

NPC

BODYBUILDING, FITNESS, FIGURE & BIKINI



"Where the Athlete Always Comes First"

(602) 326-3473

WWW.NPCMILESPRODUCTIONS.COM

MAJOR SPONSORSHIP PACKAGE

1. Your company logo, address, & phone number will be displayed on our eye catching 11x17 color posters, these initial posters that advertise the show are then posted on the walls over ninety health clubs in the greater Phoenix area and over twenty health clubs in the Tucson area. These health clubs enthusiastically support our shows, and allow us to prominently display our posters in their establishments. In fact, we estimate that over 300,000 people see these posters which advertise our show and your company. In addition, we mail out approximately twenty-five posters to the rest of the health clubs in Arizona. These initial posters are displayed four months prior to the show.
2. One month prior to the show we revisit the clubs in the greater Phoenix area and in Tucson and display a completely different 11x17 colored poster which reminds people to purchase their tickets for the upcoming event. While the first poster provided athletes with a sixteen week advanced notice of the show, the second poster attracts audience members. Like the first poster your company's logo, address, and phone number will be prominently displayed on our new poster.
3. The events posters which feature your company are also used when we advertise the show in magazines. Due to the increasing popularity of our shows, we have been able to promote these events locally and nationally. In fact, our national coverage sometimes includes such prominent names as **NPC News, Flex Magazine, Iron man Magazine, Perfectify Magazine, & Max Muscle Magazine.** We have also had an impressive amount of local coverage in a variety of mediums such as the **Arizona Republic Newspaper, Sweat Magazine, Radio Stations the Edge FM, Kez FM, KX AM, & Television Coverage on News Channels 3 & 10.** Although this is an extensive list, our goal is to continually increase our roster of promoters. To help us achieve this goal, we

recently secured an Arizona NPC Media Director whose main priority is to communicate with the media in order to provide sponsors with the recognition they deserve. Due to this increased affiliation with the media, we have been able to reach over two million people.

4. Through the evening portion of the show, your business will be acknowledged by the master of ceremonies.

5. During the trophy presentation portion of the show, you will be introduced to the audience and will hand out trophies to a particular class of athletes.

6. These exquisite trophies are Neil Anderson sculptures.

7. While you are on stage, we encourage you to throw out product samples, which may include T-shirts, to the audience. Please inform the master of ceremonies if you would like to do this.

8. At the beginning of each class, the master of ceremonies will read the paragraph that you, the sponsor, had typed on the 3x5 card (the 3x5 card is include in this package). As you are composing this major verbal plug for your company, remember that this is your time to promote your company/product to a particularly attentive audience.

9. At our morning show you may also include a full two page advertisement in our program. We suggest that you put a coupon in your advertisement or something that will capture readers attention so that they will visit your place of business.

10. If you choose to take advantage of the above option (#9), we will also include your two page advertisement in the program for the evening show.

11. All of your information will be put on WWW.NPCMILESPRODUCTIONS.COM website. Go to links and click on contact us. Then click web master.

12. Vendor space is also provided at prejudging and evening shows in the foyer. This is an especially beneficial opportunity to meet and talk with people. Please remember that the representatives you choose to work your company's vendor station will be promoting your company to the public, and therefore should be both knowledgeable and outgoing. The people working your booth are vital for a successful venture. At your vendor station you may display or sell anything you like, as well as provide fliers and literature. You will receive a (10-12) square foot area to set up.

13. With this **major sponsorship package** you will get a total of 8 vendor wrist bands, 4 for the prejudging show, and 4 for the evening show. These wrist bands provide access to anywhere in the auditorium.

REQUIREMENTS OF SPONSORS

1. Sponsors must have paid in full upon this agreement. MAKE CHECK PAYABLE TO: MILES NUESSELE
2. Sponsors must provide art ready logo for printing purposes as soon as possible. Please mail this to the address listed on the bottom of the sponsorship package.
3. If sponsors choose to include an advertisement for the morning and evening programs, sponsors must provide (600 hundred) fliers three weeks prior to the show. These fliers must be double sided on (8 ½ x 11) paper of any color. Once again, mail these to the address on the bottom of the sponsorship package.
4. Sponsors must provide a type statement for the master of ceremonies regarding what they would like said about their business. Please use the 3x5 card which included in this package. I suggest you type this information on your computer and glue it or tape it on the enclosed 3x5 card. In addition, on the reverse side of the card please include the names of the representatives who will hand out trophies on behalf of your company. This card must be mailed to the address listed below three weeks prior to the show.
5. We suggest vendors must provide their own table and chairs for their stations. Although most auditoriums have plenty of tables & chairs, they can not guarantee they will have enough. Therefore, please bring your own to ensure you will have enough equipment.
6. After the intermission, whoever is going to hand out trophies must report to the back stage next to the master of ceremonies, and be ready to go on stage when your business and your name are announced.
7. Sponsors may arrive at **Prejudging as early as 7:15 am** to set up their vendors station, **Prejudging starts at 10:00 am & finishes at 1:00pm**, you may return as early as 4:45. **The Evening show starts at 6:00 pm.**
8. The fliers and 3x5 card must be received three weeks prior to the show. If these items are not received by the deadline, items #8, 9, &10, under the **Major Sponsorship Package** can not be guaranteed. Therefore it is extremely important to allow plenty of time for the materials to arrive before the deadline. In the event you experience any difficulties, please call before the deadline so we can discuss any problems.

All our shows are held at professional theaters, which are absolutely beautiful & they hold anywhere from 1,200 to 2,000 people.

Miles Productions will give a 10% finders fee if you supply us with any new sponsors, such as health food stores, let me know if you need me to send you a Presenting Sponsor package (\$3,500) or Major Sponsorship package (\$500)

Thank you for your sponsorship which helps make this a memorable and successful show for all of us. If you have any questions or concerns please don't hesitate to contact **Kim** at **(480) 797-8612** or e-mail (miles@miles151.com)

Sincerely,
Miles & Kim Nuessle
Miles productions
WWW.NPCMILESPRODUCTIONS.COM
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Glendale, AZ. 85310



MILES PRODUCTIONS EVENT CALENDAR

All of these shows take place during the same month every year, and are national qualifiers, all shows have body-building, fitness, figure and bikini events

MARCH - NATURAL WESTERN USA

JULY - ARIZONA

*** NOVEMBER- THE NORTHERN**

NOVEMBER - WESTERN REGIONALS

* NOT A NATIONAL QUALIFIER