

2011 VISUAL ART

A PHYSIQUE MODEL COMPETITION

WORLDCLASSCLASSICPHYSIQUES.COM

FEATURING VERTICAL JOE'S FITNESS

Sponsorship Package

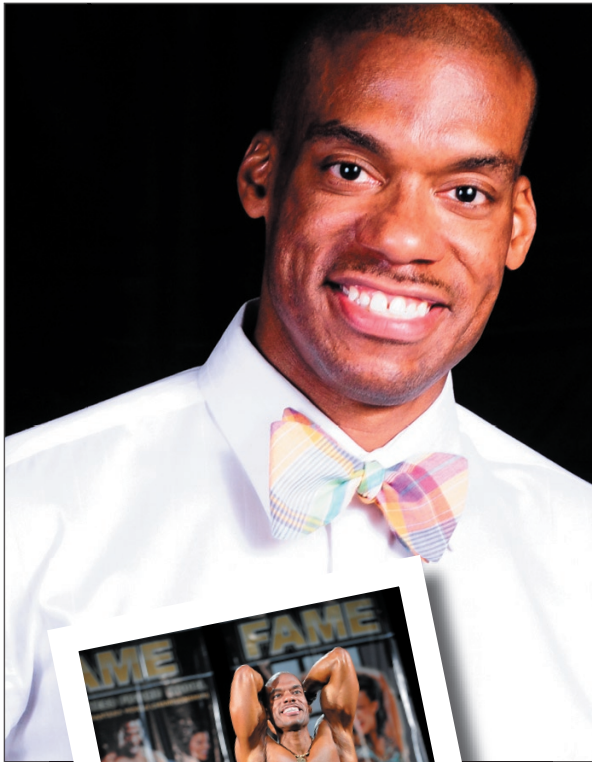
AUGUST 13, 2011 | PRESENTED BY



PORTER SANFORD III PERFORMING ARTS & COMMUNITY CENTER
Contact William Leecan @ 678-754-6745 | info@worldclassclassicphysiques.com

VISUAL ART

A PHYSIQUE MODEL COMPETITION



THE PROMOTER/PRODUCER

William Leecan is an entrepreneur who loves fitness. Not only is he the promoter and producer of Visual Art, he is the owner of World-Class Classic Physiques.

He was also a pro natural bodybuilder and event manager who in 2006, won the overall title of NPC Atlanta Novice and Masters Champion. That same year he placed third in the middleweight open division at the NGA NOPI World Bodybuilding & Figure Championship. In October 2006 he won the overall title at the 2006 Supernatural Bodybuilding & Fitness FAME Nationals Championship.

In the Spring and Fall of 2008 Leecan managed two NGA NOPI WBFC shows in Atlanta, and worked behind the scenes at four SNBF shows in 2007. June 2008 he competed in his first Pro show at the FAME World Tour in Toronto, Canada.

Full-time, he oversees the creative media team for the Southeast's largest newspaper. Part-time he is the owner of UNITIE, a reversible bow tie company.

On January 1, 2009 he debuted his first online weekly radio show on Blog Talk Radio - "Frugal Fitness Man." A successful production of the first Visual Art Physique Model Competition took place at the Rialto Center for the Arts at Georgia State University on June 6, 2009. The second on June 12, 2010 at this year's current venue - The Porter Sanford III Performing Arts & Community Center in Decatur, GA.

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THE EVENT

World-Class Classic Physiques is proud to present Visual Art 2011 - a physique model competition with a portion of the proceeds (two dollars from every ticket sold) to benefit the AIDS Research Consortium of Atlanta (ARCA). ARCA, founded in 1988, is a non-profit 501(c)(3) center for treatment and prevention research, education, and free HIV/STD testing services. They are located at 131 Ponce deLeon Ave., in Atlanta. \$1 from each ticket sold will be donated to UNICF's Tap Project, an effort to bring clean and accessible water to millions of children around the world. \$1 can provide clean water for 40 days. Visit tappproject.org for more information.

