

WPO WORLD CUP WEEKEND

Where Records Are Not Attempted — They Are Tested

York, Pennsylvania.

There are many meets. There are very few stages. The WPO is a stage. Invite-only. Raised platform. Professional lighting. Full weekend broadcast. When the bar is loaded to numbers most federations never see, the room does not celebrate. It tightens. Sponsors are not purchasing visibility. They are securing position inside consequence.

THE WPO

Since 2000, the World Powerlifting Organization has existed for one reason: to stage the strongest lifters in the world under pressure that matters.

Athletes do not register for the WPO.

They are invited.

In its early era, the WPO platform earned national broadcast exposure and carved names permanently into strength history.

Those names remain installed inside York Barbell's Hall of Fame.

The modern WPO continues that standard. It does not expand through volume.

It expands through expectation.

When an all-time lift happens here, it does not disappear into a local results sheet. It travels.

TITLE SPONSOR

Investment: \$25,000+

One Position. There Will Not Be Two.

This is not placement. This is ownership.

The weekend becomes:

The [Brand] WPO World Cup Weekend

Your name is spoken before every session begins.

Displayed behind every lifter.

Embedded in every highlight clip that leaves the building.

When a record lift resurfaces next year, your brand is already attached to it.

Included:

- **Dominant center-stage backdrop placement**
- **Naming rights across all three events**
- **Broadcast watermark integration**
- **Commercial placement within livestream transitions**
- **Premium banner positioning in primary camera zones**
- **Staff apparel integration**
- **Social campaign inclusion from announcement through recap**
- **Athlete interview alignment**
- **Awards ceremony recognition**
- **On-site booth presence**

POWERED BY SPONSOR

Investment: \$10,000

Three Positions. One Per Event.

Own a division of the weekend.

“WPO World Cup Powered By [Brand]”

“WPO Bench Wars Powered By [Brand]”

“WPO Pro Finals Powered By [Brand]”

The microphone says it.

The backdrop shows it.

The livestream carries it.

Included:

- Prominent stage backdrop placement
- Event-specific broadcast integration
- Commercial placement during that event
- On-stage recognition during awards
- Event-specific social promotion
- On-site booth presence

Concentrated visibility.

Serious presence.

LIVESTREAM SPONSOR

Investment: \$5000

One Position.

The cameras do not blink.

The replay does not expire.

Every lift graphic.

Every replay.

“Livestream Presented By [Brand]”

Your logo is not added after the fact.

It is built into the broadcast.

Included:

- Livestream naming recognition
- Logo integration on lift graphics
- Broadcast intro branding
- Lower-third overlays during key attempts
- Commercial placements within production
- Replay archive presence

This is repetition at scale.

WPO HALL OF FAME PLAQUE

Investment: \$1000

One Position. Permanent Installation.

Inside York Barbell hangs strength history.

The WPO Hall of Fame plaque is not seasonal.

It does not rotate.

It does not come down after the weekend.

It is engraved.

Installed.

Permanent.

