

SAT
JUN
28TH
'25

BRANDING CHAMPIONS *presents*

OPEN
TO THE
PUBLIC
9AM
TO
6PM



BC TM **SPORTS
AND FITNESS
EXPO**

DALLAS MARKET HALL
MAIN HALL

2200 N Stemmons Fwy,
Dallas, TX 75207

FOR
SPONSORS

AND
EXHIBITORS

BCTM *SPORTS* *AND FITNESS* *EXPO*

SATURDAY, JUNE 28th, 2025

9am - 6pm -- OPEN to the PUBLIC

(Load in & set up starts at 8am, Friday, June 27th)

MAIN HALL @ Dallas Market Hall

2200 N Stemmons Fwy, Dallas, TX 75207

(106,000+ sq. ft. Exhibit Hall Space with 35 ft. high ceilings)

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**MIDDAY REVEAL
AT THE EXPO!**

BCTM **BRANDING CHAMPIONS**

**1ST 500 TO
PRE-REGISTER
WILL RECEIVE A
SURPRIZE GIFT
AT THE EXPO!**



BC *SPORTS* AND FITNESS EXPO

Experience the ultimate fusion of athleticism and inspiration at the BC Sports and Fitness Expo, where passion meets performance in an exhilarating showcase of industry innovation and excellence – proudly brought to you by Branding Champions.

Connect with top brands, businesses, and professionals while immersing yourself in a world of cutting-edge equipment, interactive workshops, and limitless opportunities for personal and professional growth.

As you delve into this enticing journey through the world of sports, health, wellness, and fitness, you'll get to discover the latest trends shaping the future of these industries, with a diverse array of exhibitors, sponsors, and partners.

You'll love that our Expo offers something for everyone.

Join us for a day filled with excitement, camaraderie, and family fun: we will be featuring live competitions, interactive experiences, games, challenges, performances, and tournaments as well as our dedicated Kids' Zone and Game Zone areas, ensuring there's something for every member of the family to enjoy. Plus, all attendees will have the chance to win prizes, gifts, give-a-ways, scholarships, and more as we welcome all ages, all levels of competition, and all sports to partake in this unforgettable day of festivities.

Don't miss this unparalleled opportunity to ignite your passion and celebrate the power of human potential and the pursuit of excellence.



BCTM
**BRANDING
CHAMPIONS**



Join us for an exclusive **Sneak Peek Reveal** at the BC Sports and Fitness Expo, where we're thrilled to unveil Branding Champions — a revolutionary platform designed to empower athletes to become their own brands. This surprise dual event happening midday during this Expo, will celebrate the release of early access to Branding Champions, offering attendees, exhibitors, sponsors, endorsers, and followers the chance to be among the first to explore and build their profiles before the Phase 1 public launch which isn't set to take place until January, 2026. Don't miss your chance to be one of the inaugural members of Branding Champions.

Our Mission: To help athletes connect, build, and grow their brands by fostering relationships with brands, businesses, and professionals in the sports, health, wellness, and fitness industries, all while learning how to grow their own fan base. This multifaceted approach not only empowers athletes to establish and enhance their personal brands but also equips them with the tools and knowledge needed to cultivate a dedicated and engaged fan following. Through strategic partnerships, mentorship opportunities, and our extensive comprehensive database full of educational resources, we aim to support athletes in maximizing their potential both personally and professionally, assisting in monetizing who they will become. Come be a part of revolutionizing the way athletes navigate the world of branding and fan engagement. Together, let's build a community where athletes thrive, brands flourish, and fans are inspired.

Pre-Register for your profile anytime between now and before the Sneak Peek Reveal on June 28, 2025 by visiting BrandingChampions.com and fill out our forms. The first 500 to do so, will receive a surprise gift upon your arrival at the Expo. Don't miss this opportunity to be at the forefront of the Branding Champions movement. Join us at the BC Sports and Fitness Expo for our Sneak Peek Reveal and take the first step towards building your brand legacy.



