

# TOTAL PERFORMANCE SPORTS

## SPONSOR PACKAGES



*from strength of hand  
to strength of heart*

THE 2009 N.A.S. MASSACHUSETTS STATE  
**STRONGMAN**  
CHAMPIONSHIPS

THE 2009 N.A.S.  
**TEENAGE & WOMEN'S**  
NATIONALS

**SATURDAY, AUGUST 8, 2009**  
**10AM - 5PM**  
**EVERETT MEMORIAL STADIUM**



Portion of profits to benefit the **Chelsea Soldiers Home** 91 Crest Avenue, Chelsea MA 02150 (617) 884-5660

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# TOTAL PERFORMANCE SPORTS (TPS)

Total Performance Sports is a unique fitness and athletic facility located in the Boston area where our common sense approach to fitness and solid staff of trainers have earned us the designation **One of America's Top 20 Gyms** by Men's Health magazine for 2005 & 2008! From personal training, group classes, boxing & kickboxing to athletic speed/strength development, Olympic & Powerlifting, and Strongman training, TPS has helped hundreds of athletes and clients achieve their goals.

Moreover, Total Performance Sports has been, and continues to be, a long time supporter of the community. By incorporating the strength sports of Strongman and Grip, via our annual Strongman Competition and Grip Assault Challenges, we have been able to help raise money and awareness for local causes like the Everett Fire Department, the Chelsea Soldiers Home, and the Melrose Human Society, to name a few.

C.J. "Murph" Murphy is the co-owner and head instructor of Total Performance Sports and a multiple award winning trainer. He holds a Master of Fitness Science through the ISSA and has over 19 years experience training clients and athletes in many disciplines including Powerlifting, Strongman, Boxing and Kickboxing. He is a U.S.A. Boxing (Level 2) coach, holds USAW Club Coach Certification, and is experienced in multiple martial arts disciplines including jiu-jitsu, kick boxing, and Modern Arnis, a competitive Strongman athlete and National Powerlifting Champion. He is a member on the Q&A Staff at EliteFTS.com, writes regularly for Men's Health and Men's Fitness magazines, EliteFTS.com, DrSquat.com, is co-producer of the Functional Strongman Training for Athletes and Competitors DVