

2022 SHERU CLASSIC ITALIAN PRO QUALIFIER AND PRO SHOW

JUNE 25TH - 26TH
ITALY, ROME



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 efforts 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.



JAPAN



COLOMBIA



DOMINICAN REPUBLIC



CHINA



POLAND



UNITED KINGDOM



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

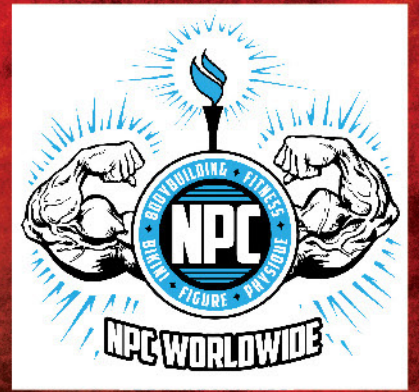


SAN MARINO



INDIA

AND MANY MORE...



JIM MANION

President
IFBB Professional League & NPC

Stepping into the world as a bodybuilding 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



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.

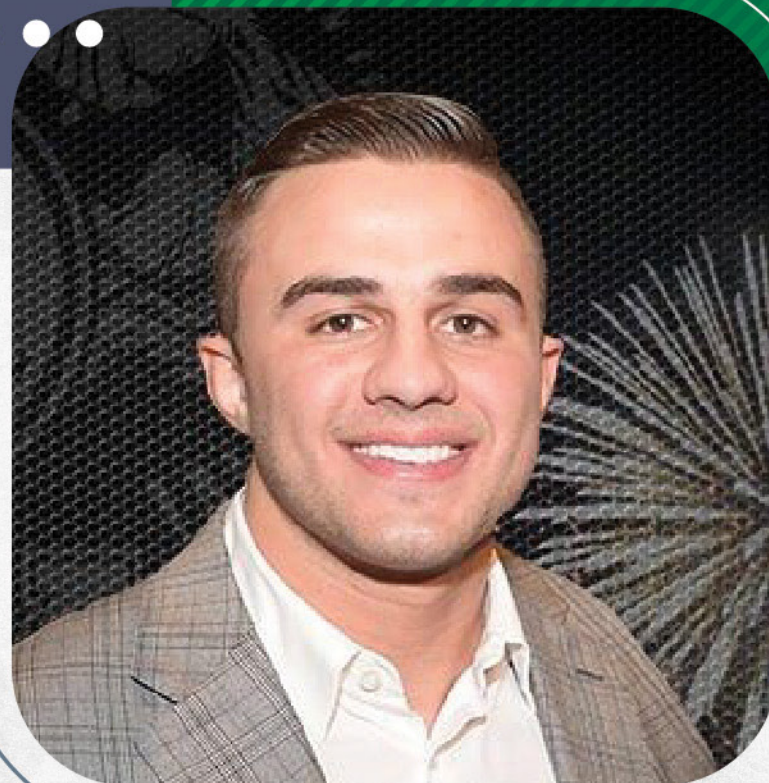
TYLER MANION

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 Exhibition & Development
(Founder Sheru Classic) NPC Nationals USA

Sheru Harmeet Aangrigh 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 Aangrigh is India's first true entrepreneur 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.

