



# SPONSORSHIP PROPOSAL

**ASIA FITNESS TODAY**

**15-18 JUNE 2023  
SYDNEY, NSW**

**MARKETED BY:**  
MKG Events Pty Ltd



# ABOUT THE EVENT

The inaugural AFT Sports Fitness Wellness Expo (AFTSFWE) is a four-day family expo that brings together over 100 hours of sports, fitness and wellness experiences under one roof! The programming celebrates Australia's Diversity & Inclusion and brings the best of Asia right in the heart of the City of Sydney with two signature fundraisers;

**Move8 Shop-until-you-Drop Walkathon in aid of All Together Now.  
Eat2Fit Secret Supper fundraising for Sight for All Foundation.**

Dive into vibrant discussions on health hacks and impact programs for lifestyle disease intervention. Learn about the latest sports innovations from the region. Sign up your under-18 year old for an eSports or Drone Sports tournament. Join us in-person or virtually from your living rooms, we'll be streaming to you LIVE from 15-18 June 2023!





# 1 SPORTS & FITNESS EXPO

Asia Pacific's Boutique Sports & Fitness Innovation B2B Showcase Expo. Find out what's new and the latest in fitness technology.

## 2 HEALTH & WELLNESS BAZAAR

Supporting Women Entrepreneurs in the Health, Beauty & Wellness industry with B2B Networking. AFT provides a Virtual & Physical Marketplace to market products to the Asia Pacific region.,





# 3 ASIA PACIFIC YOUTH FESTIVAL

A feisty collision of music and martial arts! Plus, Australia's gateway to international AirSports and eSports festivals.



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# 4 PUBLIC HEALTH CONVENTION

Live-streamed health talks with Asia Pacific's foremost authorities on tackling lifestyle diseases like Type 2 Diabetes, Chronic Kidney disease, Dementia and many more.







# 5 FIT FOR GOOD FUNDRAISERS

## 1. Move8 Shop-until-you Drop

Walkathon has participants on a treasure hunt, filling up their shopping bags with goodies! All for a good cause!

*Beneficiary: 'All Together Now', promoting racial harmony and anti- vilification.*

2. Who knew eating healthy could be so much fun?! Home cooks prepare delicious Asian Australian cuisine at the Eat2Fit Secret Supper Fundraiser.

*Beneficiary: 'Sight for All Foundation', in support of restoring sight for all.*





# TARGET AUDIENCE

SEGMENT	DEMOGRAPHIC
1. Sports Expo Entrepreneurs	B2B, sports industry, clubs & associations, sports volunteers & enthusiasts.
2. Health & Wellness Bazaar	B2B wholesale/retail, shoppers seeking value and quality.
3. Health Convention	Carers, prediabetics, people living with Type 2 diabetes or a noncommunicable disease.
4. Youth FEYST	Youth under 18-years
5. Secret Supper	Home cooks, health advocates, low-carb community, suitable for diabetics.





# TICKETING

EVENT TYPE (ENTRY FEE)	NO. OF PAX
1. Sports Expo (Free entry on sign-in)	5,000
2. Health & Wellness Bazaar (Free entry on sign-in)	5,000
3. Health Convention (A\$500 - A\$2,000 pp)	300
4. Youth FEYST (A\$110 - A\$250 pp)	500
5. Secret Supper (A\$150 - A\$300 pp)	500





# B2B EXHIBITORS

## Standard Expo Booth

- 3'x3' (1msq) space over 4-days
- Table, Chair & Branded Banner
- AFT Directory Listing

**A\$1,499**

## Premium Expo Booth

- 6'x6' (2msq) space over 4-days
- Table, Chair & Branded Banner
- Brand positioning
- Inclusion in Press release
- Inclusion in Digital campaign
- AFT Directory Listing
- Newsletter link

**A\$3,999**





# SPONSORSHIP OPPORTUNITY



## NAMING RIGHTS SPONSORSHIP - A\$250,000

In return for your support we can offer you the following:

