



## SPONSOR OPPORTUNITIES

### PREMIERE SPONSOR: \$250k\*

20' x 20' booth

Your Logo + Link on The Official 2011 Games Website (above the fold)

(12) **twelve** Banners around outside of arena

(2) **two** Double-Page Spread Advertisements in The Official 2011 Games Program

(1) **one** Premium/Advertisement Insert in Games Spectator Goodie Bag

(1) **one** Product Insert in Games Athlete Goodie Bag

(100) Tickets to The CrossFit Games

(2) **two** Sponsor Profile Posts on The Official 2011 Games Website

(2) **two** Featured Posts on The Official 2011 Games Facebook Page

(1) **one** Athlete Area Contribution

(1) **one** Award Opportunity

(15) **fifteen** Commercials (30-second standard spots)

(5) **five** Commercials (30-second prime-time spots)

(1) **one** Live Stream Logo Billboard

(1) **one** Event Arena Branding

(1) **one** Announcer Booth Branding

(1) **one** Event Floor Branding

(1) **one spot** Athlete Interview Backdrop

(1) **one spot** Volunteer and Judge Shirts

(1) **one** Live Stream Page Link/Logo

(1) **one** Live Stream Watermark (Rotator)

(1) **one** Luxury VIP Box Spectator Room/Box \*\*

(1) **one** Half Price Discount on any A La Carte Items

(1) **one** Sponsor Category Exclusivity (Excludes Vendors)

\* *Package applies to The Finals at Home Depot Center*

\*\* *Catering and bar service not included.*

### REGIONAL-LEVEL PRESENCE (included with Premiere Sponsor Package)

SPONSOR WILL WORK WITH EACH REGIONAL VENUE (17 in all) TO ACTIVATE

(1) **one** 20' x 20' booth

(6) **six** Banners around main event arena

(50) **fifty** Tickets to respective Regional event

(1) **one** Spot Volunteer and/or Judge Shirts

(1) **one** Full-Page Advertisement in The Official Regionals Program



## SPONSOR OPPORTUNITIES

### A LA CARTE OPPORTUNITIES

Open Qualifier	
WOD Link/Logo (one week)	\$25k
Finals Event Day Flyover	\$10k
Instant Replay (10 Spots)	\$10k
Live Stream	\$50k
Tent City (Exclusive)	\$100k
Friday After Party (Exclusive)	\$50k
Saturday After Party (Exclusive)	\$50k
Spirit of the Games Award (Exclusive)	\$100k
Timer/Official Games Clock (Exclusive)	\$100k
Highlight Reel (Exclusive)	\$75k
Twitter Feed (Exclusive Per Day)	\$50k
Finals Event Scoreboard (On-Line, On-Site, Jumbotrons) (Exclusive)	\$100k

*Customized Packages are available upon request.*

**CrossFit**  
FORGING ELITE FITNESS

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