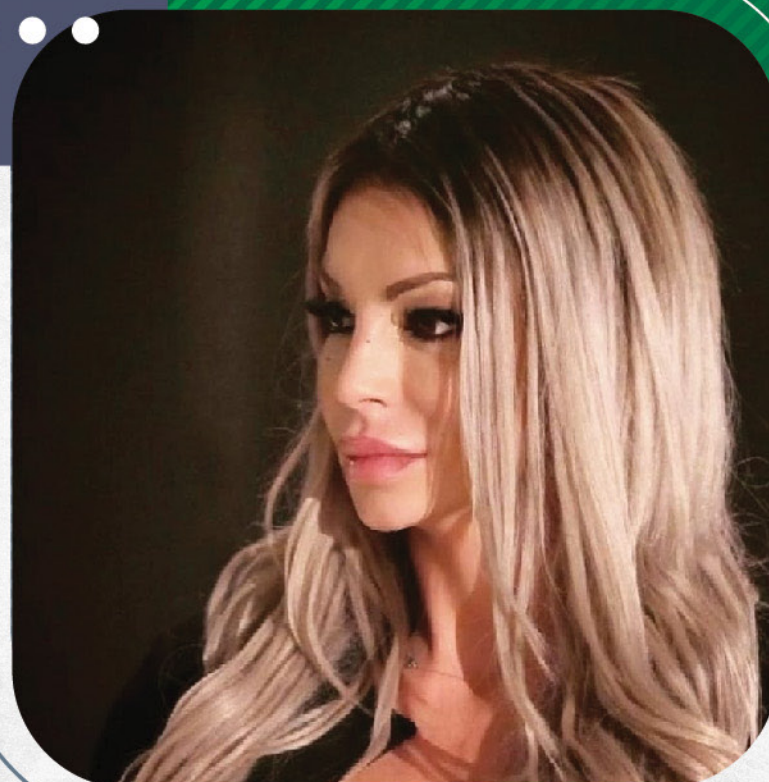
In 2018, he was named in the power list of the 30 most powerful personalities in the world by Generation Iron media. He is now a promoter of several shows in India, Dubai, Columbia and now also in USA.



BARBARA BAGNUOLO

Director
IFBB Professional League Italy
Italian Promoter

She Is the Promoter of Italy , the director and co promoter of IFBB PROFESSIONAL LEAGUE ITALY and of the European Championships and Europa Pro



ROBIN CHANG

Olympia promoter

Robin Chang is the International Director of the IFBB PRO LEAGUE & NPC WORLDWIDE & is overseeing the coordination and scheduling for the global expansion of the two organization's .

Robin has been a pillar of strength to the IFBB pro league & is responsible for the success and growth of the Olympia weekend; making it the spectacle it is today.

We are happy to have him on our team and his expertise will ensure a great outing for our Exhibitors and participating Athletes.



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 to consider a prize for a winner of one of the events and to use the participation of 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 and 2 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 15 hours a week on the internet from both 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

Sheru Classic Italian Pro Qualifier & Pro 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

Sheru Classic 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 and fitness professionals and fitness consumers alike. Whether your target market is the gym owner/manager, fitness instructor or gym member, Sheru Classic Italian Pro Qualifier & Pro Show delivers them to you in an environment conducive to buying.

