



The Fitness Industry's Most Comprehensive Marketing Program

Digital, Social Media, and Event Based Customer Engagement



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!

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: Relunched 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 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*

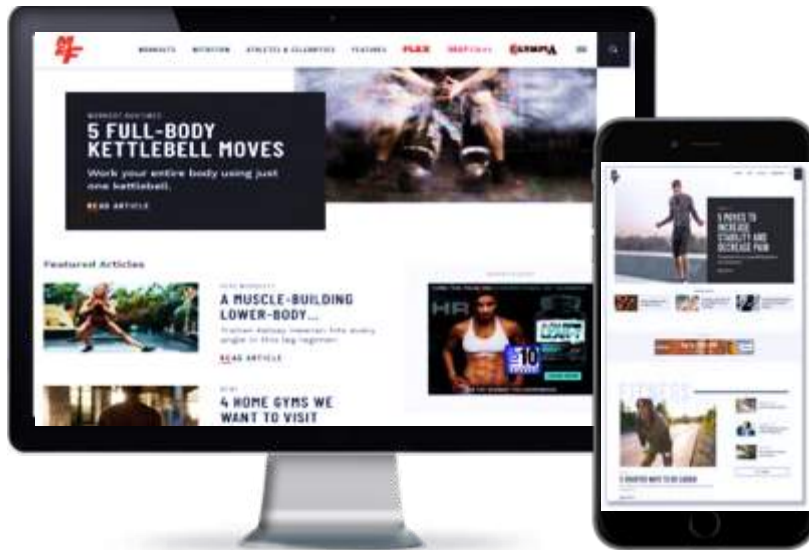
JOE WEIDER'S OLYMPIA



MUSCLEANDFITNESS.COM INTEGRATION

Digital Media, Custom Content, and Social Integration

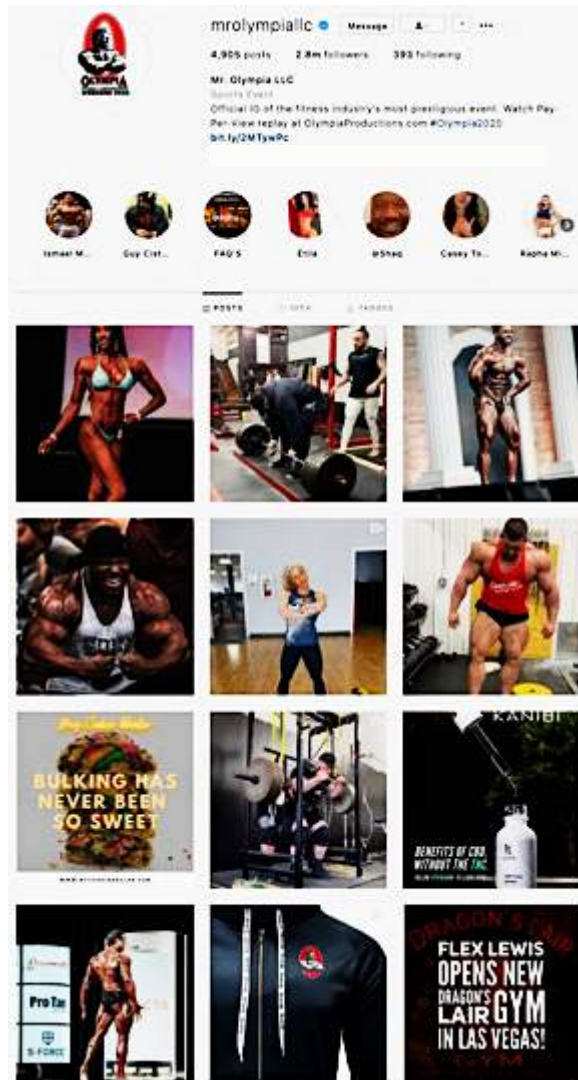
Muscle & Fitness is dedicated to covering the full fitness landscape, regularly introducing our active and engaged community to new trends in training, nutrition, gear, and technology to help them achieve results. One of the most celebrated fitness media brands, M&F connects your brand to millions of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

