

World Powerlifting Championships Glasgow 2013

Sponsorship Opportunities

1st November Congress, 2nd November Unequipped, 3rd November Equipped,
Scotstoun Stadium, Glasgow



History of event,

This years WDFPF World championships returns back to the Scotstoun Stadium in Glasgow after last years event in Boston USA. The event will see 150+ athletes from all over the World compete over two days at Scotstoun stadium a Glasgow 2014 Commonwealth games facility. Scotstoun stadium has 1 million + visitor's a year. Glasgow Scotland is in the top ten sporting cities in the world. After Glasgow the event moves on to Moldova in 2014.

Sponsorship – What's in it for you?

For a start, you'll get great opportunities for press coverage. The event gets extensive local media support, and we seek to maximise exposure for our sponsors too giving you an opportunity to raise brand awareness without having to pay for advertising. Our recent coverage has included international regional and local newspapers, radio, television, and online television and news web sites and dedicated powerlifting web pages.

You'll also get the chance to enhance your image by supporting your local organisation BDFPA Scotland and Glasgow city barbell Club. We already have strong links with the local community, and are seeking to build new relationships with local clubs, schools and businesses. You could be part of that.



World Championships Glasgow 2011

Why do we need your Sponsorship?

The British Drug Free Powerlifting Association was formed in 1989 with the express purpose of providing an alternative national platform for Drug Free Competition. And in 2009 we celebrated the 20th year of the BDFPA (formerly called the BPA). It is our view that our Association is needed as much today as ever before. In this connection all BDFPA events and activities take place against the background of the Association's total and unequivocal commitment to a policy of rigorous drug control. Our drug testing programme is funded entirely from members' subscriptions, and conducted by a network of approved sampling officers around the UK. Our anti-doping policy is guided by the WADA code, although test refusals or anabolic positives normally result in automatic life ban subject to appeal.



How much will it cost?

There are lots of different ways of working with WDFPA to promote your brand. Costs can vary from small amounts, to more substantial agreements, depending on the type of sponsorship you're interested in, and level of commitment you feel you can offer.

Our sponsorship manager can discuss this in more detail with you, and agree the approach and cost that's right for your organisation.

As part of your sponsorship, we could also agree the following.

Press releases promoting your relationship with the World championship event, which would be sent out to our extensive network of media contacts.

Your logo and link on posters and flyers promoting event.

Opportunities for promotional activities at event and other events, including banners.

Promotion of your brand via social networking sites like facebook, for example, we could feature sales / other promotional adverts to our audiences throughout the year

What will we do with your money?

We'll agree how to spend the money with you upfront.

The majority of our sponsorship money goes on providing kit and drug testing athletes and equipment to help develop our infrastructure, and we also use funding to send our lifters and coaches to international competitions.

Then we'll try to double it ?

Any sponsorship we receive from organisations such as yours can be met value by sportsmatch (operated by sports Scotland), for purchases of equipment to assist grassroots powerlifting participation.

This makes contributions from our partner organisations all the more valuable, and can lead to additional media opportunities.



More about the sport of powerlifting

Men and women in over 78 countries around the world, Powerlifting is without doubt the ultimate strength sport. It is distinct from Weightlifting - a technical event made up of two lifts, the Snatch and the Clean-and-Jerk, where the weight is lifted above the head. Powerlifting is a test of pure, unadulterated, brute strength, and comprises three lifts:

The Squat



The Bench Press



The Deadlift



As in most sports, regional, national and international championships provide the setting for athletes to compete against each other, with all the associated glory and recognition that one might expect, but Powerlifting is essentially an individualistic sport where self-improvement is the greatest motivating factor. In Powerlifting competition, athletes are categorized by sex, age and bodyweight (click here for bodyweight categories. Each competitor is allowed three attempts at each lift, the best lift in each discipline being added to their total. The lifter with the highest total is the winner. In cases where two or more lifters achieve the same total, the person with the lightest bodyweight wins.

Our media and marketing approach

B|B|C



We understand the value of good press coverage for ourselves, and for our sponsors.

We have strong network of press contacts, and we regularly submit news stories, articles and event reports to the media and look for opportunities to get additional coverage through special offers and interviews .

In order to maximise our profile during 2013, we appointed a dedicated media and marketing manager and have been targeting a wider range of channels

Find out more about us

<http://www.bdfpascotland.co.uk/>

<http://www.bdfpa.co.uk/>

<http://www.wdfpf.co.uk/news/news.php>

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