

PCA USA

PHYSICAL CULTURE ASSOCIATION
UNITED STATES OF AMERICA



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

The poster for the PCA Spring Hill event. At the top, it says 'OFFICIAL PCA USA PRESENTS' in small letters, followed by 'PCA SPRING HILL' in large, bold, blue and white text. A blue banner in the top right corner says 'TICKETS \$35'. The central image shows three athletes: a Black male bodybuilder on the left, a white male bodybuilder with a beard in the center, and a female bikini competitor on the right. Below them is the PCA Physical Culture Association United States logo. At the bottom, it says 'STAGE WEST PLAYHOUSE THEATER - FL' and 'JUNE 7TH 2020'. The website 'WWW.OFFICIALPCAUSA.COM' is listed. There are also social media icons for Facebook (PCA USA), Instagram (MIKEY OLIVA), and Twitter (PCA_USA).

LADIES CLASSES

- JUNIOR BIKINI
- BIKINI
- TRAINED BIKINI
- BIKINI MASTERS 35+
- TONED FIGURE
- ATHLETIC FIGURE
- TRAINED FIGURE
- DISABILITY

MENS CLASSES

- JUNIORS BB
- FIRST TIMER
- NOVICE BB
- MASTERS OVER 40 | MASTERS
- OVER 50
- MEN'S PHYSIQUE
- JUNIOR PHYSIQUE
- MASTERS PHYSIQUE
- CLASSIC BB
- SHORT BB | MEDIUM BB | TALL BB
- DISABILITY

NATIONAL QUALIFIER

TITAN MEDICAL CENTER

ABOUT THE PCA USA

WE PUT ATHLETES
FIRST, P.1

INSPIRATION

MESSAGE FROM PCA USA
EXEC. IAN HARRISON

OPPORTUNITIES

SPONSORSHIPS & EXHIBITING
P.3 & 4

SPONSORSHIP AGREEMENT

REACHING YOUR TARGET
AUDIENCE, P.5

PCA: Physical Culture Association

The only Bodybuilding and fitness organization that puts athletes first!

The PCA was formed in 2015 in England to bring bodybuilding and fitness athletes an improved competitor experience, rewarding them for their hard work and commitment in developing their physiques to peak conditions. Since then, the PCA has expanded internationally throughout 40 different countries, quickly becoming the new standard for all bodybuilding, physique and fitness events.

PCA USA

PCA USA brings this improved and exceptional competitive experience to the United States of America. All bodybuilding and fitness competitors are welcome to join the PCA USA and register to compete in scheduled events. These events are designed to provide both competitors and spectators with an unprecedented showcase that promotes the athletes for their intense focus and dedication to competing in this impressive sport.

PCA USA EVENT CLASSES:

MEN'S BODYBUILDING

JUNIOR | SHORT | MEDIUM

TALL | CLASSIC | FIRST TIMERS

NOVICE | MASTERS 40+/50+

MEN'S PHYSIQUE

JUNIOR | SHORT | TALL | MASTERS

WOMEN'S FIGURE

TONED | ATHLETIC | TRAINED | MASTERS

WOMEN'S BIKINI

JUNIOR | TONED | TRAINED | MASTERS

MIXED DISABILITY

A MESSAGE FROM THE PCA USA EXECUTIVE COMMITTEE



There was a call within the bodybuilding and fitness community to change how competitive events were managed. We answered it. PCA USA is shifting the industry's focus from profits to the competitor. We realize that it's the athletes that keep this sport alive with their immense passion and dedication for self improvement.

Our competitive events are about applauding the success of all competitors that made the extreme commitment to train hard, sculpt their physique, and share their execution on stage in front of their own families, friends, as well as hundreds of spectators.

