

**Multi
Sport and
Arts
Festival**

ARNOLD


WWW.
arnoldclassicafrica.com



**Exhibitor, Vendor, Open Market and
Sponsorship Opportunities**



PROSPECTUS

19-21 May '23



Ruimsig Stadium, Roodepoort, Johannesburg

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EVENT INTRODUCTION

The first four years of the Arnold Classic Sport Festival Africa was successful in growing annually with sporting codes, arts, and participants. This was clearly supported by the independent impact study produced by BMI each year.

The year 2020 was the fifth year of our 10-year business plan for ACA which included the expansion to a national footprint hosting smaller mini sport festivals under the name Sunfest Multisport and Art Festival in 9 provinces.

The impact and lockdown of Covid protocols and regulation in 2021 had a huge impact on the event industry and especially on major and mega events because of the restrictions and protocols limiting spectators and mass gatherings. The health and safety of all participants, officials and visitors to the ACA will always be priority. Looking forward we decided as partners to create a new home for the ACA Sport Festival by creating our own GG Tent City in an open-air environment helping us to facilitate and manage current and future covid regulations and protocols.

The Tent City 2022 was exciting, colourful, and festive. It brought a whole new vision to the Arnold Classic Sport Festival Africa.

This new initiative created an experience for all participants, officials, supporters, sponsors, and exhibitors to be part of an open air festival. 2023 Will be even bigger and the ACA will expand to several off site venues to facilitate more sport and arts. Spectators and participants will be able to gain access to different venues with one access ticket. HOP ON – HOP OFF BUS will travel between different venues, and parking.

In the design of the GG Tent city we will design the city around the main auditorium tent and position small, medium and large tents of different design and festive colors hosting sport and art events, closed exhibit area and an open market as well as indoor and outdoor events.

The vision of Arnold Sport Festival Africa has always been to create a shared platform for all sport and communities to share their love and passion with others and similar sport communities, in one space or venue as was done before.

In the design when creating the GG Tent City, we still endeavor to stand to our slogan: **My sport. My art. My passion.** and guarantee there will be something for everyone.



EVENT ATTENDANCE OVER 3 DAYS

EVENT FACTS

This event guarantee to deliver generous revenue and brand awareness opportunities. Some 200 Exhibit stands are on offer with the opportunity for substantial sales and marketing exposure

47
10
48

84
23
84

EVENT PART

Event Part	INTERNATIONAL	NATIONAL
1	Low	Low
2	Low	Low
3	Low	Low
4	Low	Low
5	Low	Low
6	Low	Low
7	Low	Low
8	Low	Low
9	Low	Low
10	Low	Low
11	Low	Low
12	Low	Low

INTERNATIONAL NATIONAL

47 800 attendees
10 250 participants
48 sports & events

62 400 attendees
14 200 participants
58 sports & events

81 127 attendees
18 127 participants
64 sports & events

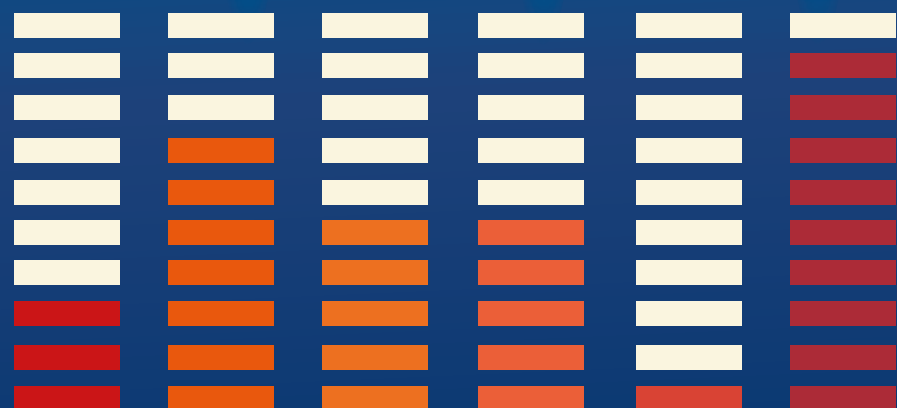
84 684 attendees
23 923 participants
84 sports & events

