



Lee Haney Games 2026 Sponsorship

Bodybuilding & Fitness Expo

July 18, 2026

Georgia International Convention Center (GICC)

Website: www.LeeHaneyGames.com

Contact: info@leehaneygames.com | 404-964-0629

Introduction

The Lee Haney Games is a premier bodybuilding and fitness event entering its 12th year, founded by 8-Time Mr. Olympia Lee Haney. More than a competition, the Lee Haney Games serves as a platform where fitness, family, business, and philanthropy intersect to create measurable community impact.

Mission & Community Impact

At the core of the Lee Haney Games is Haney's Harvest House, a 501(c)(3) nonprofit dedicated to mentoring young men through faith, fitness, discipline, and leadership development. Every sponsorship directly supports youth mentorship and life-skills programming.

Event Overview

The 2026 Lee Haney Games is a single-day bodybuilding and fitness expo featuring national-level competition, a high-engagement vendor expo, brand activations, and family-focused programming. Projected attendance exceeds 2,000 fitness-focused consumers.

Audience & Brand Reach

The event attracts a purchase-ready audience, including athletes, fitness enthusiasts, families, trainers, coaches, gym owners, and influencers. Sponsors typically capture 25–40 qualified leads per booth, supported by both on-site and digital engagement.



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Event Venue

Georgia International Convention Center (GICC)

College Park, Georgia



The Georgia International Convention Center is one of the most strategically located event venues in the Southeast, offering unmatched accessibility, scale, and sponsor value.

Venue Advantages for Sponsors

- **Direct Airport Connectivity**
GICC is directly connected to **Hartsfield-Jackson Atlanta International Airport (ATL)** via the SkyTrain, making travel effortless for regional and national sponsors.
 - **High Sponsor Visibility**
Designed for strong foot traffic flow, premium booth placement, and immersive brand activations.
 - **Efficient Logistics**
Easy load-in/load-out, ample parking, and streamlined access for vendors and sponsors reduce operational friction and cost.
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Host Hotels & Accommodations

Sponsors benefit from a **cluster of high-quality, airport-connected hotels** within minutes of the venue, ideal for teams, executives, and activation staff.

Primary Host & Nearby Hotels

- **Renaissance Atlanta Airport Gateway Hotel**
Connected to ATL via SkyTrain
Premium accommodations, meeting spaces, and sponsor-friendly amenities
- **AC Hotel by Marriott Atlanta Airport Gateway**
Modern, upscale option ideal for brand teams and executives
- Additional national hotel brands within a **5-10 minute radius**, offering a wide range of price points and room blocks





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Industry-Specific Activation Opportunities

Supplement & Nutrition Brands:

- Product sampling zones
- Athlete-sponsored tastings
- Recovery or hydration stations

Apparel & Lifestyle Brands:

- Pop-up retail experiences
- Branded athlete appearances
- Social-media-driven try-on content

Fitness Equipment & Technology:

- Interactive demo zones
- Performance challenges
- Data-driven engagement stations

Wellness & Recovery Brands:

- Recovery lounges
- Stretching or mobility activations
- On-site service demonstrations

Local Businesses & Service Providers:

- Lead capture raffles
- Branded giveaways
- Community engagement activations



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Sponsor ROI & Post-Event Reporting

We believe sponsorship value extends beyond event day. Sponsors receive structured post-event reporting designed to demonstrate measurable return on investment.

Post-event reporting may include:

- Estimated attendee impressions
- Lead capture summaries (where applicable)
- Digital reach and social engagement metrics
- Activation performance insights
- Photo and content assets for sponsor reuse

This data-driven approach allows sponsors to evaluate performance and plan future activations with confidence.

Next Steps

We welcome the opportunity to design a customized sponsorship experience aligned with your business goals. Our team is available to discuss activation concepts, sponsorship tiers, and long-term partnership opportunities.

Contact us to begin your 2026 partnership:

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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

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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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Sponsoring the Lee Haney Games is more than a marketing decision — it's a strategic partnership with a trusted legacy, an engaged audience, and a mission that creates measurable impact. Our sponsors don't simply gain visibility; they gain meaningful connections, brand credibility, and long-term value by aligning with an event that stands for excellence, community, and purpose. When you partner with the Lee Haney Games, you're not just supporting an event — you're investing in people, progress, and a platform built to grow with you.

Joshua Haney, Event Director

Lee Haney Games