



# Atlantic Canada's Strongest Man

## 2018 Sponsorship Package

Join us as a partner and help bring Atlantic Canada's biggest strength competition to our community





# Introduction

Renfrew Strength and Conditioning Center will be hosting the 2018 Atlantic Canada's Strongest Man competition at Tide Fest 2018 on July 14 and 15

## Who is Renfrew Strength and Conditioning Center?

Renfrew Strength and Conditioning Center (Renfrew) is a strength and athletic performance focused gym located in Elmsdale, Nova Scotia. Renfrew has existed for over three years and has quickly become known as one of the best strength-based gyms in the province. Renfrew has successfully hosted many other events in the world of strength sports and is looking forward to this new challenge of hosting Atlantic Canada's Strongest Man.

## What is Atlantic Canada's Strongest Man?

Atlantic Canada's Strongest Man/Woman is an annual event sanctioned by "Atlantic Canadian Strength Athletes and Canadian Strongman Circuit." Atlantic Canada's Strongest Man/Woman will be determined through a series of events designed to test every part of the athlete's body and will. It is the biggest and most prestigious title a strength athlete can hold for strength sports in Atlantic Canada. The winners of this event will be invited to compete at the Canada's Strongest Man national competition (shown on TSN). From there top athlete's can qualify for events like the Arnold Classic and World's Strongest Man.

# Events

## Truck Pull

Competitors will be connected to a large truck (18 wheeler or fire truck) and asked to pull it a specific distance as fast as possible.

## Yoke Carry

A heavy weight will be loaded on the competitors' back and they will then carry it a specified distance as fast as possible.

## Farmer's Carry

Competitors will lift a weight in each hand and carry that weight as fast as they can for a specified distance.

## Flip, Carry, Drag Medley

In this event competitors will flip a tire, carry a weight and drag a sled the length of a course as fast as possible.

## Car Deadlift

Competitors will need to pick up a car (or half ton truck) as many times as possible in a set time.

## Stone Lift

Competitors will lift a series of increasingly heavy stones onto a platform or over a barrier as fast as possible.

## Log Press

Competitors will lift a weight in the shape of a log from the ground and pressing it over their head.





# Opportunities

## Title Sponsor

**\$5000**

As the title sponsor of Atlantic Canada's Strongest Man you will be the driving force behind this event. You're present on all of our promotional material as; Atlantic Canada's Strongest Man presented by [TITLE SPONSOR]. Your name and logo will be on display during the entire event.

**1 Available**

## Program Sponsor

**\$250**

As a Program Sponsor you will get your name and logo printed in the event program that will be handed out at the event.

**12 Available**

## Event Sponsor

**\$1000**

As an event sponsor you get to naming rights to the event of your choice. For example; The [EVENT SPONSOR] Farmers Carry. Your name and logo will be on display during the event.

**7 Available**

## Media Sponsor

**\$50**

As a Media Sponsor your name and logo will be listed on our social media page(s) and event website.

**Unlimited**

Sponsorship Opportunities Benefits	Title (1)	Event (7)	Program (12)	Media (Unlimited)
Naming rights to Atlantic Canada's Strongest Man	★			
Official announcement of sponsorship on website & social media	★			
Acknowledgment (by logo and/or name) in all event marketing	★			
Acknowledgement in media coverage (radio, television, online, etc.)	★			
Free team entries into the Tide Fest washer toss tournament	★ 2 Teams			
Logo on event signage	★	★		
Naming rights to event		★		
Logo on strongman event t-shirts	★	★		
Exclusive access to VIP area during music festival	★ 10 Tickets	★ 2 Tickets		
Logo in strongman program	★	★	★	
Tickets to the strongman event	★ 20 Tickets	★ 10 Tickets	★ 5 Tickets	
Logo placement on website	★	★	★	★
Social media and marketing recognition	★	★	★	★

Sponsors logos will be placed on Renfrew's and Tide Fest's web sites as well as their social media pages and the Atlantic Canada's Strongest Man Facebook page.



# Ready to Join Us?

## We Need You!

We promise to use your sponsorship to benefit you as much as you will benefit us. Please don't hesitate to contact us, we'd love to talk to you.

**Mark McManus**

**President, Renfrew Strength and Conditioning Center**

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Please note: all opportunities are offered on a first-come, first-served basis.

**Thank You!**