COVID

18 000 attendees
6 500 participants
62 sports & events



EVENT PARTICIPATION OF 6 500 IN % FOR 2022



NATIONAL

ADULTS

ABLE BODY

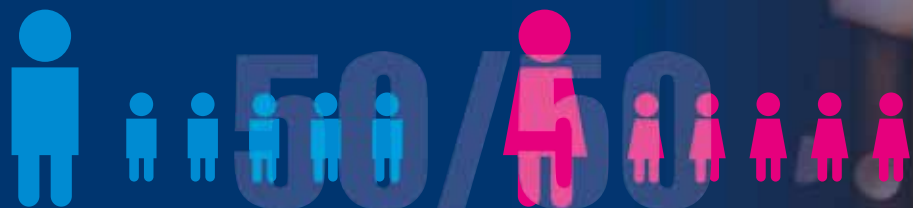


EVENT FACTS

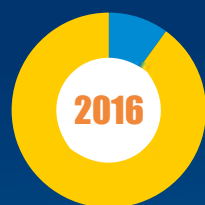
This event guarantee to deliver generous revenue and brand awareness opportunities. Some 200 Exhibit stands are on offer with the opportunity for substantial sales and marketing exposure



MALE & FEMALE PARTICIPATION OF 6 500 IN % FOR 2022



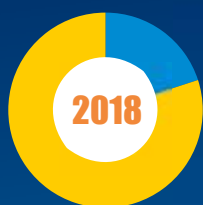
EXHIBITORS



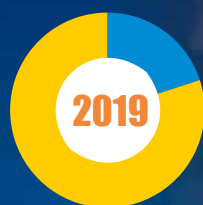
80 BRANDS



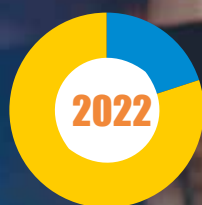
98 BRANDS



103 BRANDS



186 BRANDS



60 BRANDS

INTERNATIONAL BRANDS



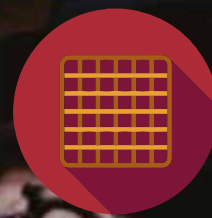
NATIONAL BRANDS



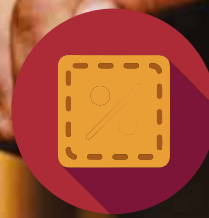
10 000M2
EXHIBITION AREA
COVERING 2 FLOORS



5 000 M
ELECTRICAL
CABLING DONE



2000 M
SPEED
FENCING



11 000 SQM
CARPETING
LAID



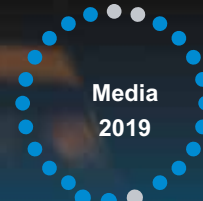
Media
2016



Media
2017



Media
2018



Media
2019

ESTIMATED SPEND BY VISITORS IN GAUTENG (2019) - R46.6 MILLION



The operational expenditures from the Hosting of the event, contributed a total of R288.5 million to the economy with an associated R120.2 million impact on GDP

MEDIA EXPOSURE FOR 2022 WAS R 5 115 207,80

TV

2016 - R1 051 533
2017 - R2 844 833
2018 - R 549 974
2022 - R 615 893

PRINT

2016 - R1 481 416
2017 - R 997 182
2018 - R2 422 961
2019 - R4 073 180
2022 - R1 677 865

RADIO

2016 - R1 974 841
2017 - R2 257 716
2018 - R2 569 389
2019 - R1 326 961
2022 - R 842 077

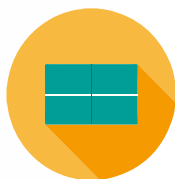
ONLINE & INTERNET

2016 - R1 631 867
2017 - R1 631 867
2018 - R2 992 537
2019 - R3 818 505
2022 - R1 979 371

TOTAL BRANDING USED AT THE ARNOLDS
IS 4420 m² EQUIVALENT TO



85
DOUBLE GARAGE



98
TABLE TENNIS
TABLES



737
CANOE KAYAK



49 112
SMART PHONES

ARNOLD CLASSIC AFRICA:

The Arnold Classic event is a platform that will contribute toward social development, while focusing on amateur, professional and youth sport efficiently and effectively.

OBJECTIVES:

- Strengthen the Home of Champions brand and positioning;
- To link identified talent with local & international sport structures in future;
- Support local business and create jobs in relation to local economic development;
- Create exposure and media coverage nationally, continentally and internationally;
- Assist in raising the profile of the province as a dynamic sport & tourist destination;
- Contribute towards achieving the City economic and social aspirations;
- Assist in delivering a diverse and attractive events calendar for the province;
- Assist and support Transformation, Modernisation and Re-industrialisation objectives.



