



**The Fitness Industry's Most Comprehensive Marketing Program**

Digital, Social Media, and Event Based Customer Engagement

**MUSCLE  
& FITNESS**

**FLEX**



# ALL YOUR CUSTOMER ENGAGEMENT OBJECTIVES IN ONE POWERHOUSE PROGRAM

- Social Media: Over 17 Million Combined Fit Focused Followers
- Digital: 14 Million Highly Engaged M&F Monthly Page Views
- Event: Connect with a Sea of Enthusiasts at Olympia Weekend
- Custom Created and Branded Content
- Newsletter E-Blasts
- The Most Comprehensive Fitness Marketing Program Ever Created!

**CONNECT WITH THE LARGEST AUDIENCE IN THE CATEGORY!**



# OLYMPIA STAR POWER





# EXPERIENCE THE OLYMPIA!

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## OLYMPIA BY THE NUMBERS

Timing: October 7-10, 2021

Location: Orlando, Florida

Orange County Convention Center

The Hyatt Regency Orlando

Worldwide PayPerView/Replay

Audience: 2M+

Social Media Reach Across All Brands: 17M+

## RESERVE YOUR SPOT NOW!

Here at Olympia headquarters, our team is busy preparing for what promises to be the most exciting weekend in our 57-year history. New events, expanded focus, more celebrities, record prize money, and all the eye-popping physiques you can handle at our return to Orlando, Florida at The Orange County Convention Center and The Hyatt Regency Orlando!





# The Olympia World Fitness Festival

## THE FITNESS INDUSTRY'S MOST PRESTIGIOUS & CELEBRATED TRADITION

Each year, tens of thousands of serious fitness enthusiasts and industry insiders journey to experience a tradition credited for launching the careers of the world's most influential fitness celebrities, while serving as a gathering place for many of the biggest stars and most influential brands. For 57 years, Olympia Weekend has remained the fitness industry's signature event, welcoming many of the world's top brands. The sights and sounds around Olympia Weekend are enough to keep your social media abuzz for weeks!

In addition to returning in 2021 to Orlando, Florida, the tradeshow portion of Olympia Weekend will take place at The Orange County Convention Center (connected to the Hyatt Regency Orlando). This part of the Olympia experience showcases the fastest growing and most influential companies spanning all corners of an industry measured in the billions - a powerful opportunity to establish new distribution channels, while forming relationships within a sea of fitness enthusiasts

**Olympia Expo: Relaunched as The Olympia World Fitness Festival, this is the ultimate exhibitor & fan experience!**



## 2021 SPONSORSHIP BENEFITS

Throughout Olympia Weekend, there are several opportunities for brands to maximize visibility. The Olympia invites you to capitalize on this action-packed weekend via on-site activations, entertainment, and a variety of powerful customer engagement, marketing and branding opportunities, a complete momentum building, customer engagement program.

- Premium booth space at the Olympia Expo!
- Custom Co-Branded on-site events
- Private meeting rooms
- VIP Tickets & Special Event Passes
- Logo inclusion on event promotional material
- Logo inclusion throughout Olympia Expo & Main Arena Stage
- Brand ad(s) in the Olympia Program
- 30-sec commercial(s) on video loop on both Olympia Expo Stage and Main Arena Stage
- Social Media and Digital Marketing Opportunities

*\*Final sponsorship elements to be determined based upon final overall commitment*



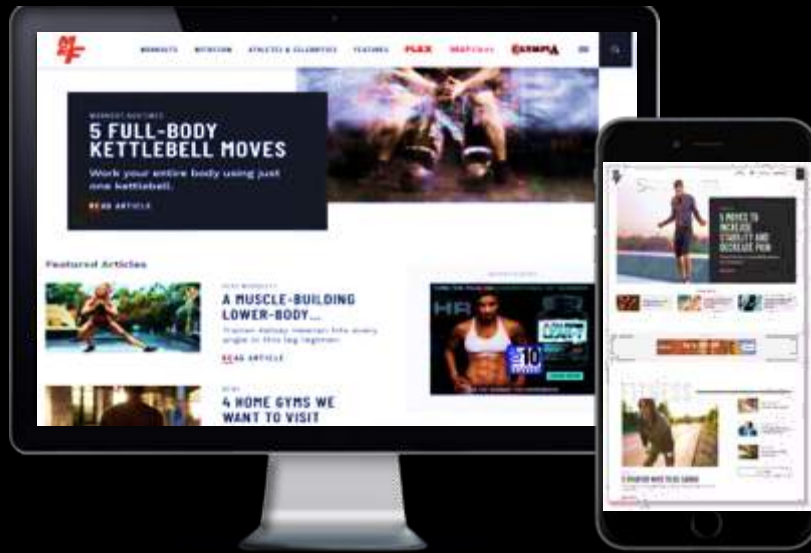
# JOE WEIDER'S OLYMPIA



# MuscleandFitness.com Integration

## Digital Media, Custom Content, and Social Integration

Muscle & Fitness is dedicated to covering the full fitness landscape, regularly introducing our active and engaged community to new trends in training, nutrition, gear, and technology to help them achieve results. One of the most celebrated fitness media brands, M&F connects your brand to millions of loyal fit-focused visitors.