- Naming title
- Top positioning logo on backdrop
- ATL (Outdoor/Radio) Ads package valued at A\$50,000
- Google Ads package valued at A\$50,000.
- Press release writing, translation (5 languages) and distribution services to APAC media (SINGAPORE, MALAYSIA, INDONESIA, AUSTRALIA/NZ) valued at A\$15,000.
- Vantage physical booth space 20' x 20' (6msq) over 4 days with branded arch at Expo valued at A\$20,000.
- Leaderboard Banner Advertisement (6-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$30,000.
- AFT Podcasts interview with a company spokesperson valued at A\$4,000.
- Front cover & Back Cover advertisements in Event Program valued at A\$10,000.
- Logo on all marketing materials (flyers, website, promo videos, podcast mention).
- Analytics Report.



## PLATINUM SPONSORSHIP - A\$100,000

In return for your support we can offer you the following:

- 1st tier logo on backdrop
- ATL (Outdoor/Radio) Ads package valued at A\$25,000.
- Social Media Ads package valued at A\$25,000.
- Press release writing, translation (5 languages) and distribution services to APAC media (SINGAPORE, MALAYSIA, INDONESIA, AUSTRALIA/NZ) valued at A\$15,000.
- Vantage physical booth space 20' x 20' (6msq) over 4 days at Expo valued at A\$15,000.
- MREC Box Advertisement Position 1 (6-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$15,000.
- AFT Podcasts interview with a company spokesperson valued at A\$4,000.
- Inside Front Cover advertisement in conference program valued at A\$5,000.
- Directory Listing (24-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$1,999.
- Logo on all marketing materials (flyers, website, promo videos, podcast mention).
- Analytics Report.

# SPONSORSHIP OPPORTUNITY



## **GOLD SPONSORSHIP - A\$50,000**

**In return for your support we can offer you the following:**

- 2nd tier logo on backdrop
- ATL (Outdoor/Radio) Ads package valued at A\$25,000.
- Press release writing, translation (5 languages) and distribution services to APAC media (SINGAPORE, MALAYSIA, INDONESIA, AUSTRALIA/NZ).
- Physical booth space 10' x 10' (3msq) over 4 days at Expo valued at A\$10,000.
- MREC Box Advertisement Position 2 (6-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$12,000.
- Directory Listing (24-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$1,999. Full-page advertisement in conference program valued at A\$4,000.
- Logo on all marketing materials (flyers, website, promo videos, podcast mention).
- Analytics Report.



## **SILVER SPONSORSHIP - A\$30,000**

**In return for your support we can offer you the following:**

- 3rd tier logo on backdrop
- ATL Digital Ads package valued at A\$10,000.
- BTL 50,000 A5 Flyers Ad package valued at A\$7,500.
- Press release writing and distribution services to AUSTRALIA/NZ media valued at A\$5,000.
- Physical booth space 10' x 5' (1.5msq) over 4 days at Expo valued at A\$6,000.
- MREC Box Advertisement Position 3 (6-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$10,000.
- Directory Listing (24-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$1,999.
- Half page advertisement in conference program valued at A\$3000.
- Logo on all marketing materials (flyers, website, promo videos, podcast mention).
- Analytics Report.



# SPONSORSHIP OPPORTUNITY



## BRONZE SPONSORSHIP - A\$20,000

In return for your support we can offer you the following:

- 4th tier logo on backdrop
- ATL Digital Ads package valued at A\$2,500.
- BTL 25,000 A5 Flyers Ad package valued at A\$2500.
- Press release writing and distribution services to AUSTRALIA/NZ media valued at A\$5,000.
- Physical booth space 10' x 5' (1.5msq) over 4 days at Expo valued at A\$2,500.
- Paid Advertorial in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$3,500.
- Directory Listing (24-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$1,999.
- Logo and listing in conference program.
- Logo on all marketing materials (flyers, website, promo videos, podcast mention).
- Analytics Report.



