



ARNOLD SPORTS FESTIVAL EUROPE 2024



MADRID

OCTOBER 11, 12 & 13, 2024

CENTRO MULTIUSOS DE LAS ROZAS
Av. DEL POLIDEPORTIVO, 22, LAS ROZAS DE MADRID, SPAIN



Description

WELCOME TO THE LARGEST MULTI-SPORTS EVENT IN EUROPE, WITH AN EXCITED ACTION PROGRAM FOR ALL AGES.



ARNOLD SPORTS FESTIVAL EUROPE IS AN EXTRAORDINARY EXPERIENCE.

If you love sports and fitness, this is your meeting point



This is **Arnold Sports Festival Europe**. An international EXPO and multi-sports event full of color and fun for all fans who love healthy lifestyle, sport and fitness.

Celebrated annually, **Arnold Sports Festival Europe** welcomes visitors and athletes from all over the world, gathered in the same space and with the same objective: to convert sport and healthy lifestyle into their way of life. It is a unique experience, in an unbeatable environment and sponsored by the multifaceted idol **Arnold Schwarzenegger**.

place of celebration

CENTRO MULTIUSOS DE LAS ROZAS

Av. del Polideportivo, 22,
Las Rozas de Madrid, Spain



Come to Las Rozas de Madrid!

Enjoy a unique experience while you discover this attractive municipality: live a day of shopping in its exclusive stores, enjoy our EXPOS, know our historical places and nature routes, delight in our restaurants after feeling the excitement of its unique sports facilities or simply connect with the beauty of our natural environment.



It is a Multipurpose venues, with shopping areas and a covered bull fighter arena.

The structure is made by reinforced concrete slabs, concrete and metal pillars and roof spatial metal (knots and bars).

This modern center celebrates numerous music festivals, EXPOS, sport events like the World Padel Tour, Crossfit championships, ice skating, bullfights, etc...

Las Rozas, a unique tourist destination that

combines the best of entertainment, sport and nature.

Las Rozas de Madrid is a municipality of Spain that belongs to the Community of Madrid and gets one of the most income per Capita, with a strong growth of population in the recent years. To the north it limits with the municipality of Torrelodones, to the south with Majadahonda, to the west with Villanueva del Pardillo and to the east with El Pardo neighborhood.

It is one of the largest municipalities in the community of Madrid, widely endowed with commercial and leisure level. It has three railways: El Pinar, Las Matas de Madrid and Las Rozas. Just 20 minutes from Puerta del Sol of Madrid.



the event



Sport, fitness trends, exhibitions, master classes and workshops where you may participate.

Three days of frenetic activity surrounded by the best fitness companies, sportswear brands, nutrition, sports equipment, beauty and health.

- Friday 11, Saturday 12 and Sunday 13 October 2024
- Fitness and healthy lifestyle EXPO
- Arnold Classic Europe Championships with all IFBB international fitness and bodybuilding categories
- IFBB Elite Pro Show with the best professional fitness bodybuilding athletes
- A huge variety of sports activities!



multi sport activities

The multisport has become one of the main claims of the event due to the great success of recent years with more than 40 sport modalities presented during the whole weekend including the iconic Arnold Classic Europe championships with more than 1,500 athletes from all over the world and from all categories of the International Federation of Fitness and Bodybuilding:

- International Fitness & Bodybuilding Championships
- Strongmen
- Weightlifting
- Powerlifting
- Arm wrestling
- Martial Arts
- Fitness challenge
- Cross Fit
- Street workout
- Street lifting
- Jump Rope
- Jumple
- Zumba
- Fit Flamenco
- Dancing
- Master classes
- And much more...



why being part of the Arnold Sports Festival Europe?



All eyes will be on Madrid.



Open to international markets.



New business opportunities.



Taylor made Sponsorship according to the needs of each company.



Strengthen your brand image.



New facilities.



Great media coverage: Social Networks, Streaming Platforms, National and International Television.



Presentation of your new brand/product.



