

Multi Sport and Arts Festival



PROSPECTUS
Exhibitor,
Vendor,
Open Market and
Sponsorship
Opportunities

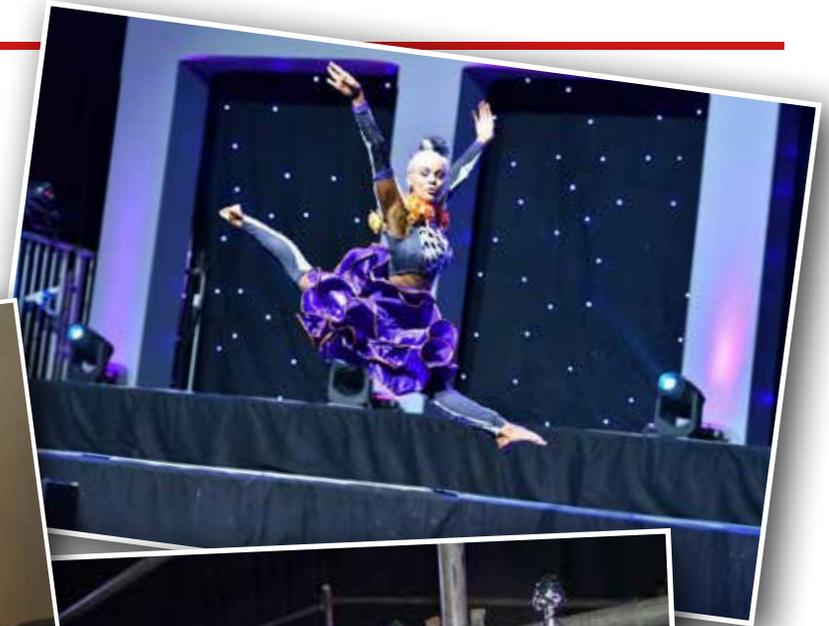
3-5 June 2022

GAUTENG

www.arnoldclassicafrica.com

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EVENT INTRODUCTION

The first four years of the Arnold Classic Sport Festival Africa was successful in growing annually with sporting codes, arts, and participants. This was clearly supported by the independent impact study produced by BMI each year.

The year 2020 was the fifth year of our 10-year business plan for ACA which included the expansion to a national footprint hosting smaller mini sport festivals under the name Sunfest Multisport and Art Festival in 9 provinces.

The impact and lockdown of Covid protocols and regulation in 2021 had a huge impact on the event industry and especially on major and mega events because of the restrictions and protocols limiting spectators and mass gatherings. The health and safety of all participants, officials and visitors to the ACA will always be priority. Looking forward we decided as partners to create a new home for the ACA Sport Festival by creating our own GG Tent City in an open-air environment helping us to facilitate and manage current and future covid regulations and protocols.

The Tent City is exciting, colorful, and festive bringing a whole new vision to the Arnold Classic Sport Festival Africa. This new

initiative will create an experience for all participants, officials, supporters, sponsors, and exhibitors to be part of the festival in a safe environment. In the design of the GG Tent City, we are going to give everyone an experience they will never forget and will want to come back for more every year.

In the design of the GG Tent city we will design the city around the main auditorium tent and position small, medium and large tents of different design and festive colors hosting sport and art events, closed exhibit area and an open market as well as indoor and outdoor events.

The vision of Arnold Sport Festival Africa has always been to create a shared platform for all sport and communities to share their love and passion with others and similar sport communities, in one space or venue as was done before.

In the design when creating the GG Tent City, we still endeavor to stand to our slogan: **My sport. My art. My passion.** and guarantee there will be something for everyone.