## COPPER SPONSORSHIP - A\$10,000

In return for your support we can offer you the following:

- 4th tier logo on backdrop
- BTL 10,000 Flyers Ad package valued at A\$2,000.
- Paid Advertorial in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$3,500.
- Directory Listing (24-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$1,999.
- Logo and listing in conference program.
- Logo on all marketing materials (flyers, website, promo videos)
- Analytics Report

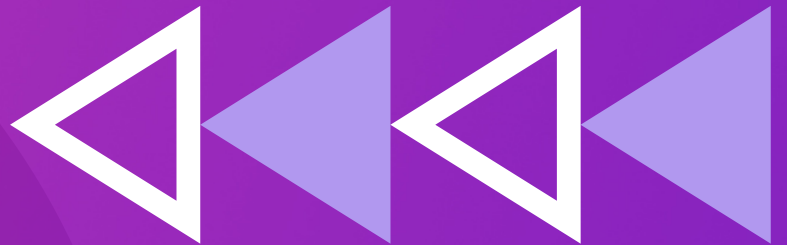
# SPONSORSHIP OPPORTUNITY



## GYM ENTRY SPONSORSHIP - A\$5,000

In return for your support we can offer you the following:

- BTL 10,000 Flyers Ad package valued at A\$2000.
- Premium Expo Booth valued at A\$3999 that includes:
  - 6' x 6' (2msq) space over 4-days
  - Table, Chair & Branded Banner
  - Brand positioning
  - Inclusion in Press release
  - Inclusion in Digital campaign
  - AFT Directory Listing in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$1999.
  - Newsletter link
  - Logo on marketing materials (flyers, website, promo videos)





# BENEFICIARIES

- Together, participants, sponsors and partners can make a change for themselves and for others too!
- We pledge to contribute 10% from respective fundraisers to these non-profit organisations.



<https://alltogethernow.org.au/>

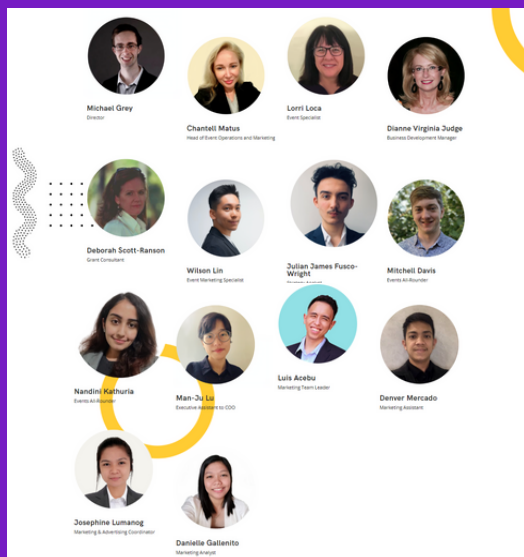


<https://sightforall.org/>

## PUBLICITY & PROMOTION PLAN

STRATEGIC PUBLIC RELATIONS	GROUND ACTIVATION & GUERILLA MARKETING	ADVERTISING
SOCIAL MEDIA	DIRECT MARKETING	GOVT RELATIONS
WORD OF MOUTH MARKETING	CORPORATE ENGAGEMENT & SPONSORSHIP	FITNESS COMMUNITY

# WHO WE ARE



- ★ Co-founders are passionate executives with a collective of 60 years of experience from PR, advertising, media & fitness industries.
- ★ Editorial advisory board comprising of athletes, physicians, educators, health professionals.
- ★ Established since 2005 in Kuala Lumpur and in Sydney since 2015!

