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MAGNÚS VER MAGNÚSSON

STRONGMAN CLASSIC



MAGNÚS VER

MAGNÚSSON

STRONGMAN CLASSIC

SPONSORSHIP PROPOSAL
2025



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MAGNÚS CLASSIC SERIES FOUNDER

MAGNÚS VER MAGNÚSSON FIRST TURNED HIS TALENTS TOWARDS POWERLIFTING, WINNING EUROPEAN AND WORLD CHAMPIONSHIPS.

IN 1985, MAGNÚS BEGAN COMPETING IN STRONGMAN. HE WON HIS FIRST WORLD'S STRONGEST MAN TITLE IN 1991, AND THEN ANOTHER 3 TIMES IN 1994-1996. MAGNÚS WON MANY OTHER STRONGMAN TITLES INCLUDING, ICELAND'S STRONGEST MAN AND ICELAND'S STRONGEST VIKING, BOTH NUMEROUS TIMES.

MAGNÚS SPENT HIS CAREER MAKING SURE HE WAS NOT ONLY THE STRONGEST STATICALLY, BUT THE QUICKEST AND MOST DYNAMIC ATHLETE.

IN 2019, AFTER NOT COMPETING FOR 14 YEARS, MAGNÚS AWED CROWDS BY SETTING A PHENOMENAL TIME OF 101.2 SECONDS ON THE HERCULES HOLD.

MAGNÚS FREQUENTLY JUDGES STRONGMAN COMPETITIONS AND HAS A REPUTATION FOR BEING A FIRM AND FAIR REFEREE. HE OWNS THE WORLD FAMOUS JAKABÓL, NEST OF GIANT'S, GYM IN KÓPAVOGUR, ICELAND.



THE MAGNÚS VER MAGNÚSSON STRONGMAN CLASSIC ICELAND IS A WORLD CLASS STRONGMAN EVENT THAT FEATURES TRADITIONAL ICELANDIC STRENGTH AT ITS CORE. MAGNÚS VER MAGNÚSSON, AS 4X WORLD STRONGEST MAN AND LEGENDARY ICELANDER, CREATED THIS ANNUAL EVENT BECAUSE HE WANTED TO HIGHLIGHT THE FOUNDATIONS OF STRENGTH - ITS REALITY AND TRADITION. STRENGTH IS A MEASURE OF LIVING SUCCESSFULLY IN ICELAND - THE VIKING LIFE!

THE MAGNÚS VER MAGNÚSSON STRONGMAN CLASSIC TAKES PLACE EVERY YEAR IN VARIOUS LOCATIONS ACROSS ICELAND. WITH INCREDIBLE ATHLETES COMPETING OUTDOORS IN BEAUTIFUL ICELANDIC LOCATIONS, IT HAS QUICKLY BECOME A RENOWNED EVENT ON THE STRONGMAN CIRCUIT BY ATHLETES AND FANS ALIKE. NOT ONLY ARE ATHLETES COMPETING IN GRUELING EVENTS, BUT THEY MUST ALSO BATTLE THE ELEMENTS OF ICELANDIC WINTER. AUDIENCES CAN EXPECT TO SEE COMPETITORS TESTED WITH EVENTS SUCH AS DEADLIFT, STONE CARRY, AND FARMER'S WALK. WITH MAGNÚS AS EVENT DESIGNER AND COMPETITION OFFICIATE, IT'S ALWAYS EXHILARATING!

THE ATHLETES COME FROM ALL OVER THE WORLD AND HAVE PROVEN THEMSELVES TO BE TOP ATHLETES IN THE SPORT OF STRONGMAN. A NUMBER OF THESE COMPETITORS WILL HAVE BEEN SELECTED BASED ON THEIR PERFORMANCE AT QUALIFYING EVENTS AROUND THE WORLD.

MAGNÚS HAS NOT ONLY DEVELOPED AN EVENT TO HIGHLIGHT ICELAND AND ITS TRADITIONS, BUT HE HAS ALSO BROUGHT NEW EXCITEMENT TO THE REALM OF STRENGTH ATHLETICS. THE UNIFIED COMMENT WE HEAR IS, "LEAVE IT TO MAGNÚS TO BRING BACK TRADITIONAL STRENGTH!"