EVENT ATTENDANCE OVER 3 DAYS

2016

47 800 attendees
10 250 participants
48 sports & events

2017

62 400 attendees
14 200 participants
58 sports & events

2018

81 127 attendees
18 127 participants
64 sports & events

2019

84 684 attendees
23 923 participants
84 sports & events



EVENT PARTICIPATION OF 23 923 IN % FOR 2019



INTERNATIONAL NATIONAL CHILDREN ADULTS DIFFERENTLY ABLED ABLE BODY

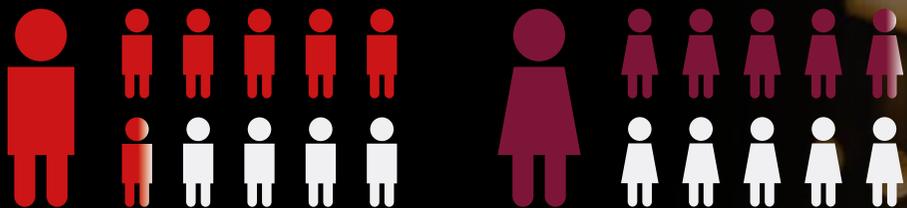


EVENT FACTS

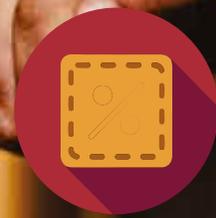
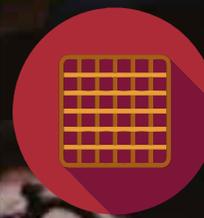
This event guarantee to deliver generous revenue and brand awareness opportunities. Some 200 Exhibit stands are on offer with the opportunity for substantial sales and marketing exposure



MALE & FEMALE PARTICIPATION OF 23 923 IN % FOR 2019



EXHIBITORS

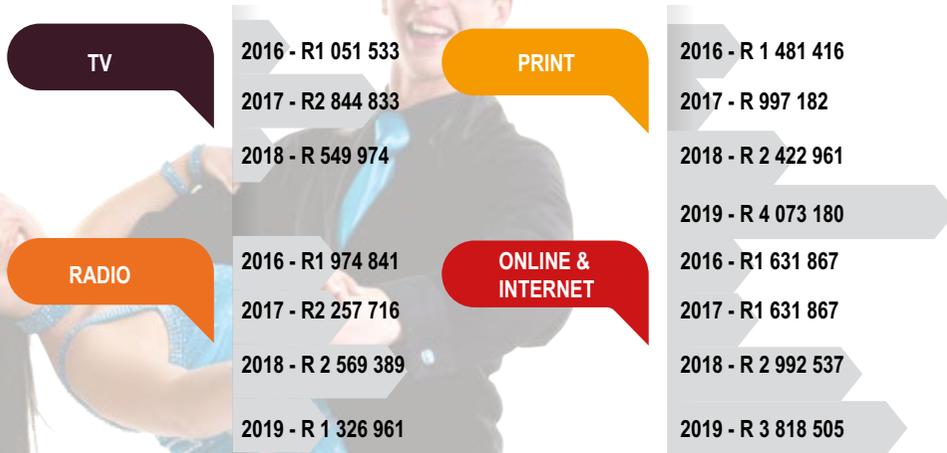


ESTIMATED SPEND BY VISITORS IN GAUTENG - R46.6 MILLION

The operational expenditures from the Hosting of the event, contributed a total of R288.5 million to the economy with an associated R120.2 million impact on GDP



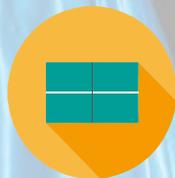
MEDIA EXPOSURE FOR 2019 WAS R 13 109 740



TOTAL BRANDING USED AT THE ARNOLDS IS 4420 SQM EQUIVALENT TO



85
DOUBLE GARAGE



98
TABLE TENNIS
TABLES



737
CANOE KAYAK



49 112
SMART PHONES

ARNOLD CLASSIC AFRICA:

The Arnold Classic event is a platform that will contribute toward social development, while focusing on amateur, professional and youth sport efficiently and effectively.

OBJECTIVES:

- Strengthen the Home of Champions brand and positioning;
- To link identified talent with local & international sport structures in future;
- Support local business and create jobs in relation to local economic development;
- Create exposure and media coverage nationally, continentally and internationally;
- Assist in raising the profile of the province as a dynamic sport & tourist destination;
- Contribute towards achieving the City economic and social aspirations;
- Assist in delivering a diverse and attractive events calendar for the province;
- Assist and support Transformation, Modernisation and Re-industrialisation objectives.



