



Greetings Potential Sponsor -

I would like to introduce you to the 2018 Lee Haney Games - where the best athletic physiques come together for the greatest competition of the year!

Atlanta has been recognized as an international melting pot and great location for many sporting events. Our beautiful city will serve as the site for the NPC National Qualifier for all athletes with the goal of competing on the national level to obtain "pro" status with the IFBB.

Our event will also feature the Lee Haney Games Vendor Market which serves as a place for vendors to expand their brand awareness with attending spectators and athletes. Vendors are encouraged to display, sample, and sell their products or services to the event attendees. Becoming a part the Lee Haney Games Vendor Market will give you the opportunity to partner with the Lee Haney Games as the event grows and become a nationally recognized brand with a powerful presence in the Atlanta area.

In this sponsor packet you will find additional information on becoming a part of this first class competition. We look forward to having you as a partner for this entertaining and inspiring event! If you have any further questions, please contact us via the information listed below.

Sincerely,

Lee Haney  
8--Time Mr. Olympia  
Past Chairman of President's Council on Physical Fitness & Sports



## **2018 Lee Haney Games**

### **Exhibitor Information**

**Location:** The Georgia International Convention Center

**Dates:** October 26-27<sup>th</sup> 2018

**Expected attendance:** 1k to 2k spectators from all over the US

**Expected athlete participation:** 400+ Athletes

#### **Highlights:**

- Atlanta Airport SkyTrain is conveniently connected to the GICC location for air travel
- On--Site Hotels at the GICC are located within steps of the event location
- On--Site Restaurants and Marta available within steps of event location
- Event Media and Marketing coverage area extends to the greater Atlanta and nationally
- 200% Growth expected from the 2017 Lee Haney Physique & Fitness Games
- Companies that are participating in 4th annual Lee Haney Games Market this year (i.e. Professional Services, Local Businesses, Activewear, Health foods, workout supplements, Vitamins, Natural & Holistic products) Sample & Sell your product at the Market!
- Fit Kid Zone will be hosting both fun and physical activities for youth of all ages

#### **Demographics:**

- Fitness enthusiast/ health conscious consumer / Pro & weekend athlete/ General Public
- Equal Male: Female ratio; Family Friendly event



**October 26-27, 2018**

**Georgia International Convention Center**

<b>2018 Co--Title Sponsorship Package</b>	<b>\$15,000</b>
Naming and Promotional Rights to Kid Zone	
Branding Opportunities with our Charity	
Invitation to Event Reception (TBD)	
1 Lee Haney Speaking Engagement	
10x20 Booth Package	
Logo on all Event Signage as Co-Title Sponsor	
Sponsor Logo Branding on All Event Marketing Materials	
Trophy Presentation Opportunity	
Six Premium Seats for Sponsor Guests	
<b>2018 Platinum Sponsorship Package</b>	<b>\$5,000</b>
10x20 Premium Booth Package	
Invitation to Event Reception (TBD)	
Premium Booth Location	
Logo on all Event Signage as Platinum Sponsor	
Sponsor Logo Branding on All Event Marketing Materials	
Trophy Presentation Opportunity	
Four Premium Seats for Sponsor Guests	
<b>2018 Gold Sponsorship Package</b>	<b>\$750</b>
10x20 Booth	
8ft Pipe & Drape   6ft skirted table 4 - chairs	
4 -Booth Badges	
<b>2018 Purple Sponsorship Package</b>	<b>\$500</b>
10x10 Booth	
8 ft. Pipe & Drape   6ft Skirted Table 2- chairs	
4-Booth Badges--	



Thank you for partnering with the 2018 Lee Haney Games! We look forward to building our relationship with you as part of our event this year and moving forward in the future.

**Payments:**

Please make checks payable to **Haney's Harvest House** or pay online:

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

Mail to:

Attn: Lee Haney Games

P.O. Box 142489

Fayetteville, GA 30214

For credit card transactions please visit: <http://bit.ly/LHG2018Sponsor>

For any additional information please contact any representative at [info@LeeHaneyGames.com](mailto:info@LeeHaneyGames.com)