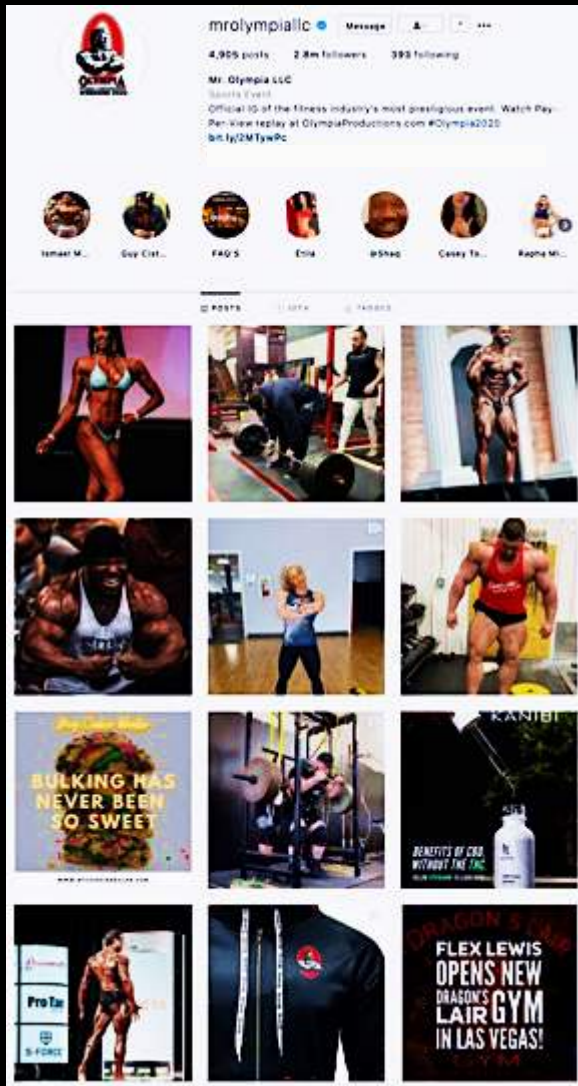


- **Digital Media Packages:** Homepage takeovers, first impression packages, run of site media, adhesion units, native units, video pre-roll and more
- **Sponsorable Content:** Align your brand and products with popular digital content via ad takeovers, 'presented by' mentions and seamless product integration
- **Shareable Video Creation:** Our Video Solutions department will develop professional-grade, turn-key and efficient branded video, designed to elevate your product and compliment your marketing
- **Social Integrations:** Unique social integrations and programs, designed to create buzz and leverage our 20 million+ fit-minded visitors and followers.

**MUSCLE  
& FITNESS**



# The Olympia Social Media Network



## Co-Branded Promotional Posts

With more than 17 million global followers across all channels, The Olympia Social Media Network is one of the world's largest fit-focused social media opportunities and has emerged as a powerful tool to support your media, marketing and call-to-action objectives. With the combined power of the Olympia, Muscle & Fitness, FLEX, and M&F HERS thriving social media accounts, your brand will have access to one of the category's largest audiences! In the world of fitness media, there has never been a more powerful and efficient opportunity to reach your target audience.

**Ask us about including social media in your sponsorship package!**



# Social Media.. by the Numbers

## Olympia Accounts

Total Followers: 5,023,645



2,889,019 Followers  
@mrolympiallc



2,006,726 Followers  
@mrolympiallc



127,900 Followers  
@MrOlympiaLLC

## Flex Accounts

Total Followers: 3,215,360



573,100 Followers  
@flex\_magazine



2,450,660 Followers  
@flexmagazine



191,600 Followers  
@FLEX\_Magazine

## M&F Accounts

Total Followers: 8,335,288



857,008 Followers  
@muscleandfitness



6,478,280 Followers  
@MuscleandFitnessMag



1,000,000 Followers  
@muscle\_fitness

## Hers Accounts

Total Followers: 594,268



155,526 Followers  
@muscleandfitnesshers



317,542 Followers  
@muscleandfitnesshers



121,200 Followers  
@mandfhers

**TOTAL SOCIAL MEDIA FOLLOWING: 17,168,561**

*Updated March 2021*



# Digital & Social Integration

The image shows a screenshot of a sponsored article on the website muscleandfitness.com. The article is titled "TRIFECTA NUTRITION IS FIGHTING OBESITY, ONE DELIVERY AT A TIME". It features a large image of a Trifecta Nutrition meal delivery box and several containers of food. The article text discusses the benefits of Trifecta's meal delivery service for fighting obesity. The Trifecta Nutrition logo is prominently displayed at the top of the article.

