

LEE HANEY GAMES
8-TIME MR. OLYMPIA



BODYBUILDING & FITNESS EXPO

Sponsorship Deck

www.LeeHaneyGames.com

404-964-0629

Gas South Convention Center | Duluth, 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.

Changing Lives Beyond the Stage

Programs like the *Modern-Day Knights*, run by Haney's Harvest House, are vital for today's youth. In a time when positive role models and guidance are more needed than ever, this program teaches young men discipline, integrity, and leadership through faith, fitness, and mentorship. It equips them with life skills and values that build strong character and purpose, helping them navigate challenges and grow into confident, responsible men. Programs like this don't just impact individuals—they strengthen families and uplift entire 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

November 1, 2025

The Lee Haney Games Bodybuilding & Fitness Expo is Georgia's premier NPC National Qualifier, founded by 8-Time Mr. Olympia Lee Haney. This all-day event, held at the Gas South Convention Center, showcases amateur NPC athletes from across the nation competing for a chance to qualify for the NPC Nationals. 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.

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- The Atlanta Voice

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

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Event Location

Gas South Convention Center: 6400 Sugarloaf Parkway Duluth, GA 30097



Event Venue Highlights

- Modern, upscale venue with state-of-the-art lighting, staging, and sound
- Located just 25 minutes from downtown Atlanta
- Attached Full-service host hotel (Westin Atlanta Gwinnett)
- On-site restaurants, rooftop bar, and walkable dining/entertainment options nearby



Host Hotel

Westin Atlanta Gwinnett: 6450 Sugarloaf Parkway Duluth, GA 30097



Host Hotel Highlights

- Brand New Luxury Hotel – Opened 2024
- Spacious Wellness-Focused Rooms
- On-site Dining Options
- Minutes from Shopping, Dining, and Attractions
- Easy Parking and Direct Convention Center Access

A Community That Shows Up & Spends

Duluth and Gwinnett County represent one of the most diverse, affluent, and fast-growing regions in Georgia — making it a prime location for brands targeting health-conscious, active, and family-oriented consumers.

\$76,460+

Diverse & Growing Population

Over 1 million residents and growing
Gwinnett County: Most Diverse County in GA
Known for hosting festivals, expos, & fitness events

Median Household Income

25% of population between 25-44
30% under 18 (ideal for family-oriented brands)

\$3k+

Strong Support for Expo Culture Annual Health/Fitness Spend

Gas South District Top-Notch Venue
Avg Attendance 1,500 – 2,000 +
Gwinnett Sports Commission Support

High Engagement in Fitness
31k Direct Residents in Duluth, GA



Estimate Reach & Impressions

When you sponsor the 2025 Lee Haney Games & Fitness Expo, you're not just reaching the audience in the room — you're entering a multi-platform, multi-channel ecosystem powered by the influence of Lee Haney and his network.

275k+

Target Audience

Ages 18-50, both Male & Female

Amateur Athletes, Active Lifestyle, Family

Interest: Nutrition, Wellness, Healthy Living

Event Social Media Network

National and Global Reach

2k+

Types of Audience

Online Audience

Social Media Influencers

Fitness Fans, Families & Friends

Focus on Community Impact

Projected Attendance

Diverse Age Range

Avg. 25-40 quality lead 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

🌐 www.LeeHaneyGames.com

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



SPORT
EVENT
\$3,000

- Exclusive sponsor of an fitness expo event (adult or kid)
- Logo on Event-specific signage
- Trophy Presenter
- All event marketing materials, social media

GOLD
\$1000

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

PURPLE
\$650

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

VIRTUAL
\$300

- 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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📍 Atlanta, GA

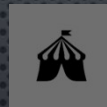
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🌐 www.LeeHaneyGames.com

Join us and Become an Event Vendor

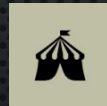
Showcase your products, services, or brand to a highly engaged crowd of athletes and attendees. Vendor booths are available as Single or Double booth options with premium placement opportunities.

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: November 1, 2025

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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Thank You

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