



2023 **PARTNERSHIP DECK**



DONOR LEVELS



PRESENTING
\$50,000



VENUE
\$10,000



SUPPORTER
\$5,000

WWW.THENORCALCLASSIC.COM



DONOR BENEFITS

PRESENTING

\$50,000 (LIMIT 1)

Unlimited booth display, with choice of location

Co-Branded Event - "NCC presented by"

Trailside Stage naming rights
"now competing on The Toyota Stage"

Tagged on all social media advertising

Logo on event signage

Podium recognition

Logo recognition on website
and sponsor boards

VENUE SPONSOR

\$10,000 (LIMIT 6)

20x10 booth display

Naming rights on one:
Online Qualifier
Lakeside Stage
Beer Garden
Live Stream Broadcast
Warm-Up Area
Leaderboard

Tagged on all social media advertising

Logo on event signage

Podium recognition

2nd Line Logo recognition on website
and sponsor boards

SUPPORTER

\$5,000


20 x 10 booth display

Tagged on all social media advertising

Name on event signage

Podium recognition

3rd Line Name recognition on website
and sponsor boards



ADDITIONAL OPPORTUNITIES

EVENT SPONSOR \$1,000

Event sponsor can be added to any sponsor level

Sponsorship of online qualifier or main stage events (ex: "The Snatch Ladder", presented by Beyond the Barbell, or "Double Trouble" presented by The Morning Chalk Up)

VENDOR (3 DAY) \$1,000

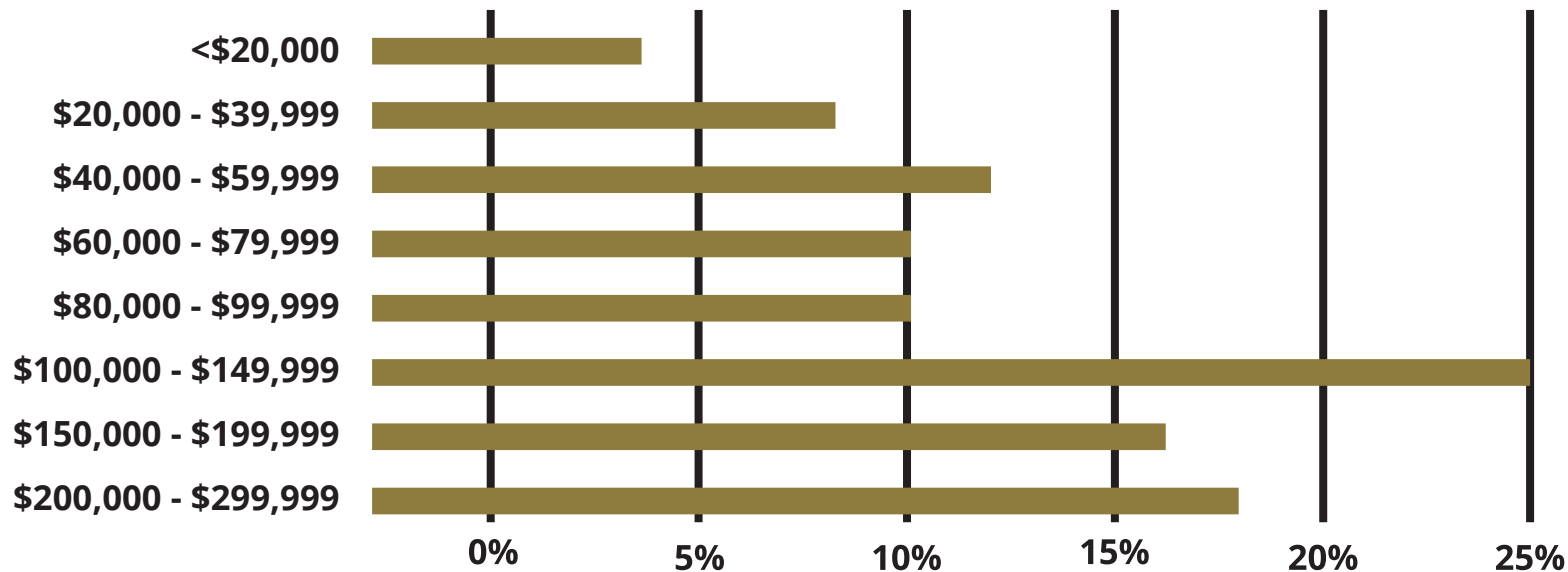
10x10 booth display

Generator power
available for additional
\$200

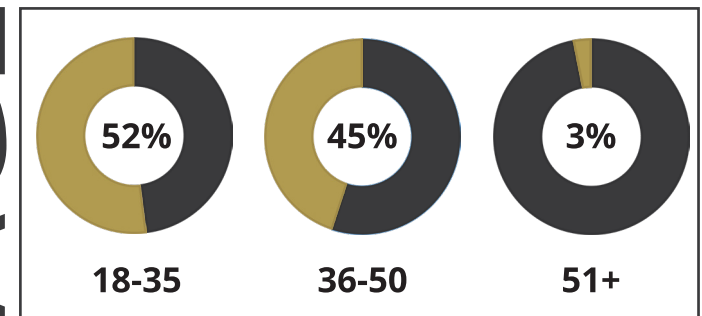
ABSENTEE DONOR \$1,000+

Customized benefit based on donation amount

AUDIENCE DEMOGRAPHICS



AGE





2022 HIGHLIGHTS

490,000+ TOTAL MEDIA IMPRESSIONS

WEBSITE: 103,000 IMPRESSIONS, 34,400 UNIQUE VISITORS

ONLINE QUALIFIER LEADERBOARD: 68,101 IMPRESSIONS, 5.5 MINUTE AVERAGE

COMPETITION WEEKEND LEADERBOARD: 36,684 IMPRESSIONS, 5.5 MINUTE AVERAGE

SOCIAL MEDIA IMPRESSIONS/ENGAGEMENTS: 250,000

REGIONAL MEDIA COVERAGE

\$122,000 IN PRIZES: CASH PRIZES: \$102,000 | SPONSORED PRIZES: \$20,000

THE PEOPLE

3,000+ WEEKEND SPECTATORS

982 PARTICIPATING ATHLETES ONLINE QUALIFIER

532 ATHLETES IN WEEKEND COMPETITION

220 VOLUNTEERS

GEOGRAPHIC REPRESENTATION: 105 CITIES - 25 STATES - 7 COUNTRIES

WWW.THENORCALCLASSIC.COM

2022 HIGHLIGHTS



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