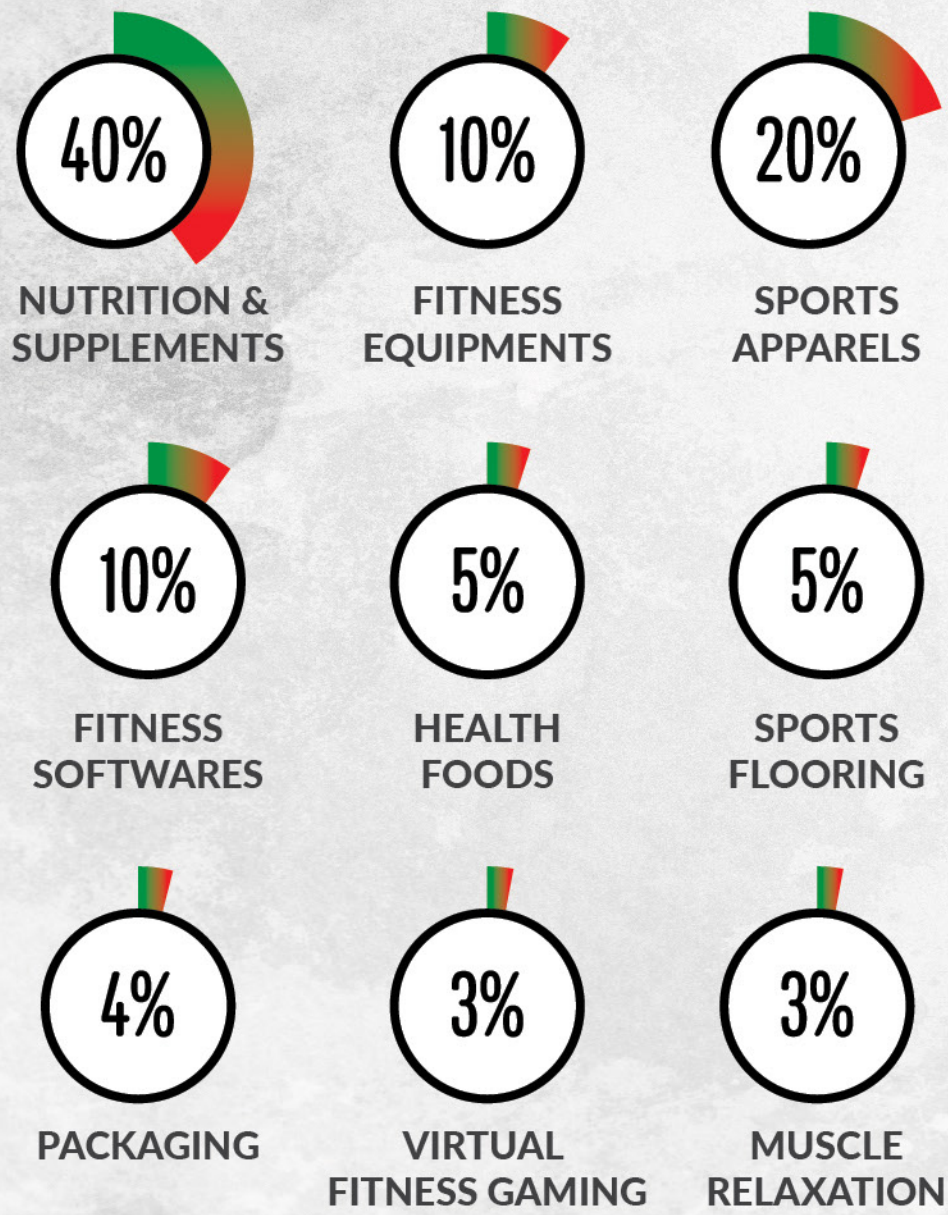
In an effort to maintain a variety of products and services being exhibited at the Expo, the organizers reserve the right to select and regulate the number of companies exhibiting in any one product category. Reserve your place today!