7658 Eggs



232 kg
Chicken Breasts



195 kg
Red Meat



450 kg
Mixed Veg

**TOTAL CONSUMED
OVER 3 DAYS**

ARNOLD CLASSIC GLOBAL



USA
COLUMBUS OHIO SINCE 1989
PARTNERS JIM LORIMER & BOB LORIMER



EUROPE
SEVILLA SPAIN SINCE 2011
PARTNER RAFAEL & NIEVES SANTONJA



SOUTH AMERICA
SAO PAULO
SINCE 2013
PARTNER ANA PAULA LEAL
& FELIPE BONILHA



AUSTRALIA
MELBOURNE, AUSTRALIA
SINCE 2015
PARTNER TONY DOHERTY



AFRICA
JOHANNESBURG, SOUTH AFRICA
SINCE 2016
PARTNER WAYNE & MICHELLE PRICE



GLOBAL STATS

- 72% are prime target age 18 - 40
- Attendees from all over the world
- National and International Exposure
- Extensive Media Coverage
- 500 000 Attendees Internationally
- 70 000 Participants Internationally

SPORTING CODES AT THE ARNOLDS

Aerial at the Arnolds (hoop and silk)

Archery

Archery Tag

Arm Wrestling

Badminton

Baseball & Softball

Basketball

Battle Heritage SA (FCMC)

Beach Tennis

Beach Volleyball

Bodybuilding Amateur

Bodybuilding Pro

Boxing Pro

Canoe Polo

Chess

Court Tennis

Cue Sport

DanceSport

Darts SA

Deaf Sport (EXHIBIT)

Equestrian

Family Fun Run

Fencing

Figure Skating

Fitness Marathon

Floor Hockey

Freestyle Football

Futsal (5 a side football)

Gauteng Night Run

Golf Classic

Golf activation

Hockey

Ice Hockey

Judo

Karting

Lacrosse

Handball

Indigenous Games

Karate South Africa

Majorettes

Martial Art x 5 styles

Obstacle Course Road

Piloxing

Pole Fitness at the Arnolds

Powerlifting

Ringball

Ringtennis / Tenniquads

Speed Skating

Artistic Skating

Static Rowing Marathon

Soccer

Special Olympics EXPO

Spinning Marathon

Touch Rugby

Strongman Amateur

Strongman Pro

Gauteng Aquatics

Tae Bo

Table Tennis

Team Chess

Teen Challenge

Tenpin Bowling (EXPO)

Throw Down (Cross Fit)

Underwater Hockey

Weightlifting

Zumba Kids

Zumba

ACA Model Search

ACA Got Talent

Art Competition

Arts And Culture talent

A-Arts Festival Dance

A-Arts Festival Vocal

A-Arts Festival Instrumental

A-Arts Festival Drama

Beauty Pageant / Teen Fitness

Body Painting

E- Sport (Ark Gaming)

Remote Control Drifting OneTen

Speed Cubes

Kids Entertainment

Beer and Beverage Tent

Lego's





ACA WELCOMED PARTICIPANTS FROM MORE THAN 50 COUNTRIES

Canada
Puerto Rico

Brazil
Trinidad
and Tobago
Uruguay

Ghana
Kenya
Malawi
Nigeria
Seychelles
South Africa
Syria

Zimbabwe
Zambia
Cape Verde
Angola
Egypt
Lesotho
Mozambique

Argentina
Austria
Belgium
Czech
Republic
Estonia
France
French
Polynesia
Germany

Greece
Hungary
Italy
Lithuania
Malta
Poland
Portugal
Slovakia
Spain
Sweden

Switzerland
Turkey
Ukraine
United
Kingdom
Iceland
Norway

Russia
India
Jordan
Lebanon
Mongolia
Qatar

Australia

EXPO AND SPONSORSHIP PACKAGES FOR ACA 2023

Any brand can be part of
Arnold Classic Africa

- You do not have to be an exhibitor or sponsor to benefit.
- Design a special advertising package to compliment your brand.
- Advertise your brand or product in the souvenir magazine.
- Different brand exposure opportunities available eg. stage banner, venue banners, crowd fencing, etc.
- Enjoy brand specific advertising when you sponsor a federation or event.
- Give your brand worldwide exposure coverage.



BRAND EXPOSURE

- Complimentary booth 3m x 3m.
- Additional booths available for purchase.
- Parking Tickets.
- VIP Ticket Pack + Express VIP Entrance.
- Advert in online Souvenir Magazine.
- Company logo on Auditorium screens Included in all social communication.
- Complimentary branding at venue.



MARKETING

SOCIAL MEDIA

Facebook, Instagram, and ACA web page are the platforms that will reach more than **2.5 million people** nationally. An estimate and potential reach of 5 million+ International audience through all the different Arnold Sport Festival events and platforms on all continents.