EXPOSURE POTENTIAL

THE NUMBERS FOR THE POTENTIAL EXPOSURE CAN BE SEEN ON THE SIDE BAR. HOWEVER, IT IS IMPORTANT TO REMEMBER THAT THIS DOES NOT REFLECT THE GROWTH THAT CONTINUES TO TAKE PLACE IN THE SPORT OF STRONGMAN.

WE WORK WITH PEOPLE AND ENTITIES, WHO HAVE REACH IN THE SPORT OF STRONGMAN, TO HAVE THE MAGNÚS VER MAGNÚSSON STRONGMAN CLASSIC PROMOTED THROUGH THEM AS WELL. SEE THE SIDE BAR FOR A LIST.

THE EXPOSURE FOR SPONSORS DOESN'T STOP WITH THE EVENT. THE ATHLETES INVOLVED ALSO PROMOTE THROUGH THEIR OWN SOCIAL CHANNELS. THE MAGNÚS VER MAGNÚSSON STRONGMAN CLASSIC ATHLETES ARE SOME OF THE TOP RANKING FROM ACROSS THE GLOBE AND INCLUDE WORLD'S STRONGEST MAN FINALISTS, NATIONAL CHAMPIONS, GIANT'S LIVE PODIUM FINISHERS, AND MORE! THEY BRING WITH THEM A GLOBAL FAN BASE AND REACH!

THE COMPETITION IS ALSO LIVESTREAMED THROUGH OFFICIALSTRONGMAN.COM AND THEN MADE AVAILABLE ON MAGNUS CLASSIC TV YOUTUBE AFTER THE COMPETITION HAS ENDED! THIS ENSURES A GLOBAL REACH FOR VIEWERS!



**BRAND +
ATHLETES
INSTAGRAM
200K +**



**DEDICATED
WEBSITE
GLOBAL
REACH**



**BRAND +
ATHLETE
FACEBOOK
200K +**



**PEOPLE AND
ENTITIES WHO
PROMOTE WITH US**

- GIANTS LIVE
- WORLD'S STRONGEST MAN
- OFFICIAL STRONGMAN
- LAURENCE "BIG LOZ" SHAHLAEI

THE EXPENDITURE

THERE ARE MANY DIFFERENT ELEMENTS THAT CONTRIBUTE TO THE SUCCESS OF THE MAGNÚS VER MAGNÚSSON STRONGMAN CLASSIC. WE DO NOT CHARGE AUDIENCES FOR ATTENDING AND VIEWING IN PERSON. HOWEVER, THIS DOES MEAN THAT WE RELY ON OUR SPONSORS TO HELP COVER THE COSTS OF A SUCCESSFUL COMPETITION.

THESE EXPENSES INCLUDE:

- ATHLETE ACCOMMODATIONS
- SUPPORT CREW ACCOMMODATIONS
- ATHLETE FLIGHTS
- VEHICLE RENTALS FOR ATHLETES TRANSPORT
- VEHICLE RENTALS FOR EQUIPMENT TRANSPORT
- ATHLETE SHIRTS
- SUPPORT CREW SHIRTS
- SPONSOR BANNERS FOR EVENTS
- TROPHIES
- LIVESTREAM EQUIPMENT AND CREW
- COMMENTATOR HIRE
- MEDICAL AND PHYSIO SUPPLIES
- MEALS FOR ATHLETES
- MEALS FOR SUPPORT CREW
- ATHLETE PRIZE PURSE



SPONSORSHIP PACKAGES

TITLE SPONSOR

THE TITLE SPONSOR IS THE TOP LEVEL SPONSOR PACKAGE. YOUR COMPANY OR BRAND WILL BE THE PRESENTING SPONSOR IN THE TITLE OF THE SHOW, MAGNÚS VER MAGNÚSSON STRONGMAN CLASSIC PRESENTED BY "YOUR COMPANY OR BRAND NAME". YOUR BRANDING/LOGO WILL BE ON ONE SIGN DURING EVERY EVENT AND DURING YOUR SPECIFIC SPONSORED EVENT, THREE SIGNS WILL BE PROMINENTLY PLACED. ATHLETES WILL WEAR YOUR LOGO ON THEIR SHIRTS FOR THE EVENT, INTERVIEWS, AND PHOTOS. THE FOLLOWING IS ALSO INCLUDED:



