

WPO WORLD CUP WEEKEND

Where Records Are Not Attempted — They Are Tested

OCTOBER 17TH & 18TH • YORK BARBELL • 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.

Sponsors are not purchasing a logo. They are helping build the weekend and 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.



THE WEEKEND

Three events. One platform.

EVENTS:

WPO World Cup

WPO Bench Wars

WPO Pro Finals

BUILT TO DELIVER

- Professional stage and lighting
- Full weekend livestream
- Replay archive
- Athlete experience
- Awards and recognition
- Main prize payouts

HOW SPONSOR SUPPORT IS USED

EVERY CONTRIBUTION SUPPORTS THE WHOLE WEEKEND

- Event operations
- Venue needs
- Stage and production
- Livestream delivery
- Staffing and logistics
- Athlete experience
- Awards and recognition
- Main prize payouts for the winners

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.

OFFICIAL CATEGORY PARTNERS

Investment: \$1000+

PART OF THE ATHLETE ENVIRONMENT

The moments surrounding a lift matter.

The chalk in the hands.

The ammonia before the walkout.

The products used through months of training.

The gear athletes trust before they step onto the platform.

Official Category Partners receive recognition within a defined product or service category and become part of the WPO Weekend experience.

AVAILABLE CATEGORY EXAMPLES

- Official Chalk Partner
- Official Training Partner
- Official Warm-Up Beverage
- Official Athlete Gift Partner
- Official Apparel Partner
- Official Plate Partner
- Partnerships may include product placement, warm-up room integration, vendor space, website recognition, social media, and athlete sampling opportunities.

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.



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.

FEATURED MOMENTS & MEDIA

THE MOMENTS CAMERAS REMEMBER

Records are not scheduled.

Big lifts are not manufactured.

But when they happen, the cameras are already rolling.

Sponsors at select levels may be integrated into the media moments that define the weekend.

POTENTIAL INTEGRATIONS

- Featured attempt broadcast graphics
- Key lift lower-thirds
- Record attempt mentions where appropriate
- Winner graphics
- Recap content
- Athlete interview mentions where applicable
- Social media highlight posts
- Awards ceremony recognition

ON-SITE VENDOR & ACTIVATION

Limited Availability

FOR BRANDS THAT WANT TO BE IN THE ROOM

Vendor and activation space allows sponsors and approved brands to connect directly with lifters, coaches, handlers, and fans throughout the weekend.

May include:

- Vendor table or booth space
- Product sales
- Product sampling
- Athlete bag inserts
- Discount cards or promotional offers
- On-site lead capture
- Brand activation space where available

Vendor space is limited and subject to venue layout. Vendor presence may be included in select sponsorships or approved as a standalone opportunity.

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.

APPLY TO SPONSOR

WPO Weekend sponsorships are limited and reviewed based on fit, category availability, and event needs.

WorldPowerliftingOrganization.com/sponsors/