- Facebook page audience 500 000
- Instagram audience 750 000
- Web page audience 2.5 million

EMAIL AND SMS CAMPAIGN

More than 53 000 contacts of visitors and participants at previous events will receive event information monthly starting from February which could reach potentially up to at least 450 000 people over 4 months.

RADIO, TELEVISION, DIGITAL MAGAZINES

Part of the marketing strategy will be national and international radio, television, news and the Muscle and Health Southern Africa magazine.



BRAND EXPOSURE

YOUR BRAND CAN BE PART OF THE BIGGEST MULTISPORT FESTIVAL AND FITNESS IN AFRICA!

Opportunity for: Exhibitors | Food Vendors | Open Market

We offer the potential purchase power of **10 000** feet a day, **15 000** athletes, coaches, families and supporters resulting in unmatched revenue and brand awareness opportunities.

Exhibitors can generate substantial sales and build business relationships while Food Vendors and Open Market stands can generate income through sales of food, drink and products or homemade and traditional goods. The Expo, vendors and open market will be part of the largest gathering of committed fitness enthusiasts in Africa creating a merchandising and product event with unparalleled sales.

THE ARNOLD SPORT FESTIVAL DELIVERS BRAND AWARENESS

- More than 90% of our visitors return annually
- 60% of the prime target is 18 – 37
- More than 80% shop the fitness market
- Attendees national and international
- National and International Media attend the event
- Expanded Web based exposure, more than 1 million hits on our Sport Festival web page www.arnoldclassicafrica.com
- Full-scale social media promotions: Facebook, Twitter, YouTube – building 365 day communications for athletes, fans and business partners.

- Fitness and Sport celebrities
- Sports competitions & non-stop fitness entertainment on the ACA stage

2023 WILL HOST MORE THAN 50 DIFFERENT SPORTS, ARTS AND EVENTS

- You do not have to be an exhibitor or sponsor to benefit
- Advertising packages to compliment your brand
- Advertise your brand or product in the fitness online magazine
- Advertising opportunities on stage banners, venue branding, crowd fencing, etc.
- Give your brand worldwide exposure with ACA TV and You Tube
- Live stream opportunity for maximum worldwide exposure





WHAT CAN YOU EXPECT TO SEE EVERY DAY AT ACA?

- More than 30 different sports of our national federations
- Ongoing Stage entertainment
- Beauty competitions and fashion
- Fitness Fiesta marathon
- Kids fitness activities
- Kids entertainment and Kids play
- Beach activities like beach tennis, volleyball, and paddle

- Open market selling traditional and homemade products
- Fitness Expo promoting their brands
- Food Vendors with scrumptious meals and sweets
- Controlled Beer Garden
- VIP Tents

AND A LOT MORE.....



RATE CHART 2022

EXPO, VENDOR AND STREET MARKET RATES

- **OPTIONS AVAILABLE:**
 - **Food vendor** - Location in Food Zone, Beer tent and Stage
 - **Expo Village** - Location at Food Zone, Beer tent and Stage
 - **Activation Expo** - Location at sport and any other activation
 - **Street Market** - Location on Arnold Boulevard
- R500,00 per m² exclusive of VAT.
- Price include 3 days.
- Standard health certificate and regulations apply for food vendors.
- Maximum 2 of a food allowed.
- Minimum 3 m x 3 m - standard gazebo size.
- Pagoda tents, price and size availability on request.
- See contract for prices on additional add on: Pagoda tent, special floor, electricity etc



SPONSORSHIP OPPORTUNITIES PLANNED FOR 2023

ACA offer an opportunity for companies to associate their brand as a sponsor to a specific event or tent at the Arnold Sport Festival. Different exposure and logistics will determine brand and marketing opportunities at such sport, tent or event which can be discussed in more detail once a company has shown interest.

- **KIDS PLAY PARK**
- **KIDS ANIMAL PARK**
- **ARNOLD FAMILY RUN AND WALK**
- **FITNESS FIESTA** - 2 Hour fitness marathon
- **FITNESS ACTIVATIONS** - Zumba, Piloxing, Step etc
- **ARNOLD AMATEUR BODYBUILDING** - Affiliated to IFBB
- **ARNOLD ART COMPETITION** - Amateur and Professional Artist
- **OPEN AIR ENTERTAINMENT STAGE** - Family entertainment and SA music talent
- **TENT SPONSOR** - Different sizes and colours





FLOORPLAN



ARNOLD



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Francé Price | france@arnoldclassicsa.co.za | 073 803 9818

Multi Sport Festival, Arts and Lifestyle Expo

