NPC NATIONAL CHAMPIONSHIPS 2022

DECEMBER 3RD - 4TH

ORLANDO CONVENTION CENTER
FLORIDA

ABOUT US

The National Physique Committee is the premier amateur physique organization in the world. Since 1982, the top athletes in bodybuilding, fitness, figure, bikini and physique have started their careers in the NPC. Many of those athletes graduated to successful careers in the IFBB Professional League, a list that includes 25 Olympia and 40 Arnold Classic winners.

HISTORY OF NPC NATIONALS

Bodybuilding has been one of the most endearing and intriguing subjects amongst us all. To sculpt a human body cannot be perceived in the physical realms alone. To reach that state, one needs to do things that need one to be evolved mentally, emotionally, psychologically as well as spiritually.

It has been an endeavour of the National Physique Committee to give a platform to this great amalgamation of art and science with a vision to promote health and fitness, as well as demonstrate how much control we have over human body and the human potential, as well as human limits. Thousands of athletes have achieved glory by being a part of this premier amateur physique organisation since 1981.

Some of the top athletes in bodybuilding, fitness, figure, bikini, and physique have started their careers in the NPC, USA and graduated to successful careers in the IFBB Professional League, many of whom became Olympia Champions.

After having many successful and glorious decades in USA, the NPC is now shining bright in several countries across the globe.

The National Physique Committee was formed by Jim Manion in 1981 which is now the most successful Bodybuilding organisation in the USA.

The very dynamic Tyler Manion, who has worked behind the scenes for many years as a judge and also handled shows and business along with stalwarts of the industry, is now the vice president of the NPC.

He sets up judging panels nationally and internationally and has made tremendous effortsd in the growth and expansion of NPC Worldwide and the IFBB Professional League, across the globe.

He has been instrumental in shaping the Men's classique physique, height and weight requirements for the NPC and IFBB Professional League and is blessed to have guidance from his grandfather, the phenomenal Jim Manion.

We can so proudly say that NPC has now spread worldwide in countries like Japan, Columbia, Dominican Republic, China, Poland, UK, Tunisia, New Zealand, South Korea, Denmark, Ireland, Germany, Cyprus, Uruguay,France, Brazil, Thailand, Ukraine, Spain, Puerto Rico, South Africa, Canada, Mexico, Hungary, Taiwan, Argentina, Philippines, Portugal, Romania, Iceland, Bermuda, Austria, San Marino and so on, the list goes on and now very importantly India.

JIM MANION

President
IFBB Professional League & NPC

Stepping into the world as a bodybuilding competitor himself woth a humble background but a warrior of life, Jim Manion, president, IFBB Professional League and NPC Worldwide is the most influential figure in the bodybuilding world today.

After winning Mr. Pittsburgh in 1971, he began judging bodybuilding shows. He wished to bring to about some changes and went on to form the NPC in 1981. His tireless work and great vision brought about a metamorphosis in the world of bodybuilding.

Today NPC Worldwide is spreading all over the world. It is the vision of Jim Manion to take bodybuilding to countries where it is unheard of. So that athletes can become examples and heroes in their respective countries and also spread awareness about health and wellness.

Having emerged from the grassroots, and being an ex-competitor himself, he symbolizes hope and victory to athletes all over the world.

He operates from the IFBB Pro-League head office in Pittsburgh, Pennsylvania, USA. He also envisions the greater participation of women in bodybuilding, which can have a positive impact on the society, and hence conceived the idea of having the wellness division

In 1946, Canadian brothers Joe and Ben Weider created the International Federation of BodyBuilders (IFBB). In 1965, Joe went on to start the Mr. Olympia—the first IFBB professional competition. Originally, Mr. Universe was known as the most prestigious and elite of competitions; however, an individual could only win this contest twice, whereas the Olympia was created to be won as many times as possible. The IFBB and the Olympia were created as a way for elite amateur athletes to further their competitive career and earn money. In 1966, Larry Scott received $1,000 for his Mr. Olympia win. In 2006, there were over 40 IFBB professional competitions and the total prize money topped $1.6 million.

