



Greetings Potential Sponsor,

I would like to be the first to introduce you to the 2<sup>nd</sup> Annual Lee Haney 2016 Physique & Fitness Games, where the best physiques and athletes will come together for the greatest competition of the year!

Atlanta, being recognized as an international melting pot has been a great location for many sporting events. This event is a NPC National Qualifier, NAS Strongman National Qualifier, USPA Powerlifting National Qualifier, and many other national and regional qualifying events for both male and female adults and adolescents.

This year we will be holding the 1<sup>st</sup> annual Lee Haney Games Expo which will host all events (except NPC Evening Finals) and exhibitor booths. The two-day expo will give exhibitors the opportunity to build or expand their brand with spectator traffic to display, sample, and sell their products or services. Becoming a part of the 1<sup>st</sup> Lee Haney Games Expo will give you both the exposure and opportunity of being the first face for this annual expo in the Atlanta area.

The dates are set for October 28-29, 2016 and we look forward to having you be a part of our event. The event will carry an Ancient Greek theme and will contain great entertainment and fun. If you have any further questions, please contact us via the information listed below. In this sponsor packet you will find additional information on becoming a part of this first-class event.

Sincerely,

Lee Haney

8-Time Mr. Olympia

Past Chairman of Presidents Council on Physical Fitness & Sports

Office Phone: 678-829-3716  
Website: [www.LeeHaneyGames.com](http://www.LeeHaneyGames.com)  
Email: [Info@LeeHaneyGames.com](mailto:Info@LeeHaneyGames.com)



## 2016 Lee Haney Games

### Exhibitor Information

**Location:** The Georgia International Convention Center

**Dates:** October 28-29<sup>th</sup> 2016

**Expected attendance:** 3k to 4k spectators from all over the US

#### Highlights:

- Atlanta Airport Sky Train is conveniently connected to the GICC location for air travel
- On-Site Hotels at the GICC are located within steps of the event location
- On-Site Restaurants and Marta available within steps of event location
- Event Media and Marketing coverage area extends to metro Atlanta, Atlanta Airport area, and Nationally
- 300% Growth expected from the 2015 Lee Haney Physique & Fitness Games
- Companies that are participating in 1<sup>st</sup> annual Lee Haney Games Expo this year (i.e. -Professional services, Local Businesses, Active wear, Health foods, workout supplements, Vitamins, Natural & Holistic products as well as Anti-aging products) Sample & Sell your product at the EXPO!
- Fitness Competitions will be hosted in conjunction with the Lee Haney Games Expo (Fitness, Figure, Physique, Bodybuilding, Cheerleading, Strongman, Powerlifting...And much more!)
- Fit Kid Zone hosting both fun and physical activity for youth of all ages

#### Demographics:

- Fitness enthusiast/ health conscious consumer / Pro & weekend athlete/ General Public
- Equal Male: Female ratio; Family Friendly event

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## PRICING INFORMATION

[www.LeeHaneyGames.com](http://www.LeeHaneyGames.com)



October 28-29, 2016

Georgia International Convention Center

<b>2016 Title Sponsorship Package</b>	<b>\$20,000</b>
Listed as "(company name) Presents"	
Complimentary 20x20 Booth	
Main Stage Viewing "Main Row" location	
Logo on entrance as Title Sponsor	Limited Space
Logo on Main stage as Title Sponsor	
Logo on all promotional material as title Sponsor	
Logo on Website as Title Sponsor	
Logo on Website for Title Sponsor – Trophy Presentation	
<b>2016 Co-Title Sponsorship Package</b>	<b>\$7,500</b>
Complimentary 20x20 Booth	
Main Stage Viewing "Main Row" location	
Logo on entrance as Co-Title Sponsor	Limited Space
Logo on Main stage as Co-Title Sponsor	
Logo on all promotional material as Co-Title Sponsor	
Logo on Website as Co-Title Sponsor	
Logo on Website for Co-Title Sponsor – Trophy Presentation	
<b>2016 Platinum Sponsorship Package</b>	<b>\$2,500</b>
Complimentary 10x20 Booth	
Premium booth location (at end of aisle/ intersection)	
Logo on entrance as Platinum Sponsor	Limited Space
Logo on Main stage as Platinum Sponsor	
Logo on all promotional material as Platinum Sponsor	
Logo on Website as Platinum Sponsor	
Logo on Website for Platinum Sponsor – Trophy Presentation	
<b>2016 Gold Sponsorship Package</b>	<b>\$750</b>
Complimentary 10x10 End Cap Booth	at end of aisle/ intersection
8ft Pipe & Drape	
1 6ft skirted table – 2 chairs	
4 badges – badges must be for booth workers only	
<b>2016 Purple Sponsorship Package</b>	<b>\$500</b>
Complimentary 10x10 Standard booth down an aisle	
8 ft. Pipe & Drape	
1 6ft Skirted Table – 2 chairs	
4 Badges- badges must be for booth workers only	

Additional badges - \$50 per badge

You are given best available booth on the floor plan when your contract is received paid & signed.

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Greetings Potential Sponsor,

Thank you for your consideration into the 2016 Lee Haney Physique and Fitness Games! We look forward to building our relationship with you as part of our event this year and moving forward in the future. The official Deadline is 8/29/2016 for any sponsor levels that wish to be on any official event apparel and/or items any sponsor levels purchased after this time will be penalized with a \$250 Late Fee. For any further questions please email [info@LeeHaneyGames.com](mailto:info@LeeHaneyGames.com).

**Payments:**

Please make checks out to **Haney's Harvest House** and mail to:

Attn: Lee Haney Games

110 Millbrook Village Drive, Suite C

Tyrone, Georgia 30290

For credit card transactions please email: [info@LeeHaneyGames.com](mailto:info@LeeHaneyGames.com) or call 678.829.3716

For any additional information please contact any representative at [info@LeeHaneyGames.com](mailto:info@LeeHaneyGames.com)

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