The largest meeting point of the fitness industry.



Know the new market trends.



Private meetings with customers and companies in the market.



Greatest visibility and connectivity.



Direct contact with final consumer.



Visibility on stages, streaming and local and international media.



Business point for Europe, Africa and America.



With the appropriate promotional measures, we help you bringing the customers directly to your stand to get the best benefit of your investment.



our presence on social media

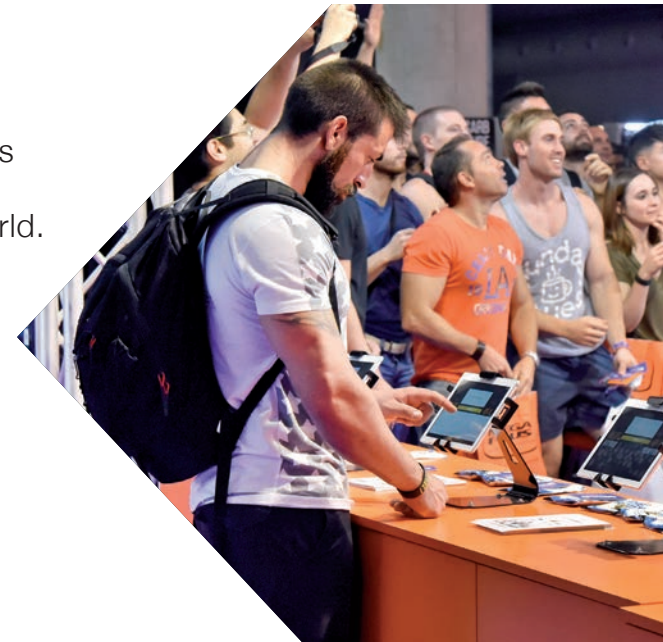
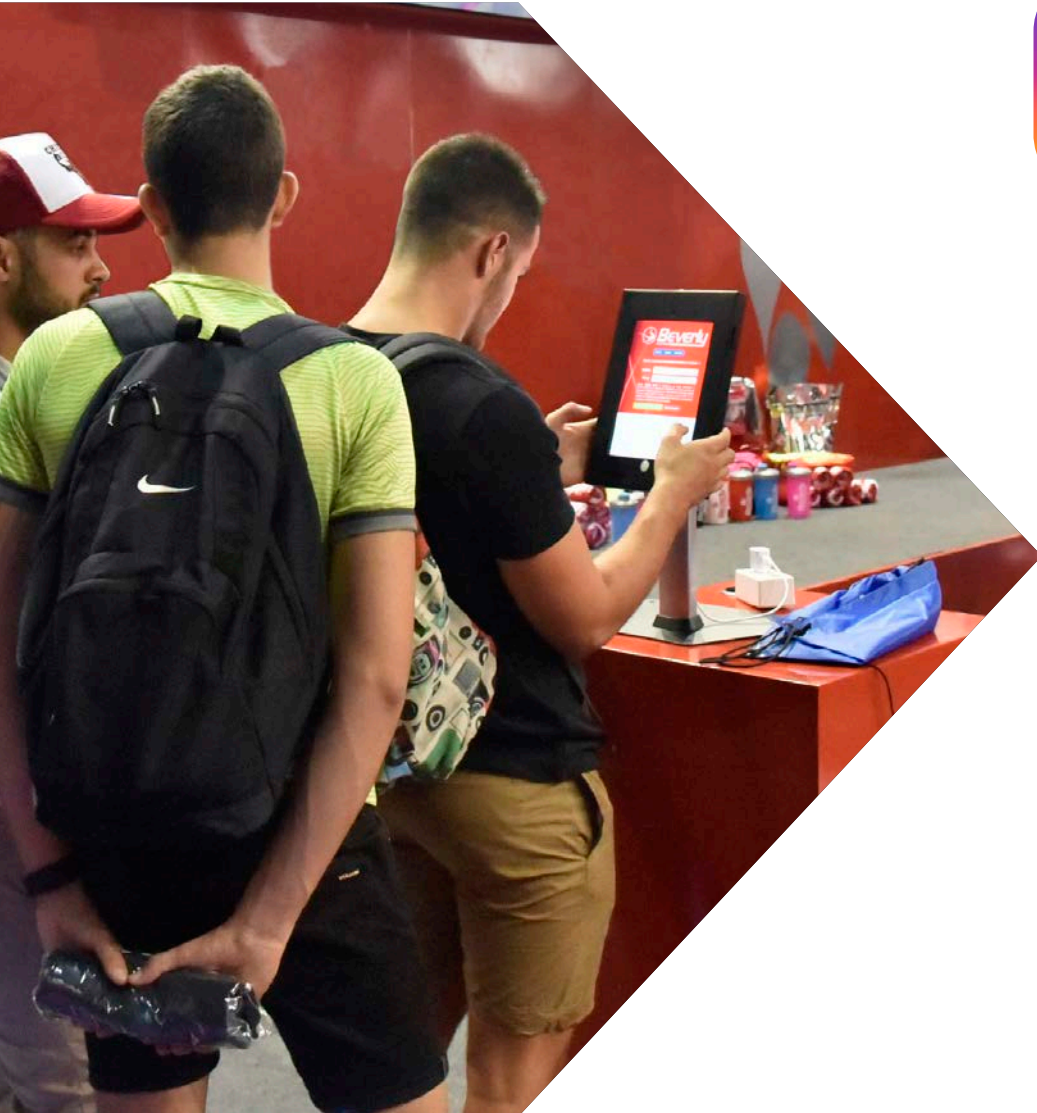
We have a very active presence in the main social media;