★ View FLICKR Events Gallery:  
<https://www.flickr.com/photos/thegogroup>





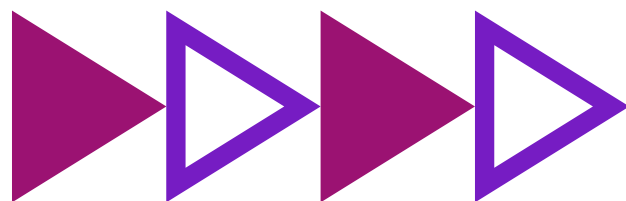
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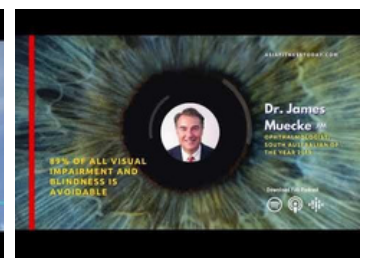
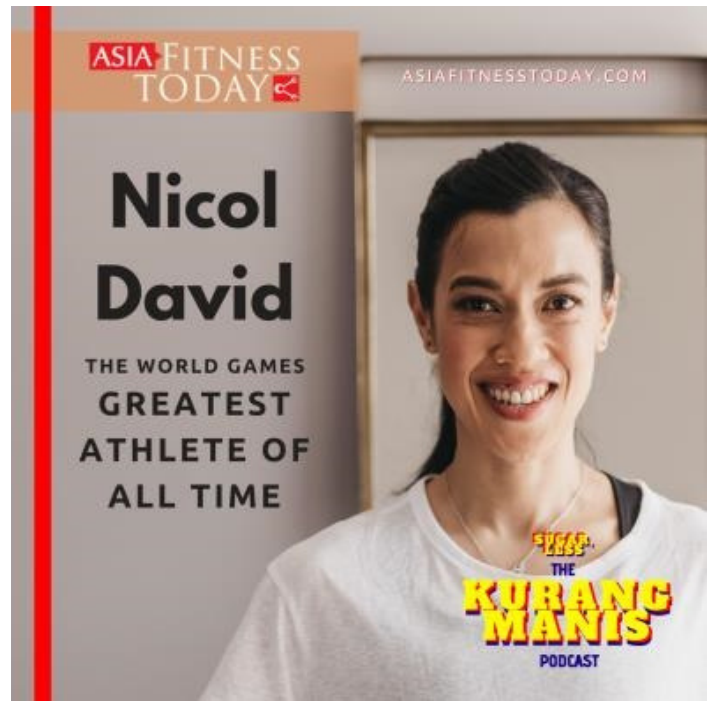
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ESTB 2005



# WHO WE ARE



## Meet Asia Pacific's Everyday Heroes

Conversations with Medical Practitioners, Athletes, Allied Health Practitioners, Leaders in the Arts and Sciences.



Available wherever you get your podcasts



# MEET THE COFOUNDERS



**JASMINE LOW**  
WRITER/PRODUCER  
CO-FOUNDER

**Award-winning Writer/Producer,  
Media & Creative Technology  
Specialist.**

Jasmine is a writer, producer and podcast host. A Motion Picture Association APAC Script-to-Screen Pitch (MY) 2nd prize winner for Kurang Manis, a documentary about lifestyle diseases, she lends 25 years of experience in media, marketing communication and technology to health and wellness advocacy through edutainment. She holds a B.Econs (Uni. of Sydney) and drives the content production and dissemination at A Fitness Today News Network.

**Safe Fitness Training Coach, Million  
Dollar Round Table Insurance  
Specialist, Treasurer of Exercise is  
Medicine Malaysia.**

Nikki is an ACE-certified fitness coach whose passion stemmed from her love of sports. An avid athlete since young, she decided to act on the love and passing on her knowledge to others. She has MOVED ASIA through Move8 & Fun Fit Friday safety fitness programs, gives talks on fitness and a producer, fixer and podcast host on the A Fitness Today News Network team.



**NIKKI YEO**  
HEAD, FITNESS INNOVATION  
CO-FOUNDER



**CONTACT US**

# CONTACT US

## For Further Information

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