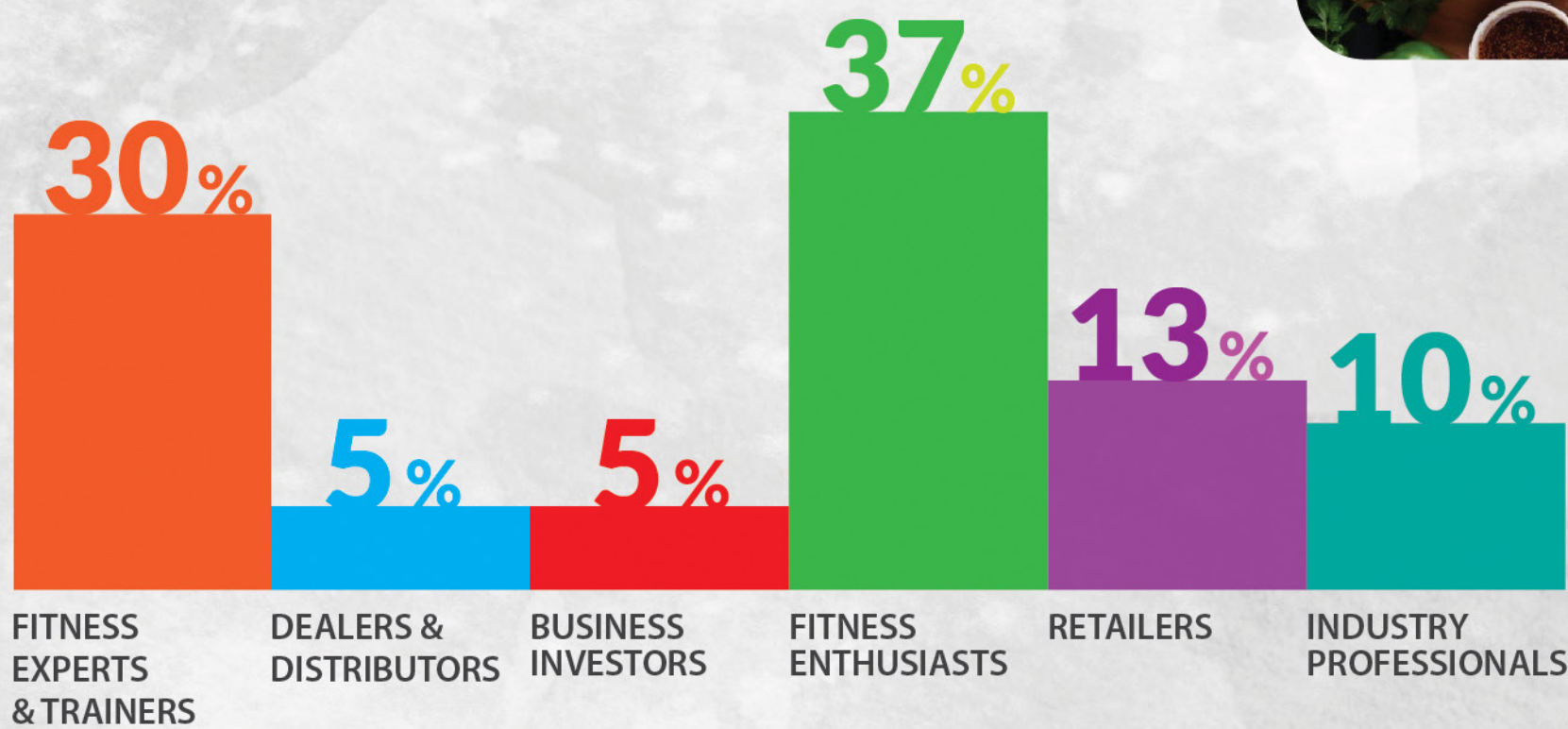
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- »» The ideal platform to Launch your latest products and services
 - »» An opportunity to boost your sales by selling or sampling your products/services
 - »» Raise industry awareness of your company
 - »» The ability to interface and build relationships with customers 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 media attention

**WHY
EXHIBIT?**

TARGET MARKET



VISITOR PROFILE



PLATINUM PACKAGE

RIGHTS

- Company logo incorporated into the logo of Sheru Classic Italian Pro Qualifier & Pro Show "Presented by"
- Exclusive rights to the Sheru Classic Italian Pro Qualifier & Pro Show brand and logo for use in publicity and promotional material that has been pre - approved by the organizers of Sheru Classic Italian Pro Qualifier & Pro Show

SHERU CLASSIC ITALIAN PRO QUALIFIER & PRO SHOW ADVERTISING AND MARKETING BENEFITS

- Inclusion in Sheru Classic Italian Pro Qualifier & Pro Show brand activations and promotional events

INCLUSION OF CORPORATE LOGO IN ADVERTISING AND MARKETING MATERIALS RELATED TO SHERU CLASSIC ITALIAN PRO QUALIFIER & PRO SHOW / 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 for a one (1) month period (locations to be determined)