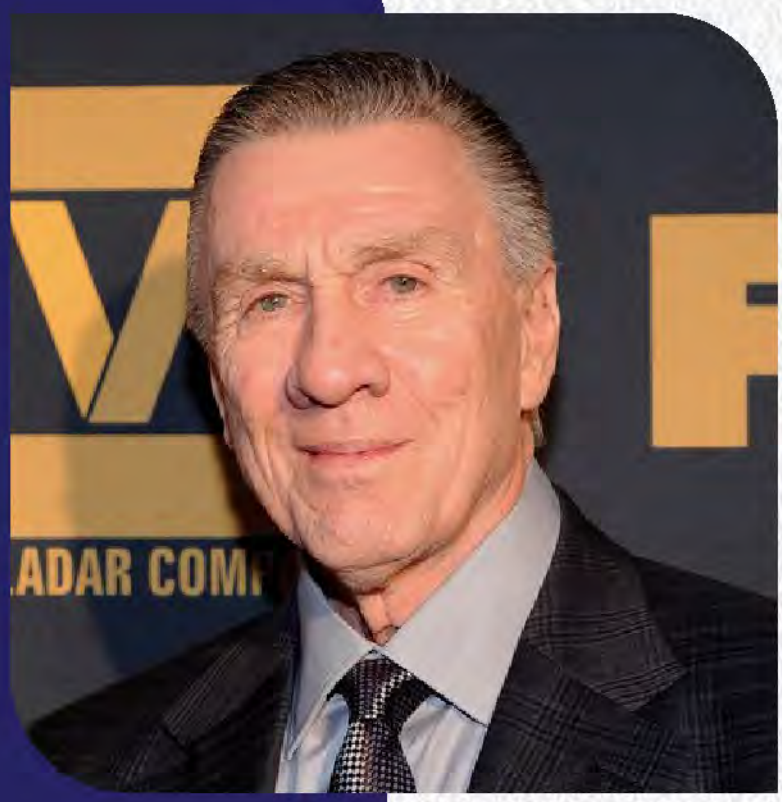
In order to become an IFBB Pro, a bodybuilder must first earn their IFBB Pro Card. A bodybuilder looking to do this must first win a regional contest weight class. When a bodybuilder wins or places highly, they earn an invite to compete at their country's National Championships contest for that year. The winners of each weight class at the National Championships will then go head-to-head in a separate contest to see who is the overall champion for the year. Depending on the federation, the overall champion will be offered a Pro Card. Some federations offer Pro Cards to winners of individual weight class champions. This can mean that more than one bodybuilder earns a Pro Card each contest depending on what contest it is.

In the United States, the National Physique Committee (NPC) is affiliated with the IFBB Pro League and awards IFBB Pro Cards to the winners of its best competitors. Some events held by the NPC where a bodybuilder can earn a pro card are: Nationals, The North American Championships, The Universe Championships & The USA Championships.

JOE WEIDER, JIM MANION & BEN WEIDER

JIM MANION

President
IFBB Professional League & NPC



Stepping into the world as a bodybuilder competitor himself with a humble background but a warrior of life, Jim Manion, president, IFBB Professional League and NPC Worldwide is the most influential figure in the bodybuilding world today.

After winning Mr. Pittsburgh in 1971, he began judging bodybuilding shows. He wished to bring to about some changes and went on to form the NPC in 1981. His tireless work and great vision brought about a metamorphosis in the world of bodybuilding.

Today NPC Worldwide is spreading all over the world. It is the vision of Jim Manion to take bodybuilding to countries where it is unheard of. So that athletes can become examples and heroes in their respective countries and also spread awareness about health and wellness.

Having emerged from the grassroots, and being an ex-competitor himself, he symbolizes hope and victory to athletes all over the world.

He operates from the IFBB Pro-League head office in Pittsburgh, Pennsylvania, USA. He also envisions the greater participation of women in bodybuilding, which can have a positive impact on the society, and hence conceived the idea of having the wellness division for women, to make bodybuilding more inclusive than ever before.

TYLER MANION

Vice President
IFBB Professional League & NPC

Beginning as an NPC Judge after his test in 2013, Tyler Manion, under the guidance of stalwarts in the NPC, has phenomenal experience in judging and handling shows. He worked tirelessly and very passionately before getting appointed as the Vice President of the NPC, USA, NPC Worldwide and the IFBB Professional League.