7658 Eggs



232 kg
Chicken Breasts



195 kg
Red Meat



450 kg
Mixed Veg

**TOTAL CONSUMED
OVER 3 DAYS**

ARNOLD CLASSIC GLOBAL



USA
COLUMBUS OHIO SINCE 1989
PARTNERS JIM LORIMER & BOB LORIMER



EUROPE
SEVILLA SPAIN SINCE 2011
PARTNER RAFAEL & NIEVES SANTONJA



SOUTH AMERICA
SAO PAULO
SINCE 2013
PARTNER ANA PAULA LEAL
& FELIPE BONILHA



AUSTRALIA
MELBOURNE, AUSTRALIA
SINCE 2015
PARTNER TONY DOHERTY



AFRICA
JOHANNESBURG, SOUTH AFRICA
SINCE 2016
PARTNER WAYNE & MICHELLE PRICE



GLOBAL STATS

- 72% are prime target age 18 - 40
- Attendees from all over the world
- National and International Exposure
- Extensive Media Coverage
- 500 000 Attendees Internationally
- 70 000 Participants Internationally



SPORTING CODES AT THE ARNOLDS



Aerial at the Arnolds (hoop and silk)
Archery
Archery Tag
Arm Wrestling
Badminton
Baseball & Softball
Basketball
Battle Heritage SA (FCMC)
Beach Tennis
Beach Volleyball
Bodybuilding Amateur
Bodybuilding Pro
Boxing Pro
Canoepolo
Chess
Court Tennis
Cue Sport
DanceSport
Darts SA
Deaf Sport (EXHIBIT)
Equestrian
Family Fun Run
Fencing
Figure Skating
Fitness Marathon
Floor Hockey

Freestyle Football
Futsal (5 a side football)
Gauteng Night Run
Golf Classic
Golf activation
Hockey
Ice Hockey
Judo
Karting
Lacrosse
Handball
Indigenous Games
Karate South Africa
Majorettes
Martial Art x 5 styles
Obstacle Course Road
Piloxing
Pole Fitness at the Arnolds
Powerlifting
Ringball
Ringtennis / Tenniquads
Speed Skating
Artistic Skating
Static Rowing Marathon
Soccer
Special Olympics EXPO

Spinning Marathon
Touch Rugby
Strongman Amateur
Strongman Pro
Gauteng Aquatics
Tae Bo
Table Tennis
Team Chess
Teen Challenge
Tenpin Bowling (EXPO)
Throw Down (Cross Fit)
Underwater Hockey
Weightlifting
Zumba Kids
Zumba
ACA Model Search
ACA Got Talent
Art Competition
Arts And Culture talent
A-Arts Festival Dance
A-Arts Festival Vocal
A-Arts Festival Instrumental
A-Arts Festival Drama
Beauty Pageant / Teen Fitness
Body Painting
E- Sport (Ark Gaming)

Remote Control Drifting OneTen
Speed Cubes
Kids Entertainment
Beer and Beverage Tent
Lego's