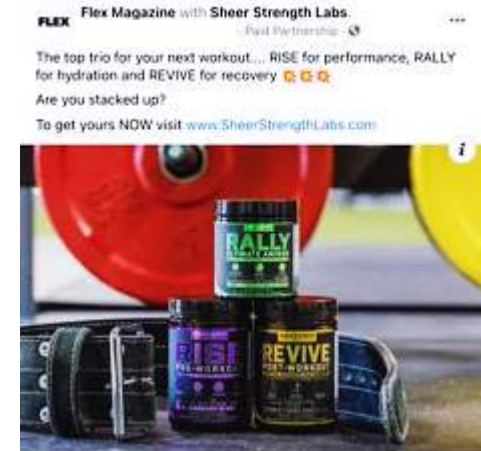
THE OLYMPIA SOCIAL MEDIA NETWORK



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 FOLLOWING

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

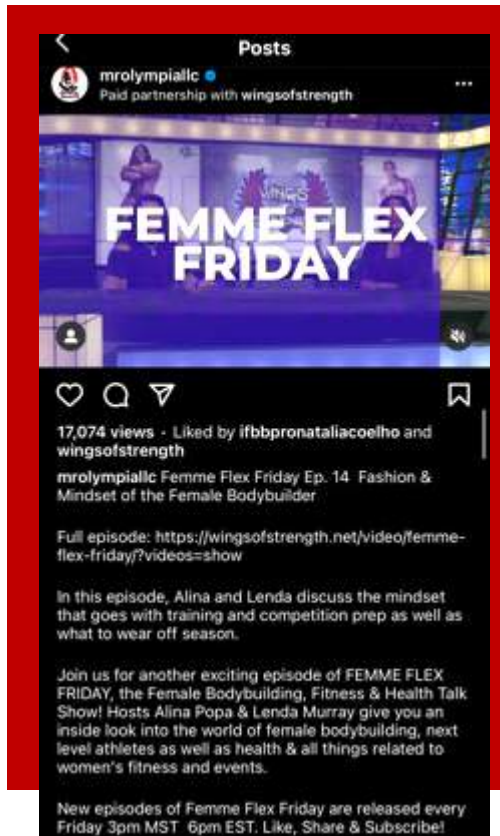


121,200 Followers
@mandfhers

DIGITAL & SOCIAL INTEGRATION



***Sponsored Content
on
Musclevelandfitness.com***



Social Posts



E-blasts



TRIFECTA
PRESENTS

JOE WEIDER'S

OLYMPIA

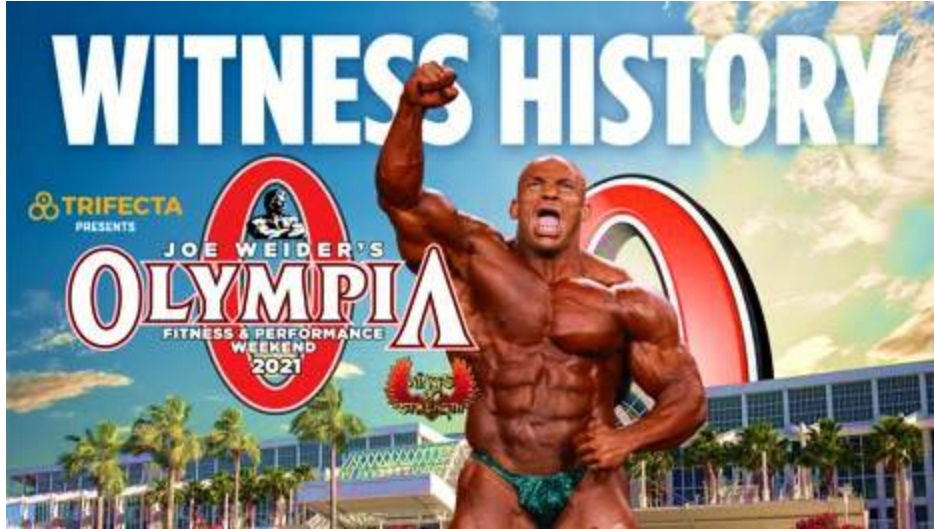
FITNESS & PERFORMANCE

WEEKEND

2020

WOMEN
CHILL
WEEKEND

ADDED VISIBILITY: PAY-PER-VIEW ADVERTISING

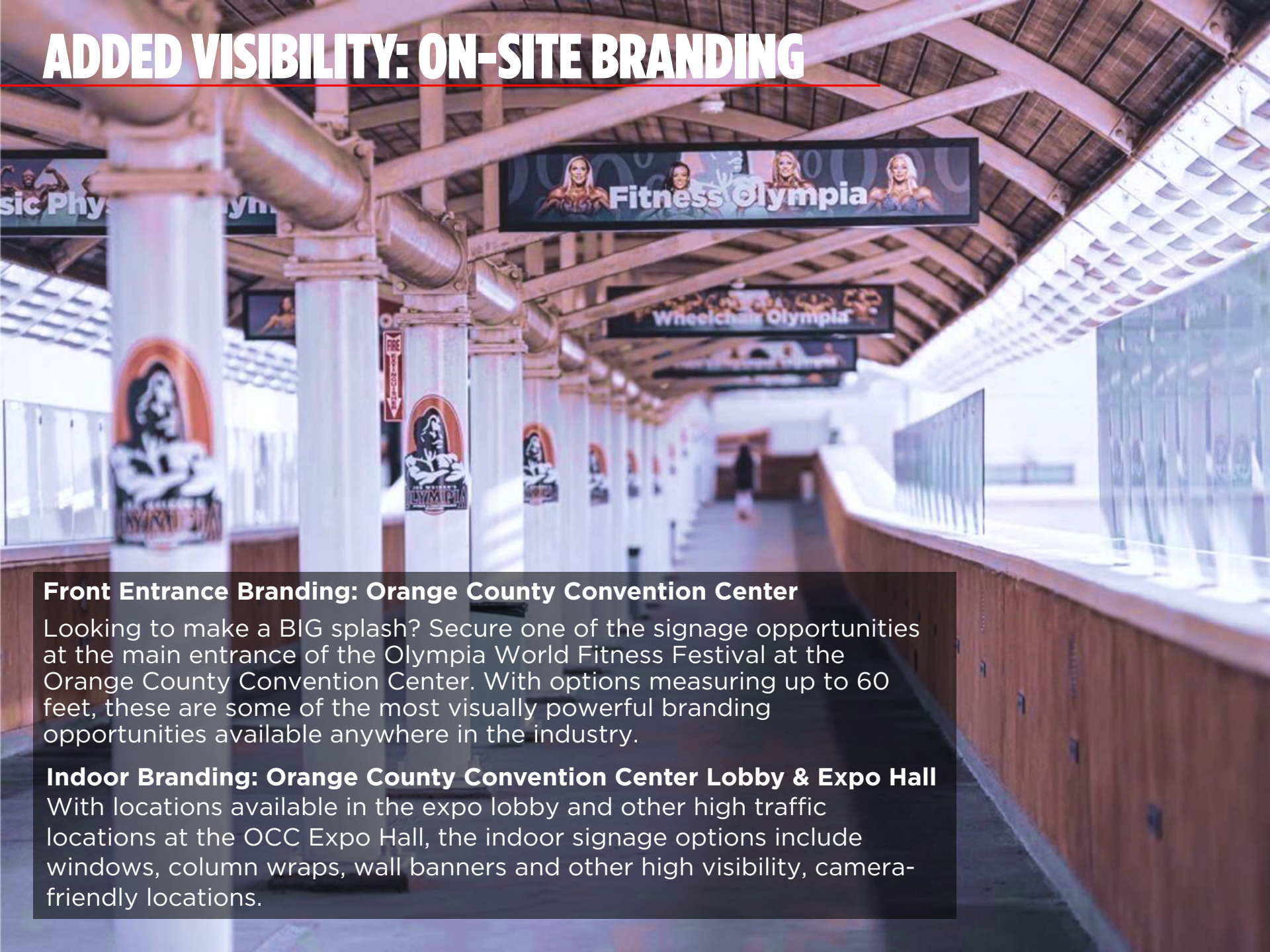


As an exhibitor or sponsor, opportunities are now available to your company allowing you to connect with your target audience with commercials, host mentions, and other logo placement. And when the LIVE event ends, the PayPerView is available for on-demand replay ensuring viewership that measures in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



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.

WEEKLY STUDIO SHOWS

Our growing lineup of fitness themed content continues to expand with the creation of four unique studio-produced weekly shows for 2021! Monday Night Muscle, Femme Flex Friday, Buff Dynasty, Fit Rock Star, and The Menace Podcast are all filmed at our in house production facility, hosted by the top Bodybuilding and Fitness personalities in the industry. To ensure maximum visibility, episodes and promotions are syndicated across our entire portfolio of digital and social media platforms. We are proud to deliver some of the industry's highest-quality shows.

Sponsorship Packages Benefits

- Sponsor commercials to run during each episode
- Lower 3rd graphics displayed during each episode
- Links to sponsor website/product listed in YouTube description
- Episode promo post on social media to include "brought to you by" sponsor mention and link to sponsor's website in caption
- Voiceovers to announce "brought to you by" sponsor mentions throughout show