A graduate in business management degree, he was one of the very few students who receive a post graduate scholarship from the Big Ten Conference.

Being a former NCAA Division wrestler himself, he relates to the passion that sportspersons have. He was instrumental in shaping the Men's Classique Physique height and weight requirements for the NPC and IFBB Professional League. Having a very pro-active approach he envisions bringing bodybuilding to as many people as possible, by redefining and making revisions so as to make it accessible to as many people as possible, the underlying sentiment being that of having a strong and healthy society.

SHERU AANGARISH

Director of Sales & Development
NPC Nationals USA
(Founder Sheru Classic)

Sheru Harmeet Aangrish founded Sheru Classic Production Private Limited in 2006 as one of India's first Health and Fitness based companies in India. With his immense experience and knowledge in the field, he wished to revolutionize the status and opportunity for bodybuilding in india.

Being the second Indian to get an IFBB Pro Card, Mr. Sheru Harmeet Aangrish is India's first true entreprenure in the field of bodybuilding with years of relentless and diligent work experience behind him. With the launch of sheru Classic, the first pro show, in Asia, became a reality. Apropos to its tagline 'Transform-Nation', Sheru Classic is truly a vehicle of this change.

By winning championships across the world, he has brought glory to his country. The government of India has given him recognition by awarding him with the "India achievement award in 2014 and he was nominated for the 'Rajiv Gandhi Excellence' Award for young entrepreneurs in 2014.

In 2018, he was named in the power list of the 30 most powerful personalities in the world by Generation Iron media. He is now a promoter of several shows in India, Dubai, Columbia and now also in USA.

GARY UDIT

Event Director
NPC Mid-Atlantic Zone

He has been involved in the NPC since its inception and serves as an IFBB League Head Judge.

He is the Chairman of the NPC Mid Atlantic Zone.

He is the promoter of the NPC MASTERS NATIONAL CHAMPIONSHIPS, the NPC NORTH AMERICAN CHAMPIONSHIPS, the NPC ARMED FORCES NATIONAL CHAMPIONSHIPS and is the Event Director of the NPC NATIONAL CHAMPIONSHIPS.

FITNESS EXPO

This is a chance to showcase and market your brand as we integrate your company into this event. The best way to integrate your company is toconsider a prize for a winner of one of the events and to use the participationof the crowd with prizes.

Sponsor exhibits are set up between 7:00am and 9:00am and each sponsor is provided with a location including a 10’ X 10‘ area with a 4’ X 6’ table and2 chairs and a tablecloth (electrical outlets are only provided by request).The expo is open to the public from 10:00am through 10:00pm.

ATHLETE DEMOGRAPHICS

The demographics of the contestants are between the ages of 21 - 45 and are 75% female and 25% male. Most have some form of post-secondary education and the average income is between $40,000 and $70,000. Each spends over I 5 hours a week on the internet from born work and home. They also spend over $400 a month on food, clothing and athletic dietary needs.

Our attendee’s are highly educated, health-minded, have strong customer awareness and are brand loyal.

PURPOSE

Npc National Championships Show recognizes and rewards personal achievement and create an expanded awareness of the benefits of maintaining good health through a fitness lifestyle. This event promotes the results people achieve through fitness.

WANT TO EXHIBIT

Npc National Championships is Industry's premier showcase of fitness and healthy lifestyle products and services. Open to both industry professionals and the general public this event provides the perfect arena for your company to showcase your entire range of products and/or services to health ard fitness professionals and fitness consumers alike. Whether your target market is the gym owner/manager, fitness instructor or gym member, Npc National Championships Show delivers them to you in an environment conducive to buying.

In an effort to maintain a variety of products and services being exhibited at the Expo, the organizers reserve the right to select and regulate the number of companies exhibiting in any one product category. Reserve your place today!

WHY EXHIBIT?

