday, 15th of May 2020 at the Country Club Johannesburg.

MAIN SPONSOR x 1
R 100 000
- Branding at entrance to clubhouse, registration area, clubhouse surrounds and practice putting green
- Logo on screen at registration and prize giving
- Hand out marketing material in registration pack
- Promotional speech at prize giving
- Logo on golf day marketing material and social media
- Display products/services etc at clubhouse

HOLE SPONSORS x 18
R 2 000 each
- Branding on tee box and green on allocated hole
- Mention at prize giving
- Logo on screen at registration
- Opportunity to market products/services to golfers

GOLF SPONSORSHIP PACKAGES
- Hole / T-Box Sponsor R 2 000
- Practice Putting Green R 5 000
- Reception Branding R 5 000

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ARNOLD CLASSIC AFRICA
AMATEUR BODYBUILDING

This world class amateur event is legendary with the bodybuilding, fitness and physique communities internationally, expected 500 athletes from 80 nations competing for the iconic ACA medal, elite pro cards and rights in fitness, bikini and bodybuilding categories.

ADVERTISING & RECOGNITION
- Sponsor recognition by announcers before all Arnold Amateur Bodybuilding events
- Logo on stage screens
- Opportunity to provide premium items and/or printed promotion offers for VIP’s, judges and athlete gift bags
- Logo on stage banner
- Full page color advert, plus logo included in the Arnold Classic Africa Souvenir Magazine
- Logo placement on Arnold Classic Africa website
- Social media mentions coordinated by Arnold staff
- Expo presence
- VIP tickets

ACA SPONSORSHIP PACKAGES
- Title Sponsors R 300 000
- Gold Sponsor R 150 000
- Silver Sponsor R 50 000
- Bronze Sponsor R 25 000

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ARNOLD CLASSIC AFRICA
IFBB ELITE PRO BODYBUILDING

The Arnold Classic Africa 2020 is pleased to announce that we will be hosting the 3rd IFBB Elite Pro Bodybuilding show in South Africa. The total prize money for 9 line ups are $90 000. Come and support the best of the best in the Pro Bodybuilding industry, all competing for the title on one stage.

ADVERTISING & RECOGNITION

- Sponsor recognition by announcer before all IFBB Elite Pro Bodybuilding events
- Logo on main auditorium stage screens
- Opportunity to provide premium items and/or printed promotion offers for VIP’s, judges and athlete gift bags
- Banners with logo in SCC
- Logo on stage banner
- Color advert, plus logo included in the Arnold Classic Africa Souvenir Magazine
- Logo placement on Arnold Classic Africa website
- Social media mentions coordinated by Arnold staff
- Expo presence
- VIP tickets

ACA SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>Package</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Sponsor</td>
<td>R 800 000</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>R 400 000</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>R 250 000</td>
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<tr>
<td>Bronze Sponsor</td>
<td>R 100 000</td>
</tr>
<tr>
<td>Per Line Up</td>
<td>R 50 000</td>
</tr>
</tbody>
</table>

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ARNOLD CLASSIC AFRICA
STAGE SPONSORSHIP

Arnold Classic Africa 2020 again will have four prominent and professional build stages full of action and activities from 10am - 6pm Friday to Sunday. Each stage will have its own MC making announcements and a stage manager making sure of smooth running of events daily. Some of the events that will feature on the different stages are Model Search, Beauty Pageant, Pre-Judging of IFBB Elite Pro Bodybuilding, ACA Got Talent, and many more. Prize giving will also be happening on some of the stages for events like the Art Competition, Golf Classic, Body Painting, etc. Final programme will be released closer to the date.

ADVERTISING & RECOGNITION
- Sponsor recognition by announcer before all Arnold Amateur Bodybuilding events
- Logo on specified stage screens if available
- Opportunity to provide premium items and/or printed promotion offers for VIP’s, judges and athlete gift bags
- One prominent logo banner on stage
- Color advert, plus logo included in the Arnold Classic Africa Souvenir Magazine
- Logo placement on Arnold Classic Africa website
- Social media mentions coordinated by Arnold staff

SPONSORSHIP PACKAGES
- Arnold Fitness Expo stage  R 150 000
- Alice Lane stage  R 100 000
- Maud Street stage  R 100 000
- Crawford College  R 100 000

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ARNOLD CLASSIC AFRICA
STRONGMAN

Also known internationally as the “World’s Strongest Man” competition and made iconic to the festival through popular televised competition. This event will feature the world’s top pro and amateur athletes in unprecedented battles and multiple divisions.

ADVERTISING & RECOGNITION

- Sponsor recognition by announcer before all Strongman Classic events
- Logo on stage screens
- Opportunity to provide premium items and/or printed promotion offers for VIP’s, judges and athlete gift bags
- Logo on stage banner
- Color advert, plus logo inclusion in the Arnold Classic Africa Souvenir Magazine
- Logo placement on Arnold Classic Africa website
- Social media mentions coordinated by Arnold staff
- Expo presence
- VIP tickets
- T-shirt branding
- Arena branding
- Equipment branding

SPONSORSHIP PACKAGES

- Title Sponsors R 500 000
- Gold Sponsor R 200 000
- Silver Sponsor R 100 000
- Bronze Sponsor R 50 000

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ARNOLD CLASSIC AFRICA
BRANDING AND ADVERTISING

Arnold Classic Africa is proud to announce that 2020 is the 5th Arnold Classic in South Africa. Any brand can be part of Arnold Classic Africa:
- You do not have to be an exhibitor or sponsor to benefit
- Design a special advertising package to compliment your brand
- Advertise your brand or product in the souvenir magazine
- Advertising opportunities available eg. stage banner, venue banners, crowd fencing, etc.
- Brand specific advertising when you sponsor a federation or event
- Give your brand worldwide exposure with ACA TV - Online coverage

BRANDING OPPORTUNITY
(Production cost for your own account)

- Banners in venue
- R 500 per m

- Banner on web page
- R 800 per month

- Crowd Fencing
- R 800 per fence

- Advertising space on ACA
  (Live streaming channel)
- Price available on request

- Gifts and samples for VIP Goodie Bags
- Per Brand
- R 1 500 (500 items)

- Branding opportunity available on T-shirts, Goodie Bags, Water, etc.

- Volunteer T-shirts

SOUVENIR MAGAZINE

- Advertise in the Souvenir Magazine

  - Full Page
  - R 3 000

  - Half Page
  - R 2 000

  - Quarter Page
  - R 1 500

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ARNOLD CLASSIC AFRICA NAMING RIGHTS

TITLE SPONSOR PACKAGE
- Sponsor recognition by announcers before all Arnold Amateur Bodybuilding events
- Logo on EXPO stage screens
- Opportunity to provide premium items and/or printed promotions offers for VIPs, judges and athlete gift bags
- One prominent logo on EXPO stage banner
- Full page color advert, plus logo inclusion in the Arnold Classic Africa Souvenir Magazine
- Logo placement on Arnold Classic Africa website
- Social media mentions coordinated by Arnold staff

HOSPITALITY BENEFITS
- Photo opportunity with Arnold Schwarzenegger at sponsor’s booth
- Six VIP tickets packages

BOOTH DISPLAY
- 3m x 3m stand

SPONSORSHIP PACKAGES (STAGE NAMING RIGHTS)
- Arnold Fitness Expo stage R 150 000
- Alice Lane stage R 100 000
- Maud Street stage R 100 000
- Crawford College R 100 000
- Beach Party R 300 000

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