

Multi Sport Festival, Arts and Lifestyle Expo

ARNOLD

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arnoldclassicafrica.com



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Multi Sport Festival, Arts and Lifestyle Expo

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Tent City, the new home of Arnold Classic Africa

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.



Multi Sport Festival, Arts and Lifestyle Expo

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.

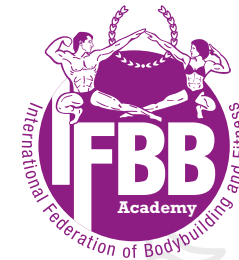
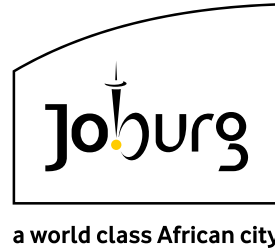
In the design when creating the GG Tent City, we still endeavor to stand to our slogan: **My sport. My art. My passion.** and guarantee there will be something for everyone.





SPONSORS, EXHIBITORS AND FOOD VENDORS

Sponsors



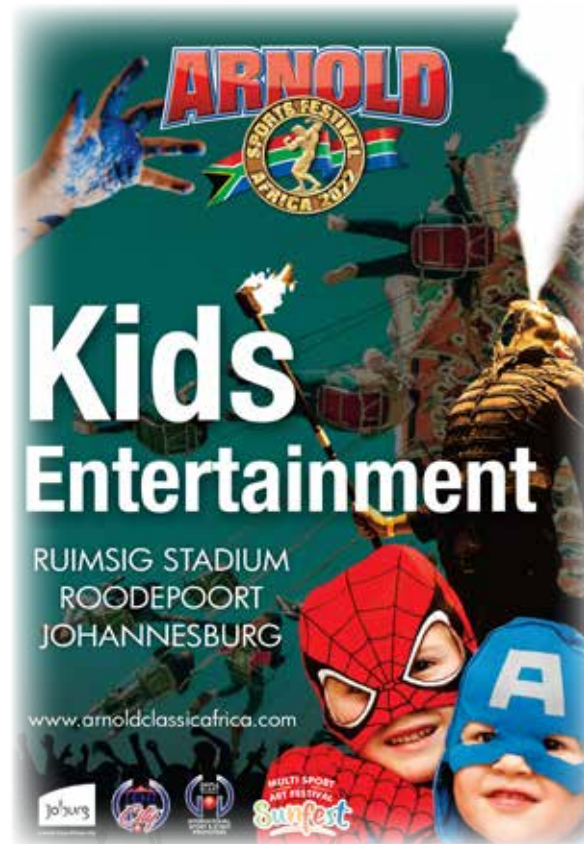
ENTRANCE AND TICKETS 2023

The ACA will have a unique designed entrance facilitating ticket sales, pre event online and on the day sales. Tickets will be affordable and different packages will be available for families to enjoy the new home of Arnold Sport Festival Africa in the GG Tent city.

- Tickets available from 31 January 2023.
- More than one ticket entrance to make accessibility convenient and fast.
- Online tickets - avoid standing in lines.
- Your ticket will give access to all off site venues and transport between venues.
- Your ticket will include access to view all sports and activities.



IT'S A FAMILY FESTIVAL



EXPO VILLAGE

The expo will take another shape this year as normally seen at the ACA. With the experience and feedback received after the 2022 event, exhibitors will choose their preferred location in different allocated areas on the venue or premises.

It will be allot more informal to facilitate more fun, interaction but still offer exposure to brands.

Exhibitors will have the option of a Pagoda tent to form part of the tent city or use their own branded gazebo's.



STREET MARKET ON ARNOLD BOULEVARD

The open market cater for all brands and products.

This is a more affordable option for smaller brands and products to be part of the ACA.





Arnold Classic Sport Festival Africa has always been proud to host one of the biggest multisport festivals and are excited to again bring all sport communities together in a unique design and creation of the GG Tent City.

The allocation of different tents, sizes, colors, and positions in the GG Tent City will be determined by the sporting code or art and what their needs are to present the best activation and representation of their sport, showcasing to visitors to ensure growth for the future.



OPEN AIR SPORT ARENA

The open-air sporting codes always played a big role in the Arnold Classic Sport Festival Africa, and in the planning of GG Tent City, we will facilitate dedicated areas for open air sport arenas.





Entertainment for families and exposure for arts on the open-air stage will be nonstop on the weekend. Rest areas will be created where families can relax and enjoy food and snacks while enjoying stage entertainment with arts and sport demonstrations.



OPEN AIR STAGE

FOOD AND VENDORS

South Africans love outdoor festivals, beer and food. We heard you and we listened!
Local food are the best in the world.
A dedicated area in the GG Tent City will host and facilitate food vendors.

Browse the spectacular open air market and enjoy never ending food and drink while listening to local music and entertainment.





Arnold Classic Sport Festival Africa does not only facilitate kids doing sport but welcome all youth to enjoy the kids fit and kids play activations. This will expose them to our unique come and try program, inviting them to participate and try different sports but also introducing them to a healthier life style in a fun environment.



KIDS FIT AND KIDS PLAY

PARKING

Adjacent to the GG Tent City, and part of the unique Sport and Art City, ample, secure and safe parking will be created to give you piece of mind while enjoying sports and art with your family at the Arnold Classic Sport Festival Africa.