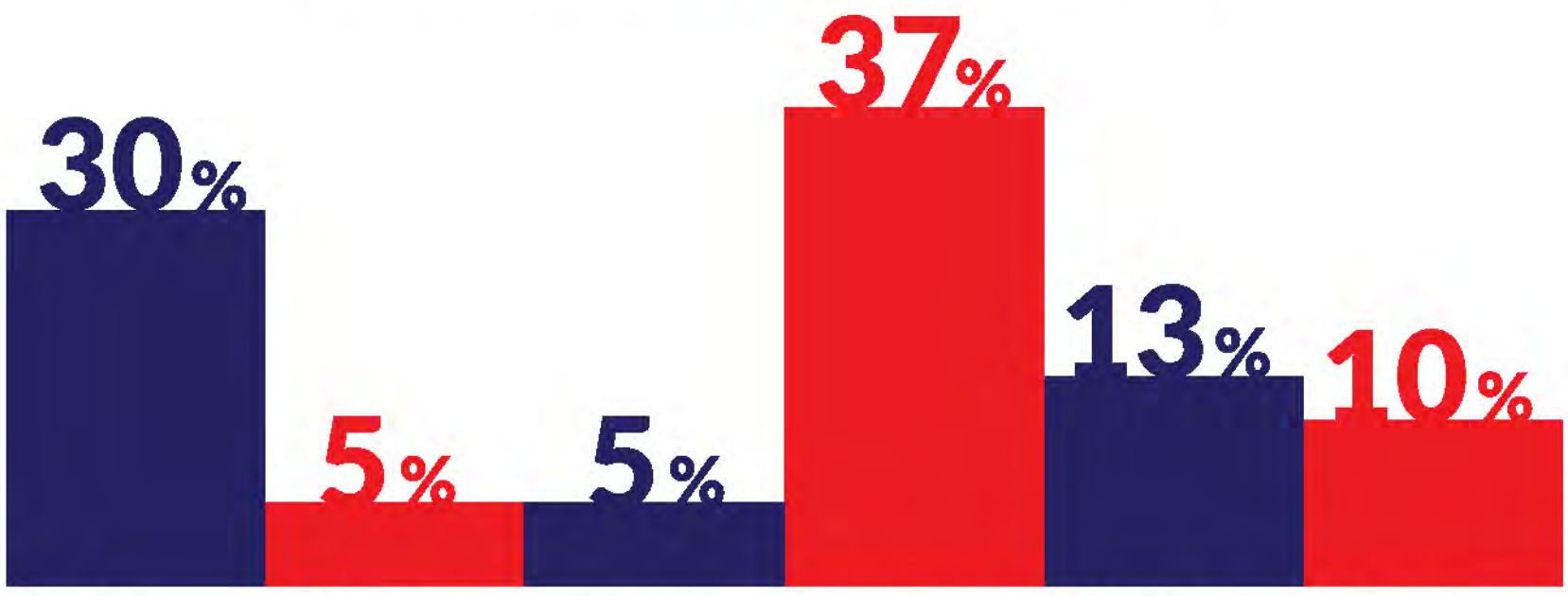
- The ideal platform to Launch your latest products & services
- An opportunity to boost your sales by selling or sampling your products/services
- Raise industry awareness of your company
- The ability to interface and build relationships with customerss on a one-to-one level
- An opportunity to Increase the brand recognition of your products and / or services
- The ability to cater to both fitness professionals and fitness consumers
- An environment to generate leads and establish or enhance your customer database
- An opportunity to educate customers on the benefits of your products/services
- Conduct market research Identify new agents and distributors
- Attract rnedia attention

TARGET MARKET

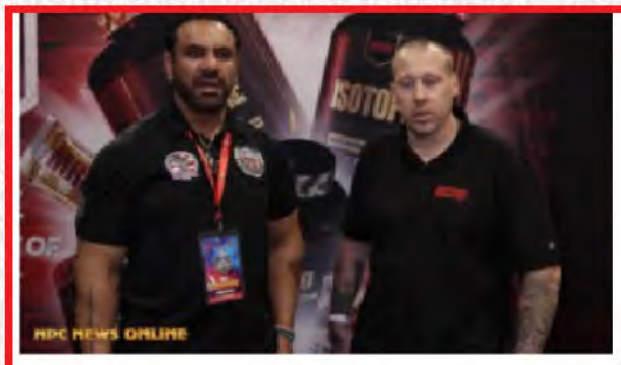
- 40% NUTRITION & SUPPLEMENTS
- 10% FITNESS EQUIPMENTS
- 20% SPORTS APPARELS
- 10% FITNESS SOFTWARES
- 5% HEALTH FOODS
- 5% SPORTS FLOORING