Formerly recognized as *KMG, Inc.* – a Management, Media, and Marketing Firm – now rebranded as **The Exquisite Concierge**, All-Inclusive Business and Event Concierge, alongside our esteemed Affiliate Partners and Affinity Marketing program - Our team boasts over a century of collective experience and expertise. From event coordination, curation, planning, logistics management, marketing, social media, hospitality services, security management, creative direction, graphic design, and event vendor management, there's nothing we can't handle to create your next event. With a primary focus on festivals, trade shows, corporate meetings and conferences, we hold a robust portfolio of prestigious events spanning diverse industries for over two decades. This includes renowned sporting events such as NBA All-Stars, Super Bowl events, championship games, X-Games, Olympic trials, NFLPA golf tournaments, health, wealth, and fitness shows such as Europa Games, Phil Heath, and Arnold Strong Man, as well as music and film festivals like SXSW, Sundance, Essence Fest, major concerts at sports stadium and concert venues, corporate and B2B summits, teaching and training conferences, Afro Tech, E-Sports gaming tournaments, bridal and wedding expos, charity galas, and fundraisers, among many others.

GENERAL INFORMATION

OUR GOALS:

THOUSANDS OF
ATTENDEES



OVER 150+
**EXHIBITORS
& SPONSORS**



BC *SPORTS
AND FITNESS
EXPO*



INTERACTIVE EXPO

FEATURED ACTIVITIES:

Games | Competitions | Challenges | Tournaments | Clinics
Classes | Interactive Booths | Prizes | Give-a-ways | & More....

KIDS' ZONE AND GAME ZONE AREAS:

Rock Climbing Wall | Inflatable Obstacle Course | Giant Games
Arcade Games | Fun for the Whole Family to Enjoy!



Photo(s) Credit: Past Events our organizers have previously worked.



OUR AUDIENCE



9% OVER 50, 42% AGE 35 - 50,
33% AGE 18 - 35, 16% UNDER 18

82% CURRENT OR FORMER ATHLETE
OR PARENT OF A CURRENT ATHLETE

DIVERSE GROUP OF
42+ DIFFERENT ETHNICITIES

38% FEMALE, 49% MALE
13% OTHER



37% MARRIED, 6% WIDOWED
21% DIVORCED, 2% SEPARATED
34% NEVER MARRIED

17% MAKE OVER \$100K / YR
22% MAKE OVER \$55K-100K / YR

68% HAVE 2 OR MORE
CHILDREN LIVING AT HOME

48% ARE
PET OWNERS

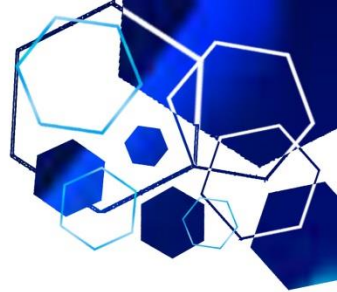
34% HAVE A BACHELOR'S
DEGREE OR HIGHER

53% HAVE A TRADE SCHOOL
DEGREE, SPECIALITY LICENSE OR
CERTIFICATION OF SOME SORT

All our percentages come from a combination of email and online surveys, social media polls, customer feedback, observations, event questionnaires, and dedicated focus groups.



THEIR INTERESTS



86% plan to travel for work or vacation in the next year

66% prefer online shopping over store shopping, 30% like both equally depending on product, 4% said they shop online if they have to

32% said they would consider switching to a hybrid or electric vehicle

16% have Verizon, 28% have AT&T, 35% have T-Mobile, 21% had other

73% take some sort of supplement or vitamin currently but are interested in other supplement lines

24% said they would be interested in a life insurance policy

21% prefer something hot & ready
47% prefer homecooked meals
32% prefer pre-packaged meals