ACA WELCOMED PARTICIPANTS FROM MORE THAN 50 COUNTRIES

Canada
Puerto Rico

Brazil
Trinidad
and Tobago
Uruguay

Ghana
Kenya
Malawi
Nigeria
Seychelles
South Africa
Syria

Zimbabwe
Zambia
Cape Verde
Angola
Egypt
Lesotho
Mozambique

Argentina
Austria
Belgium
Czech
Republic
Estonia
France
French
Polynesia
Germany

Greece
Hungary
Italy
Lithuania
Malta
Poland
Portugal
Slovakia
Spain
Sweden

Switzerland
Turkey
Ukraine
United
Kingdom
Iceland
Norway

Russia
India
Jordan
Lebanon
Mongolia
Qatar

Australia

EXPO AND SPONSORSHIP PACKAGES FOR ACA 2021

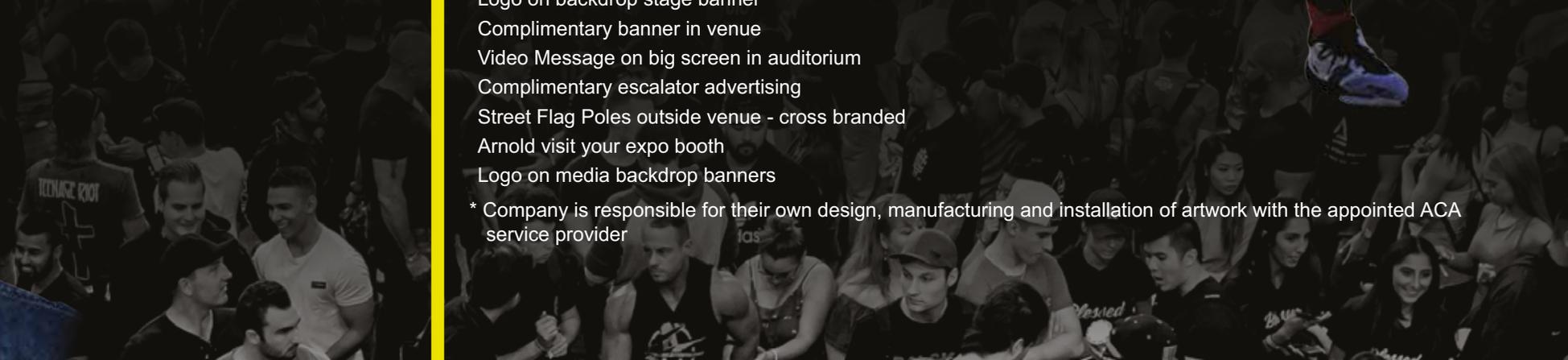
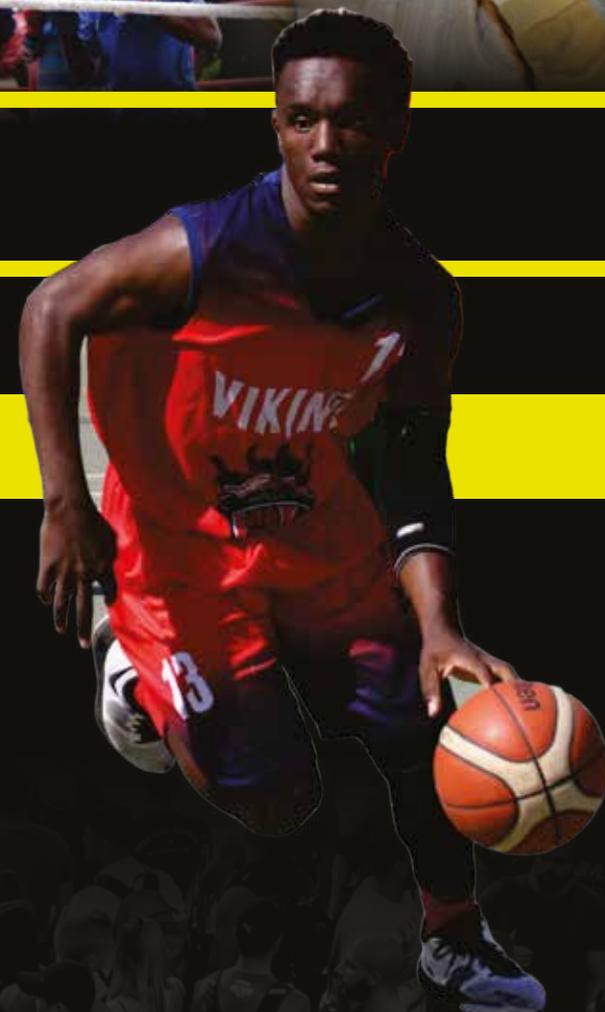
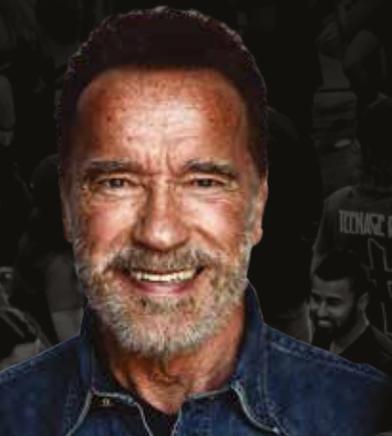
Any brand can be part of
Arnold Classic Africa.