- With more than **150 million views**.
- and more than **1,125,200 direct followers** in **2023**.

These numbers increase with the reposts of members, followers, athletes and fans.

A wide-ranging portal that reaches athletes, companies, clubs and fitness lovers from all over the world.



ONLINE advertising

HOME EXPO & SPONSORS - DEPORTES & EVENTOS - VISITANTES - PRENSA NOTICIAS

ARNOLD SPORTS FESTIVAL EUROPE 2024

516 x 364 px

ARNOLD SPORTS FESTIVAL EUROPE

MUCHO MÁS QUE UNA FERIA. MUCHO MÁS QUE UN EVENTO DEPORTIVO. MUCHO MÁS QUE UN PUNTO DE ENCUENTRO DE LOS AMANTES DEL FITNESS. ARNOLD SPORTS FESTIVAL EUROPE ES UNA EXPERIENCIA EXTRAORDINARIA.

Esto es el ASFE. Un evento multideportivo y multitudinario celebrado anualmente para todos los fans del estilo de vida saludable, el deporte, el fitness y la nutrición, vengan de donde vengan, todas las nacionalidades son bienvenidas. Arnold Sports Festival Europe acoge visitantes, atletas y empresas de todas partes del mundo, reunidas en el mismo espacio y con un mismo objetivo: hacer del deporte y de la vida sana, su medio de vida a través de diversas formas ya sea compitiendo, entrenando, como espectador, alimentándose o poniendo a la venta sus productos. Es una experiencia en la que ampliar, desarrollar e intercambiar conocimientos, en un ambiente inmejorable y apadrinado por el polifacético Arnold Schwarzenegger.

Si te interesa el deporte y el wellness, este es tu sitio.

150	50000	6000	80
EMPRESAS	VISITANTES	ATLETAS	PAISES

Make your brand visible in our online media! With 1 million followers and more than 150 million impressions per year, it is the best platform to reach the biggest impact of your brand.

- **NEWSLETTER**

Our newsletter is sent periodically to our thousands of subscribers.

- **BANNERS**

Space on the Arnold Sports Festival Europe website to get the best visibility of your brand.

