



# GUAM FIT Expo

## SPONSOR PACKAGE



**JULY 26-27, 2025**

LEOPALACE RESORT GUAM, YONA GUAM







# GUAM FIT Expo

## 01 Overview

The Guam FitExpo is more than just an event—it's a high-energy movement driving health, wellness, and excitement across Guam! **In 2024, we broke records with 2,000+ participants and 1.6 million marketing impressions, delivering action-packed competitions, engaging demos, and vibrant vendor showcases.**

In 2025, we're going even bigger with two days of world-class competitions, outdoor adventures, and global partnerships. By sponsoring, your brand will be front and center in inspiring healthier lifestyles, building strong communities, and positioning Guam as the ultimate fitness tourism destination.

Let's elevate your brand and create an unforgettable experience together!



## 02 Objectives

The Guam FitExpo is dedicated to boosting Guam's economy, empowering the local market, and promoting health and wellness while delivering exceptional value to our sponsors.

By attracting international visitors and fostering community engagement, we create opportunities for businesses to thrive, build stronger communities, and position Guam as a leading destination for fitness tourism.



### BOOST GUAM'S ECONOMY

Drive tourism and support local businesses by attracting international and local participants.



### SUPPORT LOCAL

Connect businesses with an engaged audience to showcase their offerings.



### PROMOTE WELLNESS

Build & attract a community that prioritizes health and fitness.



### SPONSOR VALUE

Offer premium exposure and meaningful connections to elevate your brand.



# MAIN EVENT SPONSORSHIP PACKAGES

## GOLD SPONSORSHIP - \$5,000

- 10x10 Exhibitor Booth Space in Main Ballroom (July 27)
- Workshop/Breakout Sponsorship and/or Complimentary Booth (July 26)
- Pre & Post Event Marketing
  - Sponsor inclusion within emails, news blasts, reminders, and confirmation (i.e. logo, content, mention)
  - Exclusive social media spotlight
  - Logo inclusion on event banners and signage
- Logo Placement on Awards & Presenters
- VIP Table for 6 pax during WNBF Show
- 20 General Tickets – tailored to experience (5k, Expo, Crossfit, etc.)

## SILVER SPONSORSHIP - \$3,500

- 10x10 Exhibitor Booth Space (July 27)
- Pre & Post Event Marketing
  - Sponsor inclusion within emails, news blasts, reminders, and confirmation (i.e. logo, content, mention)
  - Exclusive social media spotlight
  - Logo inclusion on event banners and signage
- Logo Placement on Awards & Presenters
- VIP Table for 4 pax during WNBF Show
- 10 General Tickets – tailored to experience (5k, Expo, Crossfit, etc.)

## BRONZE SPONSORSHIP - \$1,500

- 10x10 Exhibitor Booth Space (July 27)
- Pre & Post Event Marketing
  - Sponsor inclusion within emails, news blasts, reminders, and confirmation (i.e. logo, content, mention)
  - Exclusive social media spotlight
  - Logo inclusion on event banners and signage
- 5 General Tickets – tailored to experience (5k, Expo, Crossfit, etc.)

## ALA CARTE SPONSORSHIP

- Event Marketing Only - \$1,000
- Booth Space - \$350 (Two Days), \$250 (One Day)
- Workshop/Breakout (July 26) - \$1,500
- Mini Event Sponsorship - \$1,500
- Product Showcase - \$500 per space

### Sponsorship Registration (June 11 Deadline)

Name of Organization: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Phone/Email: \_\_\_\_\_

Packages: ☐ Gold Sponsor

☐ Silver Sponsor

☐ Mini Event

☐ Bronze Sponsor

☐ Event Marketing

☐ Workshop/Breakout

☐ Booth Space





# FITNESS EVENTS SPONSORSHIP PACKAGES

## 5K SPONSORSHIP

- **Prize Sponsor - \$1,500**
  - Present prizes for 1st place winners, place the sponsor's logo on the prizes, and recognize the sponsor on all platforms and at the event, and 3 complimentary bibs.
- **Bib Sponsor - \$1,000**
  - The sponsor logo will be placed on the bib, recognized on all platforms and at the event, and 2 complimentary bibs.
- **Water/Product Station Sponsor - \$500**
  - A company banner and tent can be displayed at the station. Products can be given out. Sponsor must provide water.
- **Banner Sponsor - \$500**
  - The company banner will be displayed at the start & finish line.
- **Raffle/Giveaway Sponsor**
  - Sponsors can present and raffle/giveaway products or services.

