

1

MAGNÚS VER MAGNÚSSON STRONGMAN CLASSIC



MAGNÚS VER
MAGNÚSSON
STRONGMAN CLASSIC
6-8 NOV. 2026
ICELAND

**GLOBAL STRENGTH
RAW TRADITION**



THE LEGACY

BUILT BY A 4X WORLD'S STRONGEST MAN. MAGNÚS VER MAGNÚSSON IS ONE OF THE MOST RESPECTED FIGURES IN STRENGTH SPORT HISTORY!

- ◆ 4X WORLD'S STRONGEST MAN CHAMPION
 - ◆ EUROPEAN IPF POWERLIFTING CHAMPION
 - ◆ INTERNATIONAL ICON OF STRENGTH ATHLETICS
- MAGNÚS' NAME CARRIES CREDIBILITY, AUTHORITY, AND GLOBAL RECOGNITION.

WHEN BRANDS PARTNER HERE - THEY BORROW THAT LEGACY!



THE OPPORTUNITY

PARTNER WITH A LEGEND, REACH A GLOBAL STRENGTH AUDIENCE.

THE MAGNÚS VER MAGNÚSSON STRONGMAN CLASSIC IS ONE OF THE MOST AUTHENTIC AND VISUALLY POWERFUL STRENGTH EVENTS IN THE WORLD. SET IN THE RAW LANDSCAPES OF ICELAND AND LED BY A 4X WORLD'S STRONGEST MAN, THIS EVENT BLENDS

- ◆ ELITE INTERNATIONAL ATHLETES
- ◆ ICONIC NATURAL ENVIRONMENTS
- ◆ DIGITAL REACH
- ◆ HIGHLY ENGAGED STRENGTH AUDIENCES

THIS IS NOT JUST SPONSORSHIP, THIS IS BRAND ALIGNMENT WITH STRENGTH AND LEGACY!

CONTENTS

THE LEGACY	2
THE OPPORTUNITY	
THE EVENT	3
GLOBAL REACH & EXPOSURE	4
WHY INVEST?	5
SPONSOR	6
PACKAGES	
PARTNER WITH US	7



THE EVENT WHERE TRADITION MEETS ELITE PERFORMANCE

THIS IS NOT A STANDARD ARENA SHOW.

THIS IS:

- ◆ OUTDOOR COMPETITION IN ICELAND'S EXTREME ENVIRONMENT
- ◆ EVENTS ROOTED IN TRADITIONAL STRENGTH (NATURAL STONES, CARRIES, DEADLIFTS)
- ◆ ATHLETES BATTLING WEIGHT AND WEATHER

IT CREATES UNMATCHED VISUAL CONTENT AND STORYTELLING.

THE RAWNESS AND 'OLD SCHOOL' FEEL IS WHY GLOBAL STRENGTH AUDIENCES LOVE THIS SHOW AND SAY IT IS THEIR FAVORITE OF THE YEAR!

GLOBAL REACH & EXPOSURE

YOUR BRAND. SEEN WORLDWIDE.

THE MAGNÚS CLASSIC DELIVERS EXPOSURE ACROSS MULTIPLE HIGH-IMPACT CHANNELS:

DIGITAL REACH

- ◆ 200K+ INSTAGRAM AUDIENCE
- ◆ 200K+ FACEBOOK AUDIENCE
- ◆ GLOBAL ATHLETE AUDIENCES (COMBINED REACH 1 M+)

CONTENT DISTRIBUTION

- ◆ LIVESTREAM VIA OFFICIAL STRONGMAN PLATFORM
- ◆ FULL EVENT REPLAY ON YOUTUBE
- ◆ ATHLETE-DRIVEN CONTENT ACROSS PERSONAL CHANNELS

PROMOTED THROUGH

- ◆ GIANTS LIVE NETWORK
- ◆ WORLD'S STRONGEST MAN NETWORK
- ◆ TOP ATHLETES & INFLUENCERS IN STRONGMAN

YOUR BRAND DOESN'T JUST APPEAR - IT TRAVELS!

ADDITIONAL SHARED CONTENT:

- BEHIND THE SCENES VIDEOS
- ATHLETE RECAPS POST-EVENT
- PROMOTER RECAP POST-EVENT
- PREVIEW & WRAP UP VIDEOS FROM STRONGMAN COMMENTATORS



WHY INVEST?

YOUR INVESTMENT DIRECTLY POWERS A WORLD-CLASS INTERNATIONAL EVENT AND ATHLETE EXPERIENCE.

STRONGMAN FANS ARE:

- ◆ LOYAL AND BRAND-DRIVEN
- ◆ A NICHE AUDIENCE THAT BUYS WHAT THEY TRUST
- ◆ BUYERS OF EQUIPMENT, APPAREL, SUPPLEMENTS, AND SERVICES



WHAT DO YOU GET AS A SPONSOR?

- ◆ ON-SITE VISIBILITY (BANNERS, EVENT INTEGRATION)
- ◆ DIGITAL AMPLIFICATION (SOCIAL, LIVESTREAM, AND REPLAY)
- ◆ ATHLETE ASSOCIATION (KNOWN & TRUSTED FACES WEARING YOUR BRAND)
- ◆ CONTENT CREATION (PHOTOS & VIDEOS)

EVERY PARTNERSHIP IS DESIGNED FOR MAXIMUM EXPOSURE. YOU ARE NOT JUST SEEN. YOU ARE EMBEDDED INTO THE EVENT EXPERIENCE!



SPONSORSHIP COMPARISON

FEATURES	TITLE PARTNER	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER
EXCLUSIVITY	1 AVAILABLE	LIMITED	LIMITED	OPEN
NAMING RIGHTS	OVERALL EVENT PRESENTED BY YOUR BRAND	✗	✗	✗
DEDICATED EVENT SPONSORSHIP			✗	✗
ON-SITE SIGNAGE	PREMIUM (ALL EVENTS)	PROMINENT	STANDARD	✗
ATHLETE APPAREL BRANDING	PRIMARY PLACEMENT	INCLUDED	✗	✗
COMMENTARY MENTIONS	FREQUENT + FEATURED	INCLUDED	INCLUDED	✗
SOCIAL MEDIA CAMPAIGNS	FULL CAMPAIGN (PRE + POST)	FULL CAMPAIGN	LIMITED	BASIC
CONTENT CREATION (PHOTO/VIDEO)	INCLUDED	INCLUDED	LIMITED	✗
WEBSITE FEATURE	FEATURED PLACEMENT	INCLUDED	INCLUDED	INCLUDED
MEDIA TEAM / CREW BRANDING	INCLUDED	✗	✗	✗

FULL SPONSORSHIP DETAILS AVAILABLE UPON REQUEST



PARTNER WITH US

LIMITED OPPORTUNITIES
AVAILABLE!

LET'S BUILD A STRONG
PARTNERSHIP TOGETHER!



MVM@MAGNUSCLASSICSERIES.COM



WWW.MAGNUSCLASSICSERIES.COM



UNLEASH YOUR STRENGTH
BUILD YOUR LEGACY



MAGNUS VER

MAGNUSSON

STRONGMAN CLASSIC