Each competition will be an amazing event in its own right, as we carefully select the best venue, improve the overall athlete experience, and put on a show that will leave spectators in awe. The PCA USA is creating the new standard for bodybuilding and fitness events and we want you to be a part of this success. Our PCA USA members and guests will value your presence at our upcoming events. As we strive to make a difference for our athletes, we hope you will choose to make PCA USA a new professional partnership in which to forge new audiences and strengthen existing ones.

Thank you and we hope to see you at a PCA USA Event in the near future!

Jan Harrison
PCA USA PRESIDENT



SPONSORSHIP/EXHIBITOR OPPORTUNITIES



TITLE SPONSOR \$2,000

Limit of 1 Title Sponsor per event

- Contest will be branded with Sponsor Name
- One table in the Exhibitor area (Contest Day)
- One table at competitor check-in
- Competitor list sent a week after contest ends
- Logo on contest posters and signage
- Distinctive signage recognizing Title Level sponsorship
- Included on exhibitor list
- Recognition in precontest competitor e-news
- Staff member presents awards to one competitor (photo opp)
- Opportunity to provide a promotional item in contestant swag bag
- Recognition on contestant materials
- Recognition on event page of website
- 8 guest passes for event

CLASS SPONSOR \$750

- One table in the Exhibitor area (Contest Day)
- Included on exhibitor list
- Staff member presents awards to top 3 competitors in sponsored class (photo opp)
- Opportunity to provide a promotional item in contestant swag bag
- Recognition on all social media
- Recognition on event page of website
- 4 guest passes for event

SWAG SPONSOR \$100

For companies that have a fitness item or samples to share with athletes in the swag bags. Minimum qty of 100 approved samples.

EVENT EXHIBITOR \$400

- One table in the Exhibitor area (Contest Day)
- Included on exhibitor list
- 2 guest passes for event
- Exhibitor provides stand and setup

All Sponsors and Exhibitors must comply with PCA USA Terms and Conditions for Exhibitors.

SPONSOR/EXHIBITOR FORM SELECTIONS & PAYMENTS



Forms can be completed and returned by mail, online or e-mail.

By Mail: PCA USA, Attn: Event Registration, 3805 411th Street East,
Myakka, FL 34251

Online: Visit www.officialpcausa.com/florida-pca-sponsor

E-mail: Save, Complete and Attach this form via e-mail and send
to iharrison@officialpcausa.com

SPONSORSHIP LEVEL

- Title Sponsor (\$2,000)
- Class Sponsor (\$750)
- Exhibitor Sponsor (\$400)
- Swag Sponsor (\$100)

SPONSOR/EXHIBITOR INFORMATION

Contact name:
Company name:
Street Address:
City, State, Zip:
Phone:
E-mail:

PAYMENT INFORMATION

- Check (*made payable to PCA USA*)
- Credit Card: Mastercard Visa American Express

Credit card #

Exp:

CVV:

Name on card:

X _____
Signature

The parties agree to the Terms and Conditions set forth on the following page titled PCA USA Terms & Conditions.

PCA USA TERMS & CONDITIONS

Payment: Exhibitor agrees to pay PCA USA the amounts set forth on the payment form of this agreement. A 50% non-refundable deposit is due on signing to secure Exhibitor's booth location. The balance is due 90 days thereafter, unless the event is in less than 90 days, in which case the full amount is due upon signing. Exhibitor will not be allowed to set up their booth and exhibit until all booth fees are paid in full. PCA USA reserves the right to relocate Exhibitor's booth if payments are not made in a timely fashion. All payments are nonrefundable and cancellations are not permitted. Exhibitor shall be liable for payment and compliance with the terms of this agreement. On PCA USA's retention of legal counsel to collect any unpaid invoices, an additional 25% thereof representing PCA USA's legal fees shall be added thereto and immediately be due and owing. Exhibitor agrees that in any action to recover and sums dues under this contract, personal service of the summons and complaint is waived and service of it may be made by regular and certified mail to the Exhibitor's last known address. Booth, Decorations, Signs, Etc.: All displays, signs, etc. must be self-supporting and comply with the standards for size and shape determined by PCA USA based on the event venue. Exhibitors will not be allowed to nail anything into the walls or floors of the exhibit hall. Exhibits needing special equipment to install must be pre-scheduled with PCA USA prior to the date of set-up. PCA USA shall bear no responsibility for damage to Exhibitor's property, nor for lost shipments wither coming in or going out, nor for moving costs. No exhibit or advertising materials will be allowed to extend beyond the space allocated to Exhibitor's exhibit. Any demonstrations or activity that results in obstruction of aisles or prevented ready access to nearby exhibitors' booths shall be suspended at the request of PCA USA. To insure proper sight lines for all exhibitors, side setbacks and exhibit height and size must conform to specifications provided by PCA USA. Mechanical or electrical devices that produce sound must be operated so as not to disturb other exhibitors.