**Sponsored Content  
on  
Muscleandfitness.com**

The image shows a screenshot of an Instagram post from the account mroympiallc. The post is titled "FEMME FLEX FRIDAY" and is a paid partnership with wingsofstrength. The post features a video thumbnail showing a woman in a gym setting. The post has 17,074 views and is liked by ifbbpronataliacaelho and wingsofstrength. The caption includes the episode title "mroympiallc Femme Flex Friday Ep. 14 Fashion & Mindset of the Female Bodybuilder" and a link to the full episode: <https://wingsofstrength.net/video/femme-flex-friday/?videos=show>. The caption also describes the episode content, mentioning hosts Alina and Lenda, and the topics of mindset, training, and competition prep. It concludes with an invitation to watch the next episode and provides the release schedule: "New episodes of Femme Flex Friday are released every Friday 3pm MST 6pm EST. Like, Share & Subscribe!".

**Social Posts**

The image is an advertisement for WOLFpak. It features a bright pink backpack with the text "TRUST YOUR INSTINCTS" and "ATHLETE" on it. The background shows a person in a gym setting. The text at the top reads "YOU ASKED. WE LISTENED. INTRODUCING KNOCKOUT PINK". Below this is a "SHOP NOW" button. The WOLFpak logo is prominently displayed at the bottom left of the advertisement.

**E-blasts**

CHAMPION

TRIFECTA  
AGENTS



JOE WEIDER'S

OLYMPIA

FITNESS & PERFORMANCE  
WEEKEND

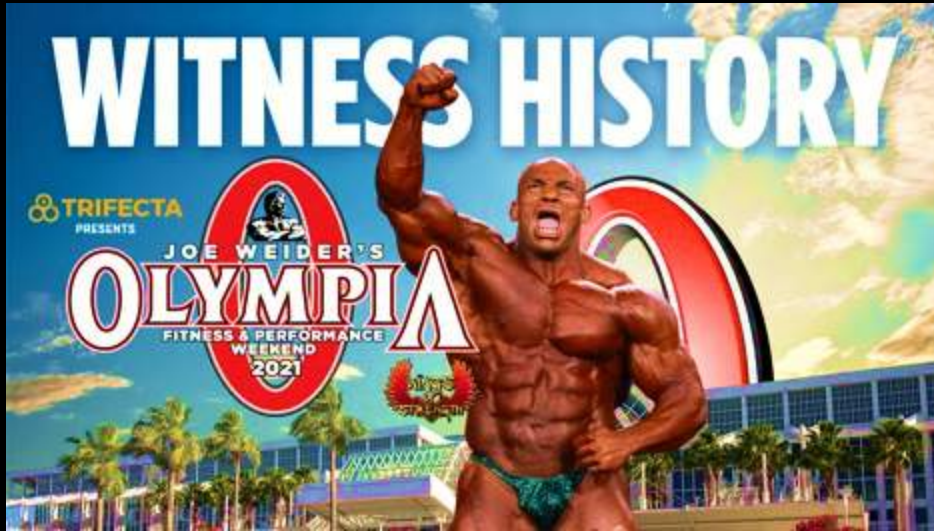
2020

UNITED  
CHILL  
MICHIGAN





# Added Visibility: PayPerView Advertising



As an exhibitor or sponsor, opportunities are now available to your company allowing you to connect with your target audience with commercials, host mentions, and other logo placement. And when the LIVE event ends, the PayPerView is available for on-demand replay ensuring viewership that measures in the millions.

While audiences inside the Orange County Convention Center Theatre experience the biggest event of the year, hundreds of thousands of fitness enthusiasts around the world are watching LIVE on the official Olympia PayPerView, one of the most viewed online fitness events of the year.

**WATCH THE 2020 OLYMPIA REPLAY ON DEMAND!**



# Added Visibility: On-Site Branding



## Front Entrance Branding: Orange County Convention Center

Looking to make a BIG splash? Secure one of the signage opportunities at the main entrance of the Olympia World Fitness Festival at the Orange County Convention Center. With options measuring up to 60 feet, these are some of the most visually powerful branding opportunities available anywhere in the industry.

## Indoor Branding: Orange County Convention Center Lobby & Expo Hall

With locations available in the expo lobby and other high traffic locations at the OCC Expo Hall, the indoor signage options include windows, column wraps, wall banners and other high visibility, camera-friendly locations.





**Take advantage of our Sponsorship and Exhibitor packages...and ask about our powerful branding opportunities!**



 **TRIFECTA**  
PRESENTS

**JOE WEIDER'S**  
**OLYMPIA**  
FITNESS & PERFORMANCE  
WEEKEND  
2021



*Please contact your sales rep  
for additional information on all  
our Olympia opportunities.  
or email us at  
[Contact@MrOlympia.com](mailto:Contact@MrOlympia.com)*