ONLINE

- Diamond Digital Promo Kit
- Permanent banner on the Sheru Classic Italian Pro Qualifier & Pro Show homepage with link to sponsor website
- Inclusion of corporate logo in the email blasts to the Sheru Classic Italian Pro Qualifier & Pro Show - 100% ratio of logo sizes
- Inclusion of corporate logo on shared promotional online ads - 4 weeks prior to Sheru Classic Italian Pro Qualifier & Pro Show

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 Sheru Classic Italian Pro Qualifier & Pro Show
- Access to images and video footage of Sheru Classic Italian Pro Qualifier & Pro Show for promotional and advertising use (subject to the corresponding approvals)

GOLD SPONSORSHIP

BRANDING ON – SITE

- Sheru Classic Italian Pro Qualifier & Pro Show 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 Sheru Classic Italian Pro Qualifier & Pro Show – 100% ratio of logo size and center position
- Inclusion of corporate logo on the banner located at the main entrance to Sheru Classic Italian Pro Qualifier & Pro Show (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

SHERU CLASSIC ITALIAN PRO QUALIFIER & PRO SHOW 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 Sheru Classic Italian Pro Qualifier & Pro Show
- 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 Sheru Classic Italian Pro Qualifier & Pro Show Official Guide – 1 page
- Inclusion of corporate logo in the directory of the Official Guide of Sheru Classic Italian Pro Qualifier & Pro Show

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 Sheru Classic Italian Pro Qualifier & Pro Show 2022" to air on the SC-NPC

YOUTUBE CHANNEL

- Sponsorship of two (2) sections in the Special Program " Best of Sheru Classic Italian Pro Qualifier & Pro Show 2022"
- One (1) email blast with exclusive company material
- One (1) HPTO " Home Page Take Over" for Title Sponsor of Sheru Classic Italian Pro Qualifier & Pro Show 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 Sheru Classic Italian Pro Qualifier & Pro Show
- Presence in the official video of Sheru Classic Italian Pro Qualifier & Pro Show
- Presence in the media plan post Sheru Classic Italian Pro Qualifier & Pro Show
- Creation of post event email marketing campaign

SHERU CLASSIC ITALIAN PRO QUALIFIER & PRO SHOW



BOOTH SIZE	NO. OF BOOTHS	BOOTH PRICES
NOT SPONSORING		
10X10	1	€2,000
10X20	2	€4,000
10X30	3	€6,000
10X40	4	€8,000
10X50	5	€10,000
BRONZE SPONSOR	1 FREE	
10X10	1	€8,500
10X20	2	€10,500
10X30	3	€12,500
10X40	4	€14,500
10X50	5	€16,000
SILVER SPONSOR	4 FREE	
10X40	4	€20,000
10X50	5	€22,000
10X60	6	€24,000
10X70	7	€26,000
10X80	8	€28,000
10X90	9	€30000

BOOTH SIZE	NO. OF BOOTHS	BOOTH PRICES
GOLD SPONSOR	8 FREE	
10X80	8	€40,000
10X90	9	€42,000
20X40	8	€40,000
20X50	10	€44,000
20X60	12	€48,000
20X80	16	€54,000
20X90	18	€56,000
DIAMOND SPONSOR	12 FREE	
20X60	12	€16,000
20X70	14	€64,000
20X80	16	€66,000
20X90	18	€68,000
20X100	20	€70,000
20X110	22	€72,000
20X120	24	€74,000

2022 SHERU CLASSIC ITALIAN PRO CHAMPIONSHIPS & EXPO

JUNE 25TH - 26TH
VENUE



PER SQUARE METER @ ₹ 18,500/-

STALL SIZE (IN SQ.MTRS)	COST OF STALL
60	₹ 11,10,000/-
30	₹ 5,55,000/-
15	₹ 2,77,500/-

Note: The Govt. taxes are applicable on above rates



SHERU CLASSIC ITALIAN PRO QUALIFIER & PRO SHOW