Photography and Video: PCA USA reserves the right to create and have created for it photographic, video and other visual portrayals ("Images") of Exhibitors and their exhibits, including its content and booth personnel and attendees. Management may use these Images in any pictorial medium of any nature whatsoever for the purpose of advertising, sales, publicity and otherwise, without compensation to Exhibitor and all rights, title and interest, including all worldwide copyrights therein. Aforementioned Images will be PCA USA's sole property, free of any claims of the Exhibitor or any persons deriving any rights or interest from Exhibitor.

Special Services: Loading dock, electricity, gas, water and other utilities, as well as other special services needed by the Exhibitor, is provided only when the Exhibitor orders and agrees to pay for them from the persons at the venue authorized to provide such services, in conformity with city regulations, insurance and other requirements.

Insurance Requirements, Limitation of Liability, Indemnification of Management: Exhibitor hereby covenants, agrees and undertakes to indemnify and hold harmless, and to insure PCA USA, the exhibition facility and the respective employees, representatives and agents of each of these entities from, against and with respect to any and all losses, costs, liabilities, claims, damages, and expenses (including, without limitation, reasonable legal fees and disbursements) relating to, arising out of or resulting from this license agreement and/or Exhibitor's use or occupancy of such space and/or the building housing the exhibition facility, including but not limited to personal injury, death, property damage or any other damage or injury. Exhibitor is liable for any damage caused to, but not limited to, the exhibition facility, booth equipment or other exhibitor's property.

Move Out: Exhibitors are required to keep their exhibits fully installed and space manned until the closing time of the Event, as stated on the PCA USA website. All exhibits must be removed from the exhibit hall at the end of the event at the time indicated on the PCA USA website.

Eligible Exhibits: Exhibits will be limited to those company's materials, products and services of interest to attendees and spectators. PCA USA retains the right to determine the eligibility of any exhibit, display or product and at its sole discretion eject, reject or prohibit any exhibit in whole or in part or Exhibitor or Exhibitor's representatives upon PCA USA's good faith determination that the exhibit does not comply with event regulations, registrant's interests or that booth personnel are not in keeping with the best interests of other exhibitors or the Event

PCA USA TERMS & CONDITIONS

Reuse of Space: If Exhibitor should breach any of the terms of this agreement or should any space remain unoccupied at the opening of the Event, PCA USA may use said space for any purpose it sees fit without affecting the original lessee's obligation to pay the full amount of sponsorship/payment agreed upon. Exhibitor may not assign or sublet any portion of the space assigned to it.

Additional Rules and Regulations: By signing this contract, Exhibitor confirms that they have read and agreed to abide by PCA USA Terms and Conditions.

Amendments: PCA USA shall have the full power to interpret and to make or to amend the PCA USA Terms and Conditions and the event rules and regulations. Deposit of your check or credit card constitutes acceptance of these terms and conditions. This agreement may not be modified except in writing agreed to by both parties

_____.

EXHIBITOR NAME

_____.

EXHIBITOR SIGNATURE/DATE

_____.

PCA USA REPRESENTATIVE NAME

_____.

PCA USA REP. SIGNATURE/DATE

