

**LEE HANEY GAMES**  
8-TIME MR. OLYMPIA



**BODYBUILDING & FITNESS EXPO**

# Sponsorship Deck

[www.LeeHaneyGames.com](http://www.LeeHaneyGames.com)

404-964-0629

Georgia International Convention Center  
College Park, GA

# Haney's Harvest House

Haney's Harvest House is a 501(c)(3) nonprofit founded by 8-Time Mr. Olympia Lee Haney, dedicated to mentoring young men through faith, fitness, and leadership. The program equips youth with the tools to become strong, purpose-driven leaders in their communities.

## Lifting Lives, One Young Man at a Time

At the core of the Lee Haney Games is a deeper mission—supporting *Haney's Harvest House*. Founded by 8-Time Mr. Olympia Lee Haney, this 501(c)(3) empowers young men through mentorship, fitness, and faith-based leadership development. Every sponsorship and ticket sale helps fund programs like *Modern Day Knights*, providing tools, structure, and support to guide boys into becoming strong, purpose-filled men.

# The Lee Haney Games

## July 18, 2026

The Lee Haney Games Bodybuilding & Fitness Expo is Georgia's premier Lee Haney Bodybuilding Classic Championships, founded by 8-Time Mr. Olympia Lee Haney. This all-day event, held at the Georgia International Convention Center, showcases amateur athletes from across the nation and some internationally to show their passion for the sport of Bodybuilding. Alongside the competition, we host a dynamic fitness expo with interactive exhibits, youth and family-friendly fitness challenges, and free educational seminars on health, nutrition, and wellness.

This year, we're deepening our community impact with a shoe and clothing drive, as well as on-site health screenings and local wellness resources. A portion of all proceeds supports Haney's Harvest House, a 501(c)(3) mentoring young men through faith, fitness, and leadership. The Lee Haney Games is more than an event—it's a movement of health, empowerment, and community transformation.

### Where Passion Meets Purpose

The Lee Haney Games is more than a competition — it's a platform where fitness, family, and philanthropy come together. While athletes push their limits on stage, our broader mission is at work offstage: uplifting the community, inspiring the next generation, and promoting lifelong wellness.

From youth challenges to fitness education, community health outreach to supporting at-risk youth through Haney's Harvest House, this event creates real impact beyond the stage lights. Sponsors and vendors aren't just supporting an event — they're investing in a movement that transforms lives.

“

- The Atlanta Voice

*The Lee Haney Games attracts fitness enthusiasts from all over to not only compete but also support these athletes..*

”



# Event Location

Georgia International Convention Center: 2000 Convention Center Concourse | College Park, GA 30337



# Host Hotel

Atlanta Airport Marriott Gateway

2020 Convention Center Concourse Atlanta, GA 30337

# A Community That Shows Up & Spends

College Park and the greater South Atlanta region represent one of the most strategically positioned consumer corridors in Georgia — with direct access to airport traffic, Downtown Atlanta, and one of the most diverse populations in the Southeast.

## Diverse & Growing Population

Atlanta Metro: 6M+ Residents  
Highly diverse consumer base  
Strong presence of young professionals (25-44)  
Growing youth & family segment

## Median Household Income

\$71,000+ Regional Median  
High engagement in health, fitness & lifestyle spending  
Fitness memberships & supplement consumption above avg.

## Prime Metro-Atlanta Location

15 Minutes from Downtown Atlanta  
5 Minutes from Hartsfield-Jackson Intl Airport  
Direct Marta access  
Major interstate connectivity (I-85/I-285 corridor)



# Estimate Reach & Impressions

When you sponsor the 2026 Lee Haney Games & Fitness Expo at the Georgia International Convention Center, you're not just reaching attendees inside the venue — you're tapping into the Atlanta metro market, one of the most dynamic and diverse consumer bases in the Southeast.

This is a multi-platform, multi-channel ecosystem powered by the influence of 8-Time Mr. Olympia Lee Haney and a 12-year event legacy.

## Target Audience

Ages 18-55 | Male & Female  
Amateur Athletes, Active Lifestyle, Family  
Interest: Nutrition, Wellness, Healthy Living  
Families & Youth Sports Communities

## Event Social Media Network

275,000+ Combined Followers & Growing  
Instagram | Facebook  
Email database of past attendees & athletes  
Fitness influencer amplification

## Projected Attendance

2,000+ In-Person Attendees  
Diverse age range  
Metro Atlanta representation  
Airport-adjacent accessibility  
Avg. 25-40 quality leads captured per booth



LEE HANEY GAMES  
OFFICIAL EVENT SPONSORSHIP LEVELS



**TITLE SPONSOR - \$35,000**

- Extensive recognition in all event marketing
- Opportunity to speak at the event
- VIP event access and Premium vendor perks
- Prime Booth space | On-stage Presence
- Full marketing exposure

**CO-TITLE SPONSOR - \$20,000**

- Recognition in all event marketing materials
- VIP event access and reserved seating
- Speaking Opportunity | Premium Vendor Perks