Established in the Fall of 2008, World-Class Classic Physiques' goal is to present physique competitions in a non-traditional format. All experience levels are welcome. From novice to professional, from lightweight to heavyweight. Visual Art will combine The Arts with the art of bodybuilding. It is bodybuilding meets popular reality tv talent and model shows. After a brief video and posing routine from the competitors, industry experts and judges will choose the top winner in each category, the audience will choose the overall winner.

The winners will receive a prize package containing sponsor gifts. \$2 from each event ticket will go to the overall winner's non-profit 501(c)(3) charity. Seen on The Real Housewives of Atlanta and host of the Miss Georgia Pole competition, Vertical Joe's Fitness will be featured during the show.

Visual Art will be promoted on social networking sites such as Facebook, Twitter and bodybuilding.com. Other local media outlets such as Creative Loafing, the AJC.com, Atlanta Now Magazine, Atlanta.net, Craig's List, art galleries, outdoor art sites, health clubs, colleges and more will be contacted. Ticket prices for the event will range from \$15 for students with I.D. to \$35 for VIP seating and \$25 for general admission.

THE VENUE

The event will take place at the new Porter Sanford III Performing Arts & Community Center. The venue seats 500 and it's located in the great city of Decatur, GA at 3181 Rainbow Drive, just off historic Candler Rd.

OUR AUDIENCE

Visual Art is the perfect opportunity for you to market your product to the health and fitness community, artists, and families who support participating athletes. As a sponsor, your company will receive pre and post event advertising exposure. The maximum level of sponsorship is \$700 and go as low as \$100. At any level you will receive World-Class' excellent customer service. If your company's goal is to increase product awareness and to drive online and/or in-store traffic, Visual Art is worth the investment.

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SPONSORSHIP LEVELS

\$700

- Exhibitor space - A 6 foot table with preferred placement in the lobby is available to display and sell products, samples, distribute product literature, gather email addresses for future promotions.
- 200 x 250 online ad with link placed on World-Class Classic Physiques website & company name mentioned on World-Class Classic Physiques Facebook page.
- On site individual logo identification presented on screen in the theater before and after intermission.
- Public address announcements - Live announcements made throughout the show.
- Logo inclusion with website address on printed Visual Art program.
- Four VIP seats
- Press releases - Opportunity for inclusion in press releases where applicable.

\$400

- Exhibitor space - A 6 foot table in the lobby is available to display and sell products, samples, distribute product literature, gather email addresses for future promotions.
- 200 x 250 online ad with link placed on World-Class Classic Physiques website & company name mentioned on World-Class Classic Physiques Facebook page.
- On site logo identification presented on screen in the theater before and after intermission.

\$200

- Exhibitor space - A 6 foot table in the lobby is available to display and sell products, samples, distribute product literature, gather email addresses for future promotions. Plus logo with link placed on World-Class Classic Physiques website "Contact" page.

\$100

- Online ad campaign. Logo with link placed on World-Class Classic Physiques website. Placed on the "About Visual Art" and "Contact" pages.

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VISUAL ART

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Company/Organization Name:

Contact Person/Title:

Address:

City/State/ZIP:

Telephone number:

FAX:

Email address:

Visual Art - a physique model competition agreement between _____ and
World-Class Classic Physiques.

SPONSORSHIP LEVEL (Circle one)

\$700

\$400

\$200

\$100

NOTE : Booth vendor supplies table cloth/decorations.
4:45 pm set-up

Participating vendor

Date

World-Class Classic Physiques Representative

Date

PayPal invoice available or mail payment to :
World-Class Classic Physiques
1820 Cedar Walk Lane
Conley, GA 30288

AUGUST 13, 2011 6 pm | PRESENTED BY WORLD-CLASS CLASSIC PHYSIQUES

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3181 Rainbow Drive, Decatur, GA 30034

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