- **SOCIAL MEDIA**

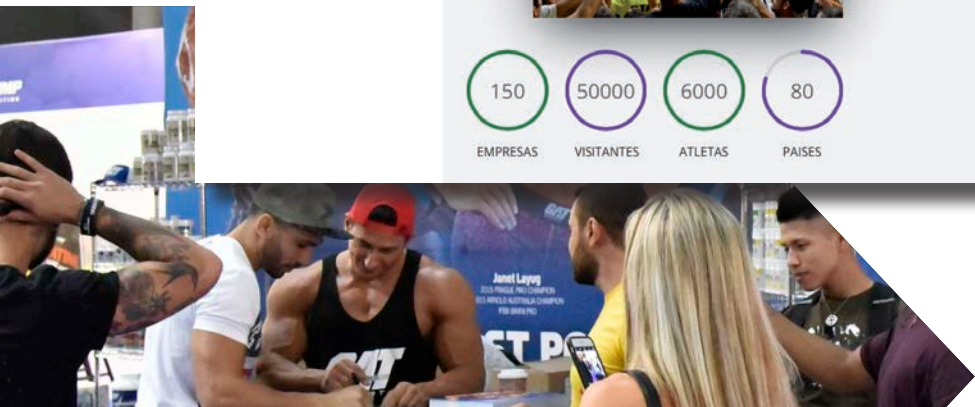


Promotion on our social networks (Instagram, Facebook Tik Tok & Youtube) through

- Stories*
- Posts
- Videos
- Followers: **more than 1 million**
- Reach and Impressions: **more than 45 million**

*The Organization reserves the right to publish as often as deemed appropriate.

Social Media: Arnold Sports Festival Europe, IFBB; IFBB Elite Pro & Fitness Style.



ONLINE advertising



- **LINK ON THE WEB**

Insertion of the company logo linked to the respective web site.

- **TICKETS**

Logo printed in electronic tickets.



- **MAGAZINE FitnessStyle**

Our Fitness Style magazine, that reaches thousands of athletes and fans around the world, has a space reserved for your company through:

- Advertisements
- Articles

- **LOGO ON THE OFFICIAL FLYER**

- **ADVERTISING IN THE OFFICIAL WEBSITE**

<https://arnoldsportsfestivaleurope.com/>

to bring the best visibility of your brand

ONLINE advertising



There are many options inside the Expo where you can get visibility for your brand:

- **WRISTBANDS**
Your logo printed in our access wristbands.

- **HOSTESSES SERVICE**

- **FOOTPRINTS**
Printed in the corridors of the pavilion, your footprints will lead to your stand.
- **CUSTOMIZED CARPETS**



- **3D STRUCTURE FOR OUR SPONSORS**



advertising media



• PHOTO CALLS



• BANNERS



• VINYLs

• ROLLUPS

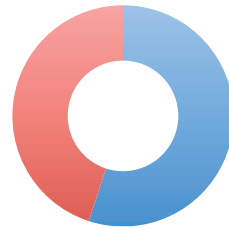
and many other advertising supports tailor made for your company.



demographic data

MORE THAN 30,000 VISITORS ARE EXPECTED DURING THE 3 DAYS OF EVENT

45% ♀



55% ♂



80% of visitors in a range between 20-45 years



Athletes and visitors from more than 80 countries



Friday 11, 10:00 a.m. to 8:00 p.m.
Saturday 12, 10:00 a.m. to 8:00 p.m.
Saturday 12, 20:00 p.m. to 22:30 p.m.
(IFBB Elite Pro Show)
Sunday 13, 10:00 a.m. to 17:00 p.m.

exhibition space

▶ WE BUILD YOUR OWN TAYLOR MADE BOOTH SPACE

- Modular stand (From 9m²)
- Design stand (From 50m²)

▶ SPECIAL PRICES FOR SPORTS EQUIPMENT COMPANIES



FEEL FREE TO CONTACT US:
sponsors@arnoldclassiceurope.es

BE PART OF THE LARGEST AND MOST FAMOUS
MULTI SPORTS SHOW IN EUROPE!



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