- 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.
- Different brand exposure opportunities available eg. stage banner, venue banners, crowd fencing, etc
- Enjoy brand specific advertising when you sponsor a federation or event.
- Give your brand worldwide exposure coverage

BRAND EXPOSURE

Complimentary booth 3m x 3m
Additional booths available for purchase
Include shell scheme, carpet, lights and 1 power points
Parking Tickets
VIP Ticket Pack + Entrance
Photo with Arnold Schwarzenegger
Advert in Souvenir Magazine
Company logo on Auditorium screens
Included in all social communication
Logo on backdrop stage banner
Complimentary banner in venue
Video Message on big screen in auditorium
Complimentary escalator advertising
Street Flag Poles outside venue - cross branded
Arnold visit your expo booth
Logo on media backdrop banners

* Company is responsible for their own design, manufacturing and installation of artwork with the appointed ACA service provider



MARKETING

SOCIAL MEDIA

Facebook, Instagram, and ACA web page are the platforms that will reach more than **2.5 million people** nationally. An estimate and potential reach of 5 million+ International audience through all the different Arnold Sport Festival events and platforms on all continents.

- Facebook page audience 500 000
- Instagram audience 750 000
- Web page audience 2.5 million

EMAIL AND SMS CAMPAIGN

More than 53 000 contacts of visitors and participants at previous events will receive event information monthly starting from February which could reach potentially up to at least 450 000 people over 4 months.



RADIO, TELEVISION, DIGITAL MAGAZINES

Part of the marketing strategy will be national and international radio, television, news and the Muscle and Health Southern Africa magazine.



BRAND EXPOSURE

YOUR BRAND CAN BE PART OF THE BIGGEST MULTISPORT FESTIVAL AND FITNESS IN AFRICA!

Opportunity for: Exhibitors | Food Vendors | Open Market

We offer the potential purchase power of **R10 000** feet a day, **15 000** athletes, coaches, families and supporters resulting in unmatched revenue and brand awareness opportunities.

Exhibitors can generate substantial sales and build business relationships while Food Vendors and Open Market stands can generate income through sales of food, drink and products or homemade and traditional goods.

The Expo, vendors and open market will be part of the largest gathering of committed fitness enthusiasts in Africa creating a merchandising and product event with unparalleled sales.

THE ARNOLD SPORT FESTIVAL DELIVERS BRAND AWARENESS

- More than 90% of our visitors return annually
- 60% of the prime target is 18 – 37

- More than 80% shop the fitness market
- Attendees national and international
- National and International Media attend the event
- Expanded Web based exposure, more than 1 million hits on our Sport Festival web page www.arnoldclassicafrica.com
- Full-scale social media promotions: Facebook, Twitter, YouTube – building 365 day communications for athletes, fans and business partners.
- Fitness and Sport celebrities
- Sports competitions & non-stop fitness entertainment on the ACA stage

2022 WILL HOST MORE THAN 30 DIFFERENT SPORTS, ARTS AND EVENTS

- You do not have to be an exhibitor or sponsor to benefit
- Advertising packages to compliment your brand
- Advertise your brand or product in the fitness online magazine
- Advertising opportunities on stage banners, venue branding, crowd fencing, etc.
- Give your brand worldwide exposure with ACA TV and You Tube
- Live stream opportunity for maximum worldwide exposure





WHAT CAN YOU EXPECT TO SEE EVERY DAY AT ACA?

- More than 30 different sports of our national federations
- Ongoing Stage entertainment
- Beauty competitions and fashion
- Fitness Fiesta marathon
- Kids fitness activities
- Kids entertainment and Kids play
- Beach activities like beach tennis, volleyball, and paddle
- Open market selling traditional and homemade products
- Fitness Expo promoting their brands
- Food Vendors with scrumptious meals and sweets
- Controlled Beer Garden
- VIP Tents

AND A LOT MORE.....