- 4% PACKAGING
- 3% VIRTUAL FITNESS GAMING
- 3% MUSCLE RELAXATION

VISITOR PROFILE

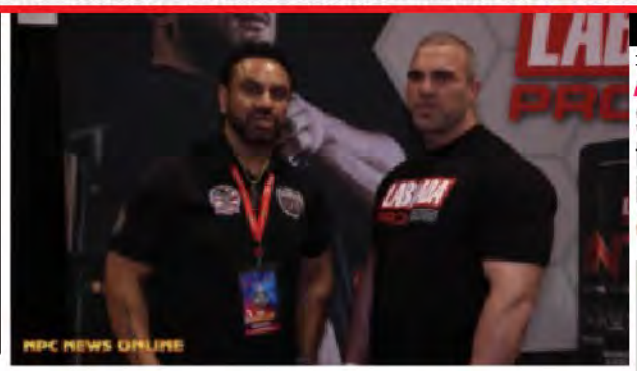


NPC MEDIA COVERAGE



2021 XL Sheru Classic NPC Nationals Expo Interview Series: Presenting Sponsor REDCON1

JANUARY 22, 2022 | 2021 NPC NATIONAL CHAMPIONSHIPS, ARTICLES, FEATURED, FEATURED VIDEOS, FEATURES, NPC, REPORTS, VIDEOS



2021 XL Sheru Classic NPC Nationals Expo Interview Series: Labrada Nutrition

JANUARY 20, 2022 | 2021 NPC NATIONAL CHAMPIONSHIPS, ARTICLES, FEATURED, FEATURED VIDEOS, FEATURES, NPC, REPORTS, VIDEOS

CALIFORNIAHERALD

US WORLD POLITICS BUSINESS ENVIRONMENT HEALTH SPORTS LIFESTYLE ENTERTAINMENT

BUSINESS

Sheru Aangrish of Sheru Classic to enter the USA market and collaborate with IFBB Pro League and NPC chairman Jim Manion

Published 4 months ago on October 19, 2020
By Virginia Matthews

In India, there has been a tremendous craze for fitness. While fitness is a part of the routine for many, it also defines their lifestyle. Sheru Aangrish is the prominent name who goes synonymous with fitness in the country. He is the founder and chairman of Sheru Classic, a platform responsible for the overall health and development of the individual. For many, fitness is all about the physical transformation. Mr. Aangrish believes that a fit state of mind is about having good physical health, mental health and social well-being. The fitness expert in the last few years has conquered the industry by his phenomenal works and now he is all set to rule the USA market. Yes, Mr. Aangrish is truly taking Sheru Classic to a global level.

The global fitness expert has taken a step further by joining hands with Jim Manion who is the chairman of the IFBB Pro League and National Physique Committee. Recently, the National Physique Committee issued a press release in the presence of Sheru Aangrish along with Jim Manion and Tyler Manion who is the vice president of IFBB Pro League. In a statement, Mr Manion revealed, "We are proud to announce the entry of Sheru Classic in the USA as a collaborative partner with what will be known as the 2020 Sheru Classic NPC National