**Customizable sponsorship packages can be packaged for up to six episodes*



OUR STUDIO SHOWS

Monday Night Muscle

Created by Olympia Owner, Jake Wood, Monday Night Muscle educates and informs the bodybuilding and fitness industry with the most current breaking news, celebrity profiles, training tips, contest prep, and supplement and coaching information from around the world, along with opinions from Judges, fans, and promoters! Hosted by bodybuilding veteran superstars Bob Cicherillo, Shawn Ray, and Flex Wheeler, new episodes air on the Digital Muscle TV YouTube Channel every Monday at 3pm PST.

Fit Rockstar

Hosted by professional female bodybuilder, Isabelle Turell, Fit Rockstar is loaded with a variety of content from interviews with industry pros and athletes on the rise, pranks, cooking demos and challenges, bringing some fun into the line up.

The Menace Podcast

Hosted by the popular and outspoken Dennis James! Dennis gives audiences a glance into the personal side of the world's top bodybuilding stars. From legends to up and comers, DJ always keeps it real.



Femme Flex Friday

The Female Side of Fitness, Bodybuilding & Health – Femme Flex Friday is a Talk Show hosted by Female Bodybuilding Superstars Alina Popa and Lenda Murray, alongside Fitness Olympia IFBB PRO Whitney Jones. Episodes include interviews with top female athletes from all corners of the physique world, while diving into areas such as contest prep, opinions from Judges, interviews with fitness entrepreneurs, training tips, how to's, and IFBB Events. New episodes on the Wings of Strength YouTube Channel every Friday 3pm PST.

Buff Dynasty

Entering its 4th season, Buff Dynasty is a short documentary series that covers Wings Of Strength brand ambassadors competing throughout the season. Each episode highlights 3 Women Bodybuilder competitors through check-ins, preliminaries and... if they qualify to the evening show finals, wrapping up with post interviews, along with following them to the next event.





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*