72% said they would switch car insurance providers if they found a better deal

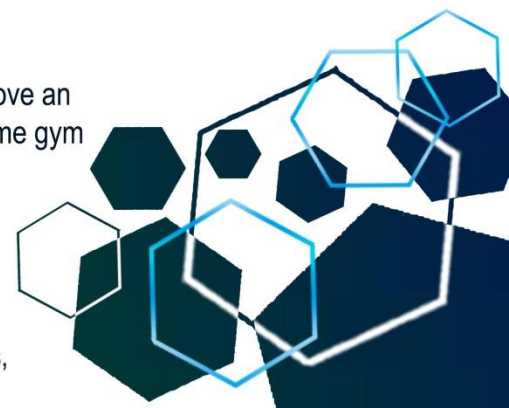
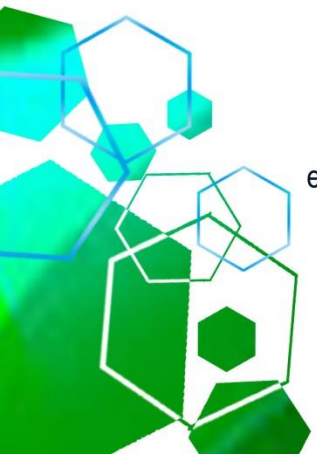
59% do not have current health insurance but would like an affordable plan

51% of those who work as an employee have a small business or make extra income on the side

41% would love an affordable home gym

37% want to buy a new home in the next year

All our percentages come from a combination of email and online surveys, social media polls, customer feedback, observations, event questionnaires, and dedicated focus groups.



OUR REACHES - THEIR RESPONSE RATES

We will be using the following channels to advertise:

Social Media - Personal & Business Pages - Newsfeeds, Posts, Taglines, Stories, Groups, Events, Comments, Ads, etc
E-Blasts & Newsletters | Radio, TV & Podcast Commercials & Interviews | Print Distribution | Text Subscription Blasts
Cross Promotions | Funnels | Billboards | Hand to Hand | B2B | Guerilla | Booth Activations



FOLLOW OUR NEW PAGES CREATED FOR THIS EVENT & FUTURE BC EVENTS ONLY:



OVER 386,000+ EMAIL SUBSCRIBERS
Done with A&B Testers - 48% Open Rate - 22% Click Rate

OVER 11K+ TEXT SUBSCRIBERS
56% Read Rate - 31% Click Rate

AVERAGE 17% SHARE - REPOST - RETWEET RATE
Across multiple platforms

AVERAGE 43% ENGAGEMENT RATE
Across multiple platforms

2.1+ Million Reach -
Between In-House, Affiliates & Affinity Partners Platforms

PLUS 3.7+ Million Reach -
from our Endorsers and Influencers platforms combined




Our **AUDIENCE** is not from a Single Person or Company but of a Collaboration of Marketing companies, Social Media Managers, Individual Social Media Influencers, Our Celebrity and Professional Athlete Endorsers, our Team Members, Business Affiliates and Affinity Marketing Partners. - Plus are Loyal Followers who love to Share, ReTweet & Repost.

When you **SPONSOR** with us, you will see all your TAGS in these said Post(s) and Page(s), Emails and Web-links too.

THE BENEFITS

The first inaugural BC Sports and Fitness Expo in Dallas serves a dual purpose: to host our Sneak Peek Reveal for Branding Champions and to physically demonstrate what our App – Branding Champions – can achieve virtually. This event represents a unique opportunity for sponsors and exhibitors to elevate their brand visibility and directly engage with a targeted demographic of athletes, enthusiasts, and fitness aficionados.

By participating, sponsors and exhibitors stand to gain:

-  **Exceptional Exposure:** Your brand will be prominently showcased throughout the event, maximizing visibility and reinforcing brand awareness among attendees.
-  **Direct Engagement:** The expo provides a platform for direct interaction with attendees, enabling sponsors and exhibitors to forge meaningful connections, cultivate relationships, and garner valuable feedback.
-  **ROI Optimization:** Our comprehensive marketing strategy ensures extensive exposure for sponsors and exhibitors, both during the event and through our digital channels, including social media, websites, radio, podcasts, billboards, and print media, enhancing return on investment.
-  **Lead Generation:** Access to a captive audience of athletes, fans, and fitness enthusiasts facilitates lead generation opportunities, enabling sponsors and exhibitors to expand their customer base and drive sales.
-  **Showcase Opportunities:** Exhibitors can present their latest products, services, and innovations, while sponsors can leverage various branding opportunities to amplify their presence and differentiate themselves in the market.
-  **Networking:** The expo serves as a hub for industry professionals, offering unparalleled networking opportunities to forge partnerships, collaborations, and alliances that can propel business growth.