2023 will have more gates to ensure easy access and more ticket point of sales without walking too far.



STATISTICS

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

2016

47 800 attendees
10 250 participants
48 sports & events

2017

62 400 attendees
14 200 participants
58 sports & events

2018

81 127 attendees
18 127 participants
64 sports & events

2019

84 684 attendees
23 923 participants
84 sports & events

2020

COVID

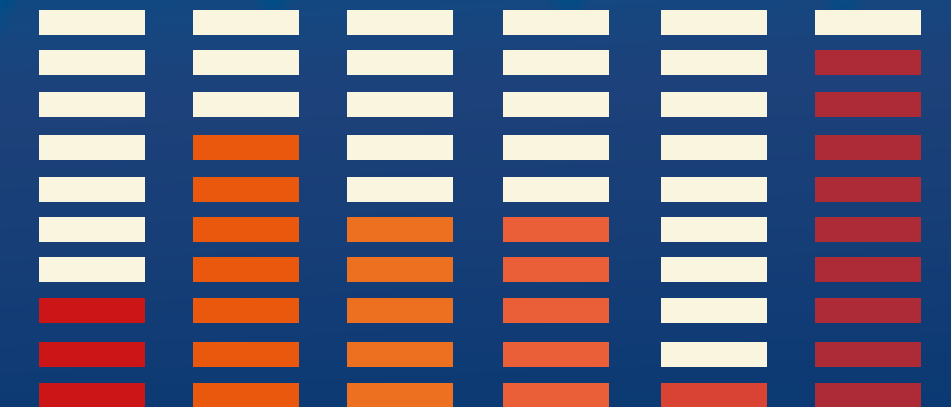
2021

2022

18 000 attendees
6 500 participants
62 sports & events



EVENT PARTICIPATION OF 6 500 IN % FOR 2022



INTERNATIONAL

NATIONAL

CHILDREN

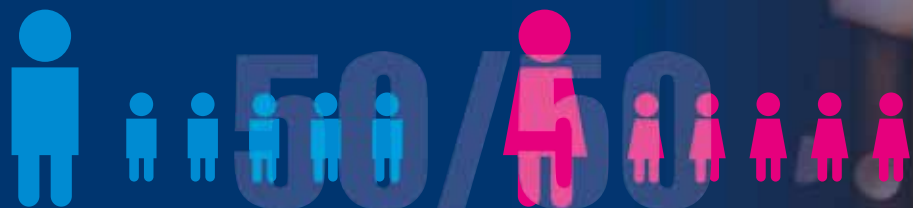
ADULTS

DIFFERENTLY
ABLED

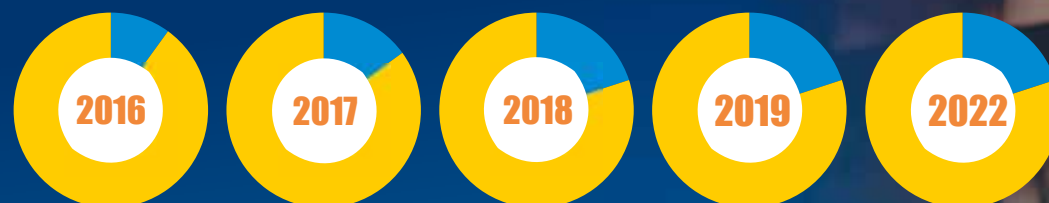
ABLE BODY



MALE & FEMALE PARTICIPATION OF 6 500 IN % FOR 2022



EXHIBITORS



80 BRANDS

98 BRANDS

103 BRANDS

186 BRANDS

60 BRANDS

INTERNATIONAL BRANDS

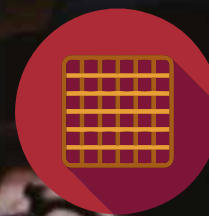
NATIONAL BRANDS



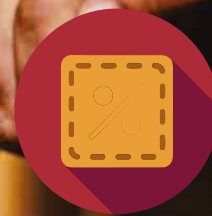
10 000M2
EXHIBITION AREA
COVERING 2 FLOORS



5 000 M
ELECTRICAL
CABLING DONE



2000 M
SPEED
FENCING



11 000 SQM
CARPETING
LAID



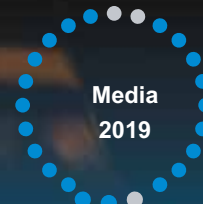
Media
2016



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

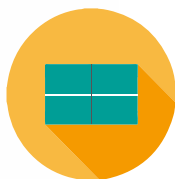
ONLINE & INTERNET

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

Legos





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.



SERVICES

We are really excited to partner again with our good standing professional teams offering different services like:

- | Medical team | EMS and JOC |
- | Security | Volunteer program |
- | Ticket Sales | Branding Solutions |
- | Tent Specialist |
- | AV, Sound, lights, and stage |
- | Videographers and Photographers |



ARNOLD



Wayne Price | wayne@arnoldclassicsa.co.za | 083 9678 978
Michelle Price | michelle@arnoldclassicsa.co.za | 083 6267 631
Francé Price | france@arnoldclassicsa.co.za | 073 803 9818

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