RATE CHART 2022

EXPO TENT RATES

- R1500.00 p/m²
- Floor space only, per square meter, excluding vat.
- Shell scheme, carpet, furniture, lights optional and at additional cost with appointed service provider.

VENDOR AND OPEN MARKET RATES

- R500.00 p/m²
- Floor space only, per square meter, excluding vat.
- Standard Health certificate and regulations apply.



SPONSORSHIP OPPORTUNITIES

ACA offer an opportunity for companies to associate their brand as a sponsor to a specific event or tent at the Arnold Sport Festival. Different exposure and logistics will determine brand and marketing opportunities at such sport, tent or event which can be discussed in more detail once a company has shown interest.

ARNOLD FUN RUN AND WALK

- 3km and 5km
- Sunday 5 June 2022 @ 8am
- R30 000.00

FITNESS FIESTA

2 Hour fitness marathon for young and old

- Zumba, Piloxing, Step etc
- Saturday 4 June 2022 @ 8am
- R30 000.00

ARNOLD AMATEUR BODYBUILDING

Affiliated to IFBB, the International Federation of Bodybuilding and Fitness.

- 3 to 5 June 2022
- Friday, Saturday, and Sunday
- R10 000.00 per line up

ARNOLD ART COMPETITION

Amateur and Professional Artist may enter using their own style of art to paint or draw any activity or sport at ACA.

- Saturday 4 June @ 8am to 5pm
- Sunday 5 June @ 8am to 5pm
- R30 000.00



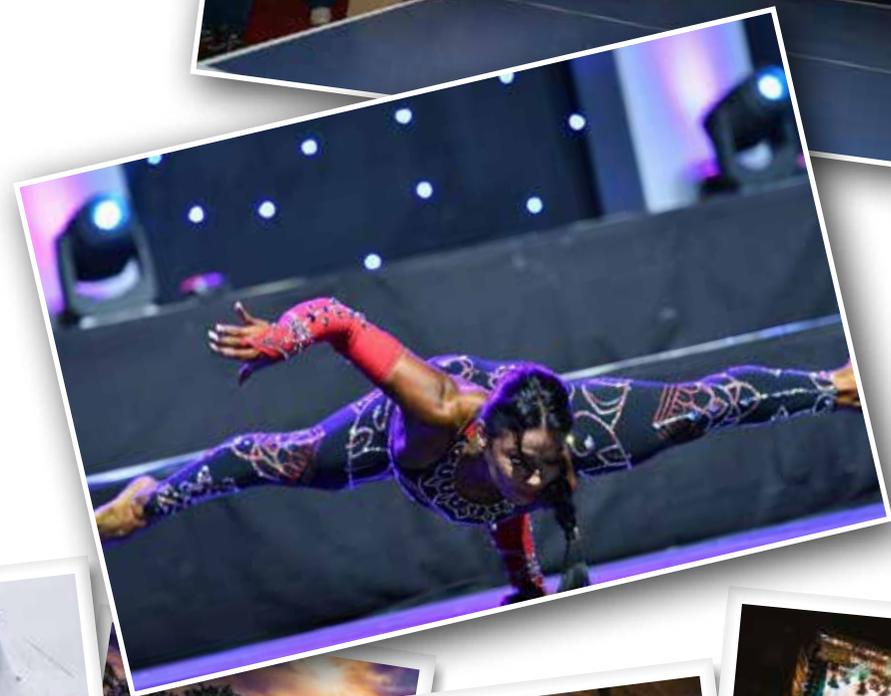
OPEN AIR ENTERTAINMENT STAGE

Family entertainment, sport and prize giving, music talent and singing artist will keep the stage busy the whole weekend.

- 3 to 5 June 2022
- Friday, Saturday, Sunday @ 8am to 5pm
- R90 000.00

TENT CITY SPONSOR

Different sizes and colors of tents will host all sports and events on the weekend. Sponsors may choose any tent and enjoy the exposure of the company or brand name on/around the tent. The program and Tent City Map will carry the name. The size of the tent will determine the sponsorship amount.



FLOORPLAN





ARNOLD



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