seekerstime

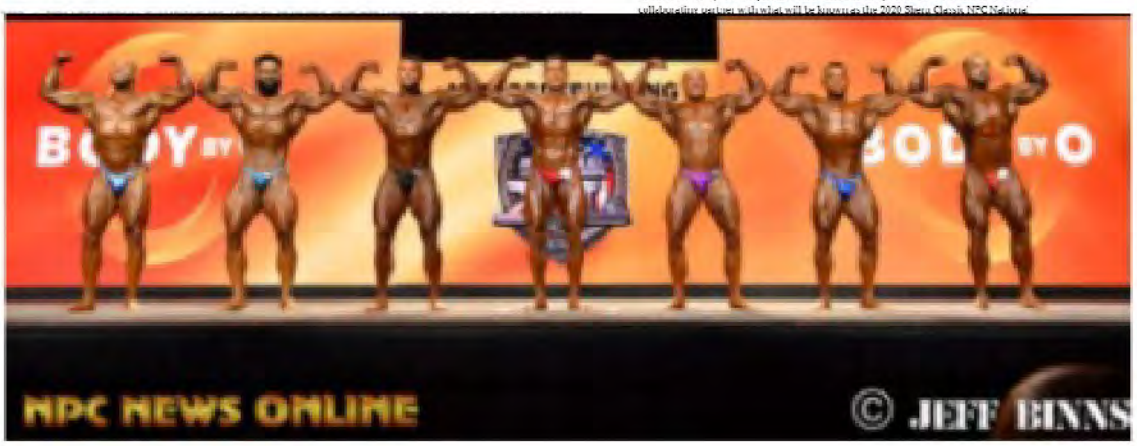
Sheru Aangrish's Sheru Classic joins hands with the IFBB Pro League and NPC chairman Jim Manion for a mega event in the USA

2021 XL Sheru Classic NPC Nationals Expo Interview Series: Amazing Muscle

JANUARY

2021 XL Sheru Classic NPC Nationals Expo Interview Series: Gaspari Nutrition With Rich Gaspari

JANUARY 17, 2022 | 2021 NPC NATIONAL CHAMPIONSHIPS, ARTICLES, FEATURED, FEATURED VIDEOS, FEATURES, NPC, REPORTS, VIDEOS



2021 NPC National Championships Contest Photos

DECEMBER 23, 2021 | 2021 NPC NATIONAL CHAMPIONSHIPS, ARTICLES, FEATURED, FEATURES, NPC, REPORTS

Staying Healthy Is A Necessity Nowadays – Sheru Aangrish

As time and more people are getting into stressful lifestyle, busy schedules, unconventional career options and emotional problems, the health risks are more. Illness has grown uncommonly over the last few years, as [...]

2021 XL Sheru Classic NPC Nationals Expo Interview Series: iManMagnet

2021 XL Sheru Classic NPC Nationals Expo Interview Series: E-Com Industry

JANUARY 29, 2022 | 2021 NPC NATIONAL CHAMPIONSHIPS, ARTICLES, FEATURED, FEATURED VIDEOS, FEATURES, NPC, REPORTS, VIDEOS

J.M. MANION

Director, NPC Media

Since 1985 J.M. Manion has been spearheading the promotion & branding of the National Physique Committee as the Chief Photographer, Lead Journalist & Editor of the NPC News Magazine. In 1998 he launched the very first version of NPC News Online using the still current website address of www.npcnewsonline.com

During the past decade J.M. kept up with the growing online trends by creating multiple social media pages for the NPC & in turn the IFBB Professional League & NPC Worldwide as well that he manages & oversees. With the NPC News Magazine ceasing publishing in 2017, J.M. turned his full attention to social media as the Chief Photographer & top content provider. He covers approximately 35 NPC & IFBB Professional League contests annually.

CURRENT WEBSITES ARE;
www.npcnewsonline.com
www.ifbbpro.com
www.npcnewstv.com
www.npcfitbody.com

You can find multiple Official pages across Instagram, Facebook & Twitter.
NPC News Online is considered the "Go To" website to find out all information about the NPC, NPC Worldwide & IFBB Professional League.

NPC News Online is also the #1 fitness website as certified by the Alexa Rankings in both the USA & worldwide.