PROMOTION THROUGH
EVENT SOCIALS PRE &
POST EVENT



INCLUDED ON EVENT
WEBSITE



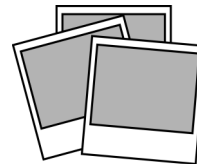
BANNERS DISPLAYED
DURING DEDICATED EVENT



ANNOUNCED DURING
THE COMPETITION &
LIVESTREAM



ATHLETE SHIRT WITH ONLY
YOUR LOGO FOR EVENT



PHOTOS FROM YOUR
EVENT SHARED WITH
YOU & ON SOCIALS



COMMENTATING AND EQUIPMENT
TEAMS WEARING YOUR LOGO
DURING THE WEEKEND

PLATINUM SPONSOR

THE PLATINUM SPONSOR LEVEL WILL PROVIDE EXPOSURE FOR YOUR COMPANY OR BRAND ON A DEDICATED EVENT AND THROUGHOUT THE WHOLE COMPETITION. YOUR BRANDING/LOGO WILL BE ON ONE SIGN DURING EVERY EVENT AND DURING YOUR SPECIFIC SPONSORED EVENT, THREE SIGNS WILL BE PROMINENTLY PLACED. ATHLETES WILL WEAR YOUR LOGO ON THEIR SHIRTS FOR THE EVENT, INTERVIEWS, AND PHOTOS. THE FOLLOWING IS ALSO INCLUDED:



PROMOTION THROUGH
EVENT SOCIALS PRE &
POST EVENT



INCLUDED ON EVENT
WEBSITE



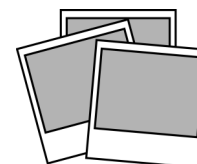
BANNERS DISPLAYED
DURING DEDICATED EVENT



ANNOUNCED DURING
THE COMPETITION &
LIVESTREAM



ATHLETE SHIRT WITH ONLY
YOUR LOGO FOR EVENT



PHOTOS FROM YOUR
EVENT SHARED WITH
YOU & ON SOCIALS

SPONSORSHIP PACKAGES

GOLD SPONSOR

THE GOLD SPONSOR LEVEL WILL PROVIDE EXPOSURE FOR YOUR COMPANY OR BRAND. YOU WILL GET SOCIAL MEDIA ANNOUNCEMENTS, COMMENTATOR ANNOUNCEMENTS, AND THE FOLLOWING:



PROMOTION THROUGH
EVENT SOCIALS PRE &
POST EVENT



INCLUDED ON EVENT
WEBSITE



ANNOUNCED DURING
THE COMPETITION &
LIVESTREAM

SILVER SPONSOR

THE SILVER SPONSOR LEVEL WILL PROVIDE EXPOSURE FOR YOUR COMPANY OR BRAND THROUGH ONLINE & DIGITAL PROMOTION:



PROMOTION THROUGH
EVENT SOCIALS PRE &
POST EVENT



INCLUDED ON EVENT
WEBSITE

PLEASE REACH OUT WITH ANY QUESTIONS
REGARDING SPONSORSHIP PACKAGES



FOR ALL SPONSORSHIP INQUIRIES

CONTACT US

IF YOU WOULD LIKE TO DISCUSS ANY OF THE PACKAGES PRESENTED IN THIS DOCUMENT OR DISCUSS OTHER WAYS THAT YOU CAN SUPPORT THE MAGNÚS VER MAGNÚSSON STRONGMAN CLASSIC, PLEASE REACH OUT TO US VIA EMAIL:

MVM@MAGNUSCLASSICSERIES.COM

CHECK OUT OUR WEBSITE

WWW.MAGNUSCLASSICSERIES.COM



UNLEASH YOUR STRENGTH
BUILD YOUR LEGACY



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MAGNUSSON

STRONGMAN CLASSIC