**PLATINUM SPONSOR - \$10,000**

- Recognition in all event marketing
- Logo on all event materials | Premium Booth
- Recognition during opening & closing remarks

**PRESENTING SPONSOR - \$5,000**

- Recognition in all event marketing
- Exclusive Sponsor of awards and trophies
- Premium Booth
- Logo on stage banners

**SIGNAGE SPONSOR - \$2,500**

- Recognition in event brochure and program
- All Event Signage and Print
- Mention on social media

📞 404-964-0629

📍 Atlanta, GA

✉️ [Info@LeeHaneyGames.com](mailto:Info@LeeHaneyGames.com)

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# Join us and Become an Event Sponsor

Align your brand with a premier athletic event and gain exposure to athletes, families, and fitness enthusiasts from across the region. Flexible sponsorship levels designed to fit all budgets while maximizing brand visibility and community impact.

## Flexible Sponsorship Tiers for Every Brand

Multiple levels from Signage to Title Sponsorship allow brands of all sizes to participate and engage directly with our audience

## Exclusive On-Stage & Event Integration Benefits

Exclusive benefits include stage presence, branded awards, signage exposure, and direct event integration



Sponsorships are tax-deductible through our 501(c)(3) nonprofit.

# LEE HANEY GAMES FITNESS EXPO VENDOR PACKAGES



**Deadline: 7/12**

Premium Vendor  
\$600

- Gold Package Included
- Prime Floor Placement
- Logo on Event-specific signage
- Higher Visibility
- All marketing materials, social media

Gold Vendor  
\$450

- Recognition in event marketing materials
- 20x8 space, 2 tables, 4 chairs, 4 vendor badges, premium placement
- Mention on social media, virtual program & event website

Community Vendor  
\$350

- Recognition in event marketing materials
- 10x8 space, 1 table, 2 chairs, 2 vendor badges, premium placement
- Mention on social media, virtual program & event website
- Limited Quantity

VIRTUAL  
\$150

- Recognition on event website, listed in virtual program
- Mention on social media

DONOR  
\$100 or more

- Recognition in Credits & virtual program
- Mention on social media

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# Join us and Become an Event Vendor

Showcase your products, services, or brand to a highly engaged crowd of athletes and attendees. Vendor booths are available as Single or Double booth options with premium placement opportunities.

## Affordable Booth Options for Maximum Exposure



Single Booths include a 10x8 space, table, chairs, and event listing — ideal for small businesses and startups

## Premium Placement & Direct Audience Engagement



Double Booths offer larger space and premium placement, perfect for expanding your brand presence at the event

**Sponsorships are tax-deductible through our 501(c)(3) nonprofit.**

# Ready to Join Us?

## Let's Make an Impact Together

Partnering with the **Lee Haney Games & Fitness Expo** means more than visibility—it means being part of something that inspires, empowers, and gives back. Whether you're looking to increase brand exposure, connect with a passionate audience, or make a meaningful difference in the community, we'd love to hear from you.

**Event date: July 18, 2026**

📞 **Let's talk sponsorship packages, custom activations, or vendor opportunities.**

🔗 We're here to create a partnership that fits your goals—and leaves a lasting impression.



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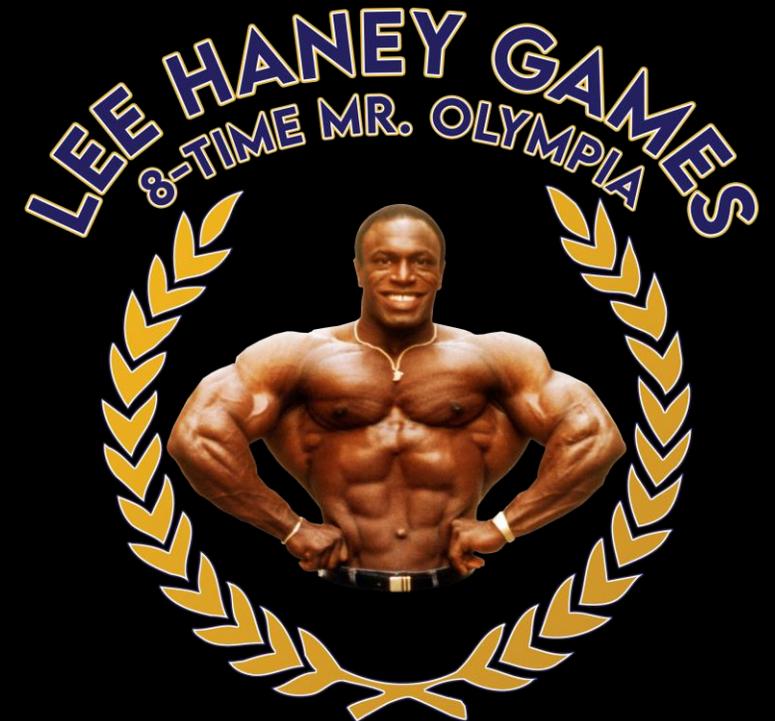
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Georgia International Convention Center | College Park, GA

[Sponsorship Details & Registration](#)

**Deadline 7/12/2026**



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