



# Giants Live at FitX 2012 Strongman Packages

**FitX is proud to announce that in 2012 we have been given the opportunity to hold the first ever Southern Hemisphere Qualifier for the Worlds Strongest Man. The event to be held in Melbourne at FitX, is ONE of only FIVE Worlds Strongest Man events sanctioned by IMG Media and Giants Live around the world in 2012 - and the FIRST of its kind ever in Australia!**

#### Contest Profile:

- Winning Prize Money of US\$10,000
- Top 3 qualify for the Worlds Strongest Man 2012
- Giants Live Tour is the only globally recognised Worlds Strongest Man Tour
- 6 Discipline format

#### Advertising will include:

- Giants Live presence on entertainment advertising for the FitX Sport & Fitness Expo (see 'FitX' prospectus for more details).
- Full page ads in selected Muscle magazines (Incl.; Flex, Muscle and Fitness, IronMan and Musclemag)
- Posters, Postcards, flyers and posters
- 1080 High Definition Filming taken all weekend with Global Television Distribution
- Website and weekly email updates to thousands of fans

#### Venue:

FitX Sport & Fitness Expo,  
Melbourne Exhibition Centre, VIC, 3000

#### Date:

Saturday March 17th, 2012,  
Discipline 1 - Frame Carry  
Discipline 2 - Deadlifts  
Discipline 3 - Log Lift  
Sunday March 18th, 2012,  
Discipline 4 - Hip Lift / Back Lift  
Discipline 5 - Car Walk  
Discipline 6 - Motor Carry

#### Sponsoring the show:

Various sponsorship packages are available for this first ever qualifying event in Australia. The following packages are available, there are limited sponsorship opportunities, so book now to ensure you secure your place in Strongman history.

#### Giants Live @ FITX 'NAMING' Rights

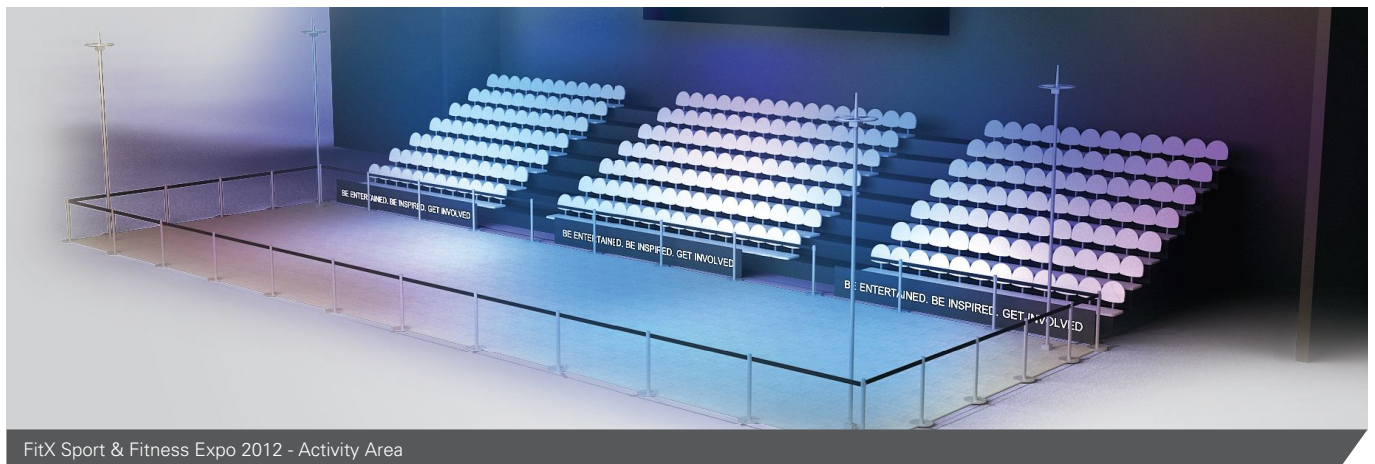
\$30,000\*

- > Premium exhibiting location
- > Your Company Logo 'Presents' on all contest specific promotional material
- > Trophy and Cheque presentation to the winners
- > Naming Signage in the 'FitX' Activity Area during the whole weekend
- > Your Company Logo and Link featured on the 'FitX' website
- > Additional 100 Tickets to 'FitX' for your customers (Value at \$2,250)

#### Giants Live @ FITX 'GOLD SINGLE EVENT' Sponsorship

\$6,000\*

- > Booth upgrade
- > Your Company 'Presents' when the single event is mentioned on contest material
- > Your Company Logo 'Partners' on all Contest specific promotional material
- > Trophy Presentation to the winner of the Single Event sponsored
- > Logo featured on Pull Up banner in the 'FitX' Activity Area
- > Your Company Logo and Link featured on the 'FitX' website
- > Additional 50 Tickets to FitX for your customers (Value at \$2,250)



FitX Sport & Fitness Expo 2012 - Activity Area

**For further information or to request an application form, please contact your FitX representative.**

FitX Sport and Fitness Expo, 41-49 Weston Street, Brunswick, VIC 3056 | T: 03 8060 4800 | E: info@fitx.com.au

\* All prices indicated are exclusive of GST.