



+OUTWOD+

THE NATION'S LARGEST COLLECTIVE OF LGBTQ
CROSSFITTERS AND FITNESS ENTHUSIASTS.

ABOUT OUTWOD

- Founded in 2011.
- Markets include New York City, Los Angeles, Chicago, Dallas, San Francisco, Denver, Nashville, Orange County and growing.
- Over 2,000 members nationwide and growing.
- Charitable donations over \$20,000.00 per year to local LGBTQ organizations.





LGBTQ CrossFit Demographics

- Frequent Social Media Activity
- Median income of \$150,000+ annually
- Most disposable income of any demographic
- Educated, affluent, health conscious young professionals primarily 24-35

SEASON SPONSORSHIPS

• PLATINUM (\$50,000)

- Logo on signage, competitor and staff t-shirts, website, competition emails, posters at all events nationwide (largest).
- Inclusion in all athlete packets nationwide.
- Exhibit space (20x20) at all events.
- Access to professional photography from each event.
- Social media tie ins with all major LGBTQ influencers and mentions on all OUTWOD social channels.
- Branded WOD at each event.
- Dedicated email as branded email blast.
- Announcer recognition at all events.

• GOLD (\$30,000)

- Logo on signage, competitor and staff t-shirts, website, competition emails, posters at all events nationwide (2nd largest).
- Inclusion in all athlete packets nationwide.
- Exhibit space (10x20) at all events.
- Inclusion on social media outreach.
- Access to professional photography from each event.
- Announcer recognition at all events.

• SILVER (\$15,000)

- Logo on signage, competitor and staff t-shirts, website, competition emails, posters at all events nationwide (3rd largest).
- Inclusion on social media outreach
- Exhibit space (10x10) at all events.
- Access to professional photography from each event.

SINGLE EVENT SPONSORSHIPS

CONTACT FOR PRICING

MUSCLE UP CLUB

- Logo on event shirt and website.
- 10x10 Booth Space.
- 8 Event T-Shirts.
- Announcer recognition at event.

DOUBLE UNDER DONATOR

- Logo on event shirt and website
- Acknowledgement on social media as a sponsor
- 4 Event T-Shirts

DEADLIFT DONOR

- Logo on website.
- Acknowledgement on social media as a sponsor
- 2 Event T Shirts





WILL LANIER

FOUNDER

As an experienced manager, coach and trainer opened two boutique fitness locations in NYC. Responsible for securing locations, managing build-out, staff hiring and retention, program creation, and day-to-day operations.

Former instructor at top level boutique fitness studios.

Deep relationships within the fitness community and the retail fitness market.

Lululemon ambassador, Nike NTC Athlete, contributor to Huffington Post, GQ, Men's Journal, OUT Magazine, BuzzFeed, Men's Health, well+good, Men's Fitness, and Wall Street Journal.

Voted one of the Hottest Trainers in NYC by racked.com