Participating in the BC Sports and Fitness Expo goes beyond showcasing products or services; it's about leveraging a dynamic platform to elevate your brand, connect with your target audience, and unlock new opportunities for growth and success.

Furthermore, we are committed to future involvement with three upcoming events already confirmed: a private Phase 1 launch party for the Branding Champions App in DFW in January 2026, an invitation to Houston for a forthcoming expo in Spring 2026, and the 2nd Annual Expo scheduled back at Dallas Market Hall for June 2026. We eagerly anticipate your participation in this venture and our future endeavors alike.

A portion of all Proceeds will go to Benefit our Strategic Partnership 501(c)3 Charities.



GROWTH CULTURE

The Branding Champions Foundation (BCF), a soon to be established 501(c)3 charity, partners with Branding Champions to assist student athletes aged 13 through college, with comprehensive support services. From providing a range of free camps, 24/7 tutoring offered through our academic program, Growth Culture, LLC, group and 1-on-1 training, classes, clinics, resources, and even our scholarship earning initiatives. Our mission is to cultivate well-rounded individuals by addressing all aspects of their lives, empowering athletes to excel both on and off the field. Through our expertise in personal branding and career development, we aim to equip athletes with the skills necessary for success in sports and beyond, nurturing the future generation of leaders to monetize the champions they will become.

Houston Random Acts of Kindness' mission is to promote empathy and compassion! Encourage selfless concern for the welfare of others by promoting kindness and humanity through random acts of kindness and charity. The effort is to engage businesses, schools, churches, individuals and organizations to promote empathy and compassion through random acts of kindness. To deliver a message of hope by following the lead of those who have impacted change with far fewer resources. "In a sea of despair, in the face of adversity, and at the brink of hopelessness there are countless individuals that shed light through tunnels of darkness with the simplest acts of kindness.

Through the kindness of others positive change is created."

~By Treveia Dennis, Co-Founder of HRAK



Rather than a Standard Package... Tell us What YOU need -

We prefer **CUSTOMIZATION!!**



SPONSORSHIP OPPORTUNITIES:

You CAN be a Sponsor without being an Exhibitor or even an Attendee at the Expo itself.

All opportunities are considered A LA CARTE. Everything is customized.

- NAMING OPPORTUNITIES
- ONSITE ACTIVATIONS
- BRAND RECOGNITION
- ADVERTISING / MARKETING PRESENCE
- BOOTH SPACE
- SAMPLING & PRODUCT PLACEMENT
- EXPERIMENTAL MARKETING
- VIP OPPORTUNITIES

ADD-ONS AVAILABLE:

You do NOT have to be a Sponsor or an Attendee at the Expo to Purchase ADD-ONS. All ADD-ONS are A LA CARTE!

- BECOME A VIP
- VIP GIVE-A-WAY PROMO

PLACEMENTS:

- PRINTED PROMO
- SAMPLING TABLE
- BANNER
- WEB LOGO
- SOCIAL MEDIA AD
- GOODIE BAGS
- VIP BACKPACKS

IN-KIND SPONSORSHIP OPPORTUNITIES:

IN-KIND SPONSORSHIPS are accepted and BARTER SERVICES are also considered.

- PRODUCTS
- SERVICES
- RENTALS
- MEDIA
- HOTEL STAYS
- TECHNOLOGY
- CATERING
- PRIZES or GIFTS

Don't see what you have to offer - Let us know!

PRE-PRICED LEVEL PACKAGES ARE AVAILABLE UPON REQUEST:

If you prefer a pre-set PACKAGE DEAL with different LEVELS and pre-set PRICING to choose from - WE DO have multiple Package Levels put together for you to review as well. We understand the desire for customizations, add-ons, in-kinds and packaged opportunities alike, so we have it all - ready for you!



INTERACTIVE EXPERIENCE ZONE IDEAS WE WOULD LIKE TO OFFER OUR SPONSORS TO HOST AT THE EXPO

These are Our **“WISH LIST” INTERACTIVE SPORTS ZONES** – **ASK** about how we can work together on the **MONETARY & IN-KIND SPONSORSHIPS** to make these Interactive Sports Zones come to **LIFE** by working together to showcase each sport as an Interactive Zone – **‘EVENTS within our Event’** to Highlight these Sports so we can set this Expo apart from the rest!

