

2024 CrossFit Invitational Partners

Interested in getting your brand in front of the active lifestyle community of Vietnam?

On November 2, 2024 CrossFit Tay Ho will be hosting the 2nd annual CrossFit Tay Ho Invitational, a series of fitness competitions/events here in Hanoi. This fitness competition will consist of 24 mixed teams (2 male/2 female) competing in five events throughout the day.

We are looking to partner with like minded brands to sponsor the winners prize packs and/or one of the events.

Who is CrossFit Tay Ho?

CrossFit is Hanoi's fitness hub for health and wellness. CrossFit is committed to creating a welcoming and inclusive environment for everyone. The sport is still young in Vietnam, CrossFit Tay Ho is one of two CrossFit gyms in Hanoi, and was the very first in Vietnam entirely. We have a well-established community of 100+ expats and locals, and we are forging the future of functional fitness here in Vietnam. As part of this, we are organizing and hosting Vietnam's second national Invitational.

What is the CrossFit Tay Ho Invitational?

The Invitational is a full day, multiple event fitness competition. The event has athletes moving through five different challenges in two locations around Hanoi (CrossFit Tay Ho Gym and To Ngoc Van Fields) and ending with just three teams taking the top spots.

We expect there to be well over 100 health and fitness enthusiasts either competing or spectating on the day. Athletes and spectators from other CrossFit Gyms in Vietnam will be invited to compete and will be turning up with spectators and fans of the sport.

Types of Sponsorships

We are looking for donors of sponsored gifts (items/services/experiences/vouchers) for the overall competition winners prize purses, single event winners, and/or athlete swag bags. There are a variety of ways to get involved, and we are open to any other ideas/thoughts you may have around donations:

Workout Sponsorship:

- Donate a prize for each winning team member (4-12 items)
- Donate a prize for one winning team of an event (4 items)

Event Sponsorship

- Donate vouchers/items for the athlete SWAG bags

Operational Sponsorship

- Provide services to assist in the operation of the event (catering, beverages, entertainment or logistics)

Vendor Village Registration - request information

We are offering booths/tables at our vendor village on the day of the event. This will provide opportunities for direct sales on the day as well as exposure and straightforward lead generation.

We are looking for businesses and brands related to:

- Catering
- Beverages
- Apparel
- Sports Nutrition
- Health Products
- Sporting Goods and Products

How Will My Business/Service Benefit from the CrossFit Tay Ho Invitational?

This opportunity would suit companies that may be looking to position themselves in the fitness scene here in Hanoi. But also, with teams from HCMC registering for the event too, there is a great opportunity for exposure to a much wider geographical audience.

CrossFit Tay Ho strives to be the hub for sport, fitness, health and wellness in the city and at The Invitational, the demographic of attendees (competitors and spectators) will all have a keen interest in products and services in line with those principles.

If Your Business is a Sponsoring Partner, CFTH Will Do the Following:

Lead Up to Competition

- Intentional Promotional Inclusion in the CFTH Invitational social media strategic plan
- Company name endorsed on the CFTH Invitational Website Page

Competition Weekend

- Logo placement on official 2024 CFTH Invitational athlete and judges t-shirt (if confirmed before October 7)
- Promotional Opportunity to contribute materials for athlete, judge and volunteer Swag Bags
- Representative from your company will be welcomed to come and be a part of the podium ceremony (if interested)
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Social Media

- Listed in the CFTH Invitational Event Program
- Included in sponsor article on website
- Included in group sponsor FB/Instagram posts
- Logo and link to website included in pre-event information email sent to all athletes and judges
- Logo and link to website included in post-event thank you email sent to all athletes, judges

Target Demographics

The CrossFit Tay Ho Invitational target audience is male and female athletes ranging in age from 20-50 years. The athletes will bring an average of 2 "others" with them. This includes friends and family. There are five CrossFit gyms throughout Vietnam that engage in this type of training regularly with at least 70 members. We anticipate that one-third to one-half of these members would come as spectators, and likely bring at least one visitor with them.