## CREATE YOUR OWN LIVE EVENT SPONSOR

- Live event must be related to the Guam FitExpo Theme: "Elevate Mind, Body & Recovery"
  - Ex: Outdoor Cycling Race, Mini Sport (3v3 basketball), Trial Run, and more!
- The event will be subject to review with the venue before approval.
- Sponsorship must be monetary and will have a minimum limit of **\$3,500**.
- Setup, coordination, and liability will be the sponsor's sole responsibility.
- Prizes, registration, and giveaways will be the sponsor's responsibility.
- Recognition of the sponsor will be showcased on all platforms.

### Sponsorship Registration (June 11 Deadline)

Name of Organization: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Phone/Email: \_\_\_\_\_

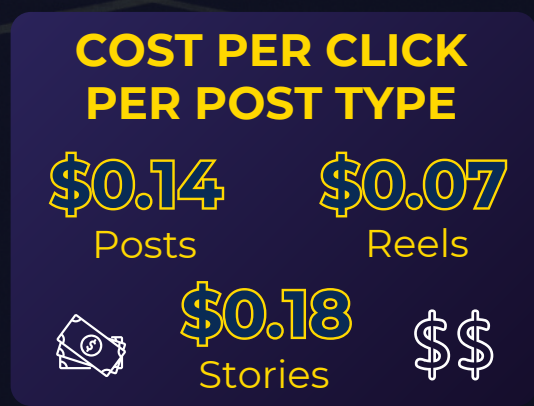
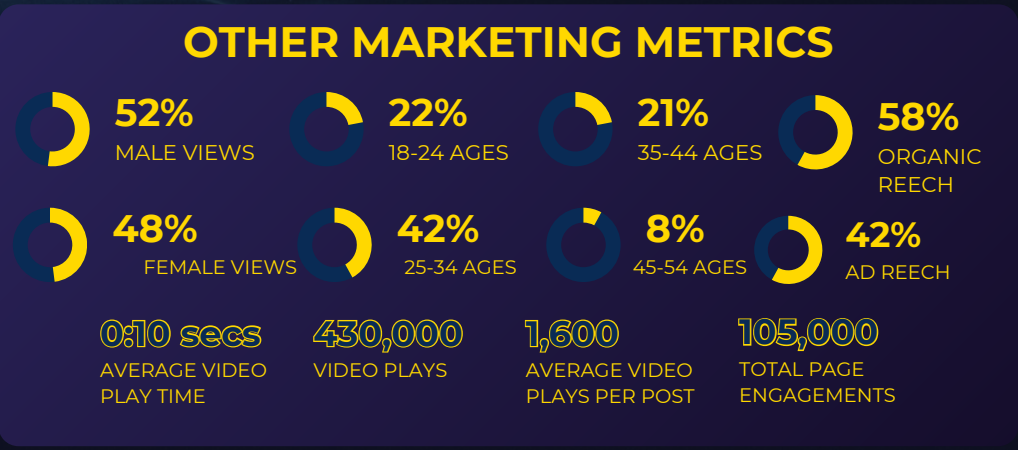
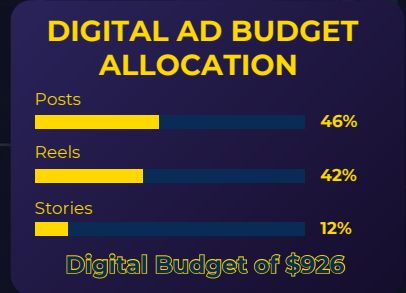
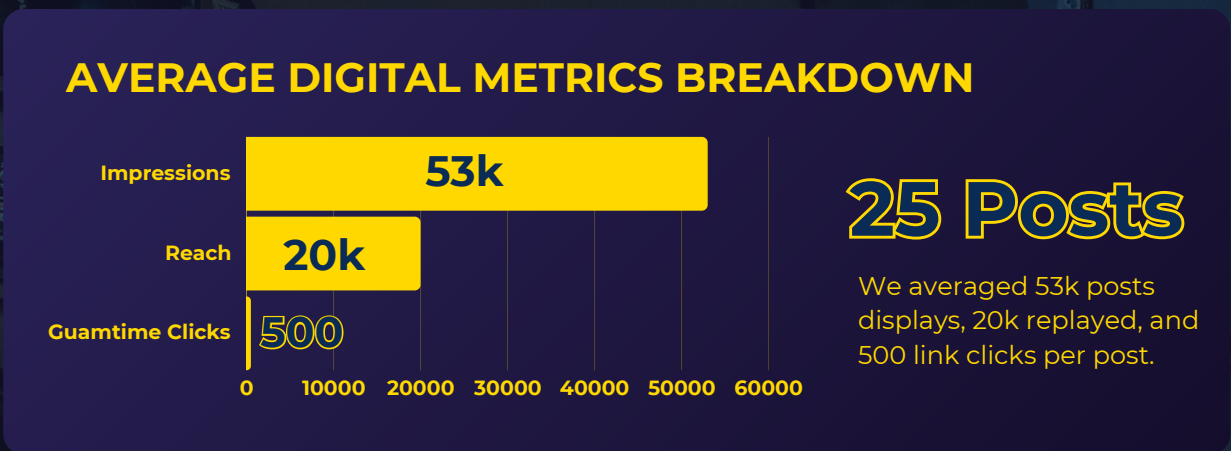
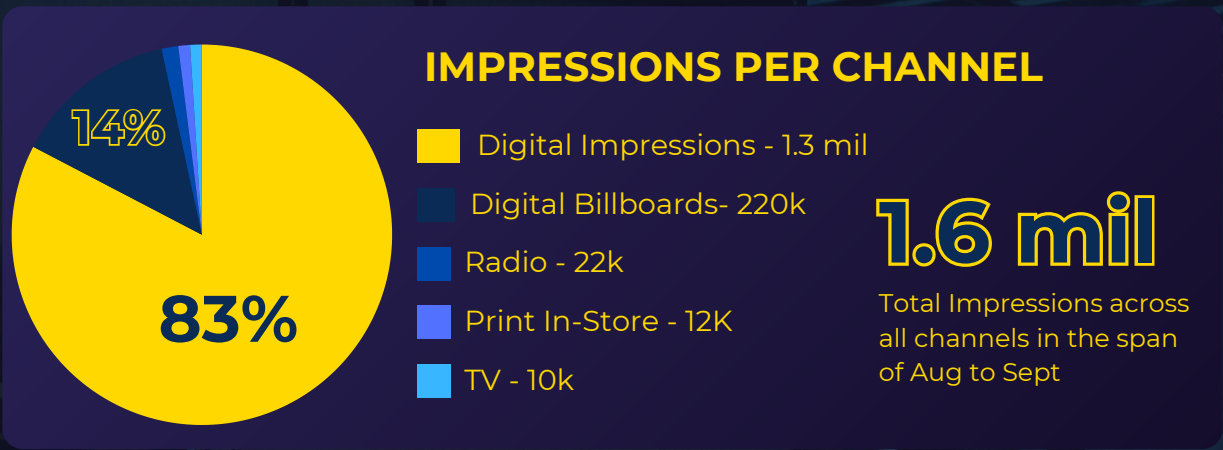
### Packages:

☐ 5K Run/Walk Sponsor

☐ Create Your Own Sponsorship

# 2024 Guam FitExpo

## Marketing Budget & Resource Allocation Report



DISCLAIMER: MOST DATA WAS COLLECTED THROUGH THIRD PARTY DATA COLLECTION.