FOOTBALL (Turfed) ZONE -

SUGGESTIONS: 7 on 7, Big Man Comp., Lineman Challenge, 40-yrd Dash, OL vs DL Male and Female Teams

BASKETBALL | VOLLEYBALL COURT ZONE -

SUGGESTIONS: Basketball - 3 on 3, Dunk Contest, High Jumper
Volleyball - 6 on 6 Tournament (Nets up)

MMA | WRESTLING | UFC ZONE -

SUGGESTIONS: Tournaments, Clinics, Classes, Challenges

CROSSFIT | GENERAL FITNESS ZONE -

SUGGESTIONS: WOD Competitions, Clinics, Classes, Strong Man, Challenges - Push ups, Pull Ups, Hang Time, Calisthenics

DANCE | CHEER | ZUMBA | YOGA ZONE -

SUGGESTIONS: Competitions, Clinics, Classes, Showcases

SOCCER | GOLF | HUNTING / OUTDOORS | DISC GOLF ZONE -

SUGGESTIONS: Nets up with Demonstration of Products, Simulators, Challenges

DARTS | AX THROWING | BILLIARDS | VRS / SIMULATORS ZONE -

SUGGESTIONS: Dividers up with Tournaments, Challenges, Demonstrations, Simulators

BASEBALL | SOFTBALL ZONE -

SUGGESTIONS: Nets up with Demonstration of Products, Simulators, Challenges

KIDS' ZONE AND GAME ZONE AREAS:

Same as the INTERACTIVE SPORTS ZONES --

We are offering our **SPONSORS** the opportunity to **CREATE** a **Memorable Experience** for the **Whole Family** to enjoy!

- **ASK** how you can Sponsor these areas -

2 Seperate Areas to Choose From:

KIDS ZONE with -

Rock Climbing Wall, Interactive Inflatables, Giant Outdoor Style Games

GAME ZONE with -

Arcade Games, Board Games, Competitive Games,

FEATURING: E-Sports Gaming Arena



CALLING ALL EXHIBITORS

Every Exhibitor's name will be listed on the website AND be posted as an Exhibitor on all our BCSF Expo AND Branding Champions social media pages. Posts and listings will stay on our site and socials permanently. All locations are general locations – Ask about our Premium locations if interested.

10' X 10' BOOTH

BOOTH SPACE ONLY

\$350

BOOTH with PIPE AND DRAPING

\$500

BOOTH with 1 – 6 ft Table,
2 Chairs, 1 Trash Can,
NO Pipe AND Draping

\$500

BOOTH with 1 – 6 ft Table
1 Black Table Cover,
2 Chairs, 1 Trash Can,
PIPE AND DRAPING

\$700

10' X 20' BOOTH

BOOTH SPACE ONLY

\$700

BOOTH with PIPE AND DRAPING

\$1,000

BOOTH with 2 – 6ft Tables,
4 Chairs, 1 Trash Can,
NO Pipe AND Draping

\$1,000

BOOTH with 2 – 6 ft Tables
2 Black Table Covers,
4 Chairs, 1 Trash Can,
PIPE AND DRAPING

\$1,400

20' X 20' BOOTH

BOOTH SPACE ONLY

\$1,500

BOOTH with PIPE AND DRAPING

\$2,000

BOOTH with 4 – 6 ft Tables,
8 Chairs, 1 Trash Can,
NO Pipe AND Draping

\$2,000

BOOTH with 4 – 6 ft Tables
4 Black Table Covers,
8 Chairs, 1 Trash Can,
PIPE AND DRAPING

\$2,800

We are open for **Custom Booth Sizing**, - Please inquire for pricing and availability.

If you need **ELECTRICITY** at your booth – that is an additional **\$250** (per 20 AMPS outlet needed) charged directly from our **ELECTRICITY** vendor. Please let us know in advance if you will need **ELECTRICITY**.

LET'S CONNECT

We are excited to hear about your goals and how we can help you achieve them.

Get in touch and let's talk about the ways we can work together on this and future endeavors.



www.BCSFEXPO.com

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