MEN'S BODYBUILDING
CARLOS THOMAS JR

WOMEN'S FIGURE
AMANDA KOHATSU

MEN'S PHYSIQUE
TOM COX

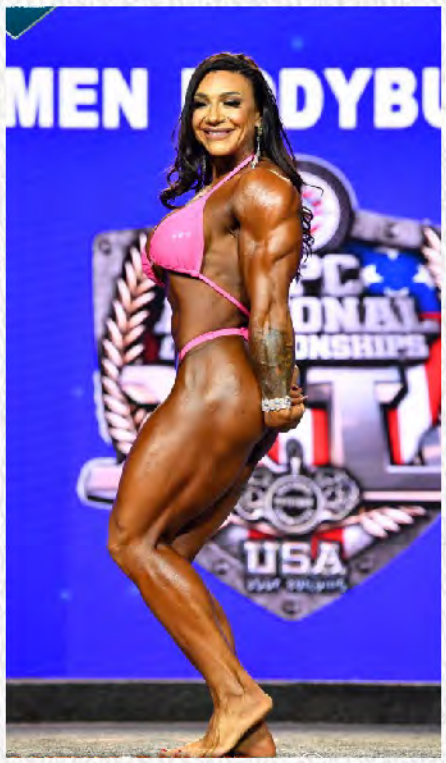
WOMEN'S BIKINI
BRITTANY GILLESPIE

NPC USA GLIMPSES

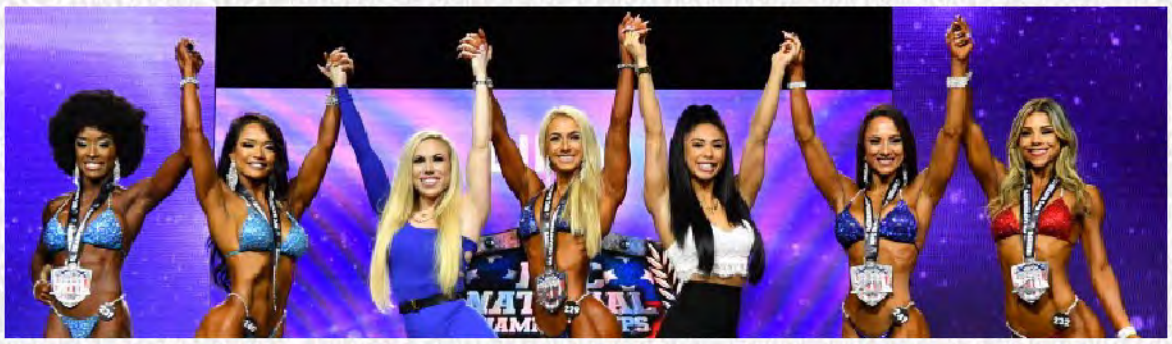
WOMEN'S PHYSIQUE
JULIA MONROE

WOMEN'S WELLNESS
EREWA UKU

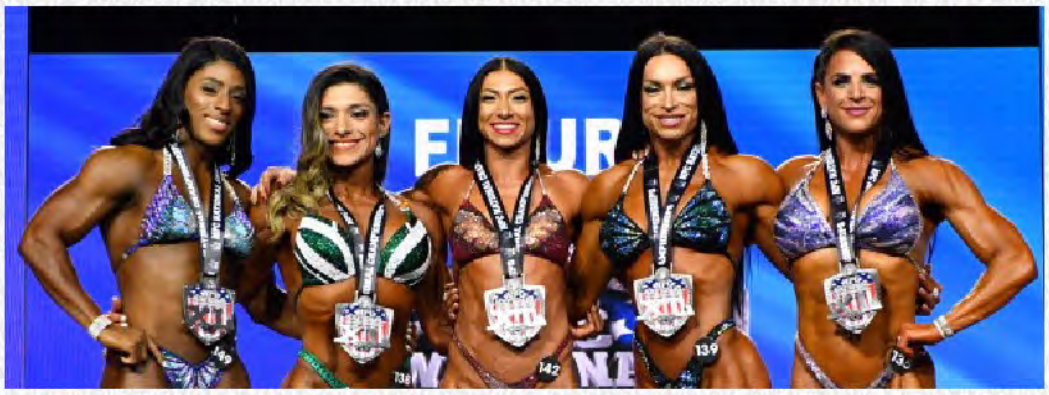
MEN'S CLASSIC PHYSIQUE
ERIC ABELON



WOMEN'S BODYBUILDING
CHELSEA DION



LIMITLESS
Presents



1987

LIMITLESS

PLATINUM PACKAGE

RIGHTS

- Company logo incorporated into the logo of Npc National Championships "Presented by"
- Exclusive rights to the Npc National Championships brand and logo for use in publicity and promotional material that has been pre - approved by the organizers of Npc National Championships

