

SAT
JUN
28TH
'25

BRANDING CHAMPIONS *presents*

OPEN
TO THE
PUBLIC
9AM
TO
6PM



BC **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

Experience the ultimate fusion of athleticism and inspiration at the BC Sports and Fitness Expo! Join us for a day packed with excitement as we welcome all athletes, sports, gaming, health, wellness, fitness, and nutrition enthusiasts. With over 150 exhibitors showcasing the latest trends and innovations across 106,000+ square feet of Exhibit Hall Space, prepare for an immersive journey of exploration and indulgence. Dive into friendly competition at our interactive exhibit booths and sports zones, with thrilling physical challenges and exhilarating tournaments for all ages. And don't forget, we're family-friendly too, with our Kids Zone offering epic adventures and our Game Zone delivering endless fun for everyone.

Mark your calendars, get your tickets now, and get ready for an unforgettable experience at the BC Sports and Fitness Expo!

DUAL EVENTS



BCTM BRANDING CHAMPIONS



MIDDAY REVEAL AT THE EXPO!



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. Attendees will have the chance to explore and build their profiles before the public launch in January 2026. Our **mission** is to help athletes connect, build, and grow their brands while fostering relationships with industry professionals and cultivating fan engagement. Join us in revolutionizing athlete branding and building a community where athletes thrive, brands flourish, and fans are inspired.

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

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

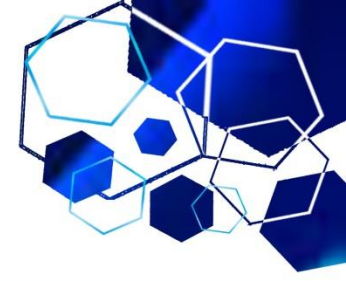
34% HAVE A BACHELOR'S
DEGREE OR HIGHER

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

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

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

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

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

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

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 & Unrivaled Visibility**
-  **Enhanced Brand Recognition**
-  **Direct Engagement & Networking Nirvana**
-  **ROI Optimization & Lead Generation**
-  **Showcase Opportunities**

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.

We eagerly anticipate your participation in this venture and our future endeavors alike.

HELP US POUR BACK INTO OUR COMMUNITIES

A portion of all proceeds will go to benefit our strategic partnership 501(c)3 charities.



Branding Champions Foundation

in partnership with...



GROWTH CULTURE

AND



To learn more about our charities, out reach programs,
how we serve our community and ways you can help us do the
same – reach out to one of our team members for more information
and fill out our volunteer form at www.BCSFExpo.com

FOR OUR SPONSORS



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 to fit your specific goals and to best optimize your ROI and maximize the exposure you need to succeed.

ADD-ONS AVAILABLE

You do NOT have to be a Sponsor, Exhibitor or an Attendee at the Expo to Purchase ADD-ONS. All ADD-ONS are A LA CARTE! Ask us about our list of available ADD-ONS.

IN-KIND SPONSORSHIP OPPORTUNITIES

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

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!

DON'T JUST BE A SPONSOR - BE A HOST TOO!

INTERACTIVE SPORTING ZONES

KIDS' ZONE

GAME ZONE

That's right—don't just sponsor with us; become a host too - Host an Event within our Expo - JUST ASK US HOW!!
At the BC Sports and Fitness Expo, we're not content with the ordinary. We're dedicated to providing an unparalleled experience that goes beyond your typical exhibitor-driven, walk-by shopping, and sampling expo. We're all about exhilarating fun and creating lasting, memorable experiences that will keep our attendees coming back for more each and every year.

And we want YOU to be a part of that journey with us.

Sure, anyone can set up a typical interactive exhibitor booth or use experiential marketing techniques.

But we're stepping outside the box with our **Interactive Sporting Zones and our Kids' and Game Zone areas**, where family fun and adventure await them. So join us and let's make this year's expo an unforgettable experience for all!

CURRENT MAPPED OUT INTERACTIVE SPORTING ZONES:

FOOTBALL

BASKETBALL | VOLLEYBALL | TENNIS COURT

MARTIAL ARTS | WRESTLING | UFC | BOXING

CROSSFIT | GENERAL FITNESS

DANCE | CHEER | ZUMBA | YOGA

SOCCER | GOLF | HUNTING / OUTDOORS | DISC GOLF

DARTS | AX THROWING | BILLIARDS | VRS / SIMULATORS

BASEBALL | SOFTBALL

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 Separate 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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