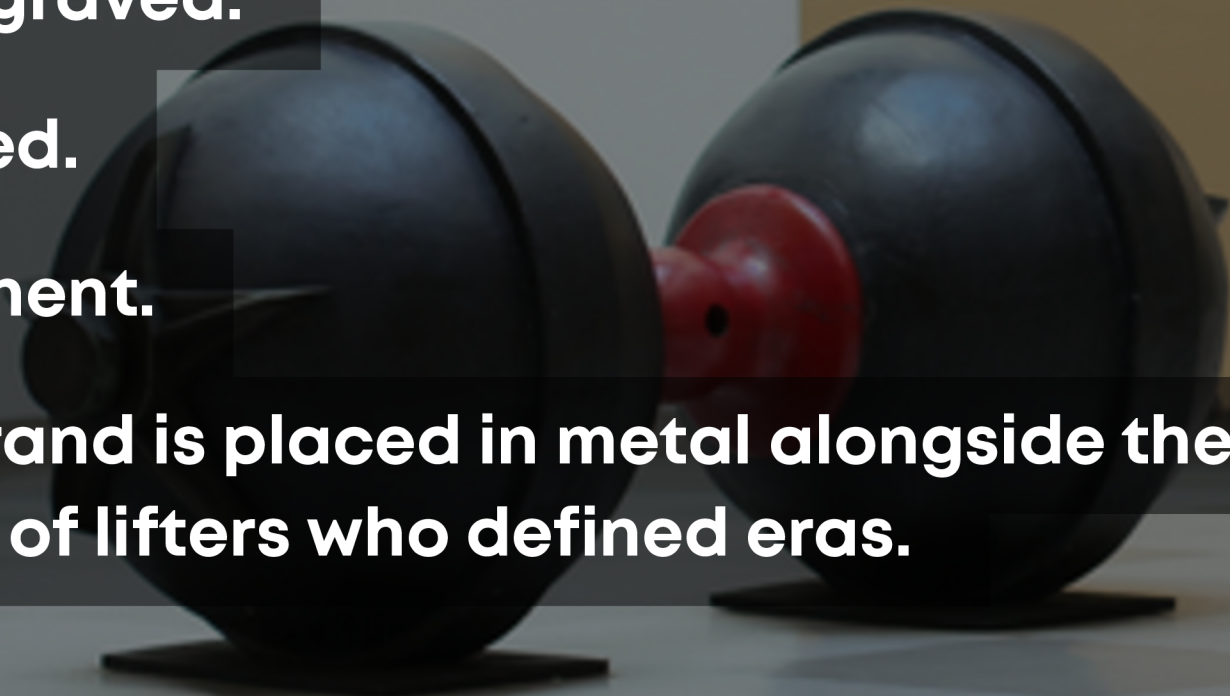
Your brand is placed in metal alongside the names of lifters who defined eras.

Included:

- Sponsor name engraved on the official WPO Hall of Fame plaque
- Permanent installation inside York Barbell Hall of Fame
- Recognition during Hall of Fame presentation
- Livestream commercial placement
- Social media feature highlighting the installation
- Subtle platform logo placement

This is not a weekend activation.

It is institutional alignment.



BEST LIFT AWARDS

Investment: \$1000 per award

9 Positions. Three Events. One Lift.

The internet does not remember participation.

It remembers numbers.

The biggest squat.

The bench that bent the bar.

The deadlift that reset rankings.

When that number is announced, your brand is announced with it.

When that lift is replayed, your brand travels with it.

Included:

- Naming rights to the award
- On-stage recognition during award presentation
- Livestream mention at time of announcement
- Logo on official results graphics
- Social media award feature
- Podium photo inclusion

This is attaching your name to the lift everyone talks about.

ALL-TIME WORLD RECORDS

Investment: \$ Donation Based

There is a difference between winning and rewriting history.

When an all-time world record is broken, the atmosphere changes.

The crowd leans forward.

Phones rise.

The clip spreads within hours.

This sponsorship funds the bonuses awarded for those moments under a clearly defined, capped structure.

Included:

- Recognition each time a record bonus is awarded
- Livestream acknowledgment during record lifts
- Social media record announcements featuring your brand
- Logo placement on record-related graphics
- Commercial integration

If history is written, your name stands beside it.

WPO SUPPORTER PACKAGE

Investment: \$250

For gyms and coaches who stand publicly behind elite performance.

Includes:

- Website recognition
- Social media acknowledgment
- Secondary banner placement
- Official Supporter designation

Visible alignment with the strongest platform in the sport.

EXPERIENCE SPONSORS

Investment: TBD

Before a lift, the world narrows.

Chalk coats the hands.

Ammonia sharpens the air.

Music builds behind the platform.

Experience sponsors integrate directly into that ritual.

Available category examples:

- Chalk
- Ammonia
- Warm-Up Beverage
- Lanyards & Credentials
- Athlete Gift Bags
- Platform Wrap
- Warm-Up Room Branding
- Plate Sponsor

Your brand becomes part of preparation — not just perimeter signage.

WHY ALIGN WITH THE WPO

Because strength is not trending. It is enduring.

Because York Barbell is not a rented ballroom. It is history.

Because records are not scheduled.

But when they fall, the footage spreads globally within hours
and the brands in frame are remembered.

The WPO is not building a crowded event. It is building a serious one.

The platform is expanding. The production is elevated.

The legacy is installed in metal. There are limited positions.

When they are secured, they are secured.