NPC NATIONAL CHAMPIONSHIPS ADVERTISING AND MARKETING BENEFITS

- Inclusion in Npc National Championships brand activations and promotional events

INCLUSION OF CORPORATE LOGO IN ADVERTISING AND MARKETING MATERIALS RELATED TO NPC NATIONAL CHAMPIONSHIP / MEDIA PLAN ATL AND BTL

- Print – 100% ratio of logo size
- Posters / Flyers: Inclusion of corporate logo on "street marketing" material
- Overhead Street Banners: Inclusion of corporate logo on overhead street banners that will be placed in different locations.
- Billboards: Inclusion of corporate logo on billboards in the city of Orlando for a one (1) month period (locations to be determined)

ONLINE

- Diamond Digital Promo Kit
- Permanent banner on the Npc National Championships homepage with link to sponsor website
- Inclusion of corporate logo in the email blasts to the Npc National Championships - 100% ratio of logo sizes
- Inclusion of corporate logo on shared promotional online ads - 4 weeks prior to Npc National Championships

PUBLIC RELATIONS

- Integration of company information into the public relations campaign including press releases and opportunities for interviews of company representatives for the generation of free press
- Presence in the Official Launch Event of Npc National Championships 2022
- Access to images and video footage of Npc National Championships for promotional and advertising use (subject to the corresponding approvals)

GOLD SPONSORSHIP

BRANDING ON – SITE

- Npc National Championships Area of 27m2 (Exhibitor Stands including panels)
- Eight (8) locations to place permanent material provided by the sponsor (signage/banners to be placed in areas to be mutually agreed upon)
- Inclusion of corporate logo on the backing of the main stage of Npc Championships – 100% ratio of logo size and center position
- Inclusion of corporate logo on the banner located at the main entrance to Npc National Championships (Green Hall) - 100% ratio of logo size
- Inclusion of corporate logo on the banners and signage of the Registration Area for the athletes - 100% ratio of logo size
- Inclusion of corporate logo on the main backing for the athlete interviews - 100% ratio of logo size
- Corporate Video of 30 secs aired on the main stage 20 x / day - repetitions of the daily program

NPC NATIONAL CHAMPIONSHIPS ADVERTISING AND MARKETING BENEFITS

- Two (2) brand presentations on stage and activations with models or athletes
- Company name announced and inclusion of corporate logo on the backing to be exhibited at the Press Conference of Npc National Championships
- Ten (10) verbal mentions by emcee on the main stage

BENEFITS FOR STAFF

- Ten (10) credentials for staff working the stand
- Right to have the brand representatives present the awards in all 3 categories

ONLINE

- Presence in the Npc National Championships Official Guide – 1 page
- Inclusion of corporate logo in the directory of the Official Guide of Npc National Championships

EXHIBITOR PACKAGE

EXPERIENTIAL MARKETING CONSULTING

- Two (2) consulting hours for the generation of ideas to maximize the company's ROI in the event

MEDIA FOR THE EXCLUSIVE USE OF THE COMPANY

ONLINE

- Thirty (30) 30 sec spots during the webcast to be broadcast by MD Latino
- Interview with company representative
- Four (4) 30 sec spots on the Special Program "Best of Npc National Championships 2022" to air on the NPC

YouTube Channel

- Sponsorship of two (2) sections in the Special Program " Best of Npc National Championships 2022"
- One (1) email blast with exclusive company material
- One (1) HPTO " Home Page Take Over" for Title Sponsor of Npc National Championships during the months of December, January and February

This inventory includes:

- One (1) Banner - 300 x 600 - Side Lateral
- One (1) 720 x 90 Leaderboard
- One (1) 300 x 250 – Square
- Two (2) Blog Articles of Title Sponsor Brand (content to be provided by sponsor)
- Six (6) Social Media Feeds of Title Sponsor (content to be provided by sponsor)

POST Npc National Championships

- Presence in the official video of Npc National Championships
- Presence in the media plan post Npc National Championships
- Creation of post event email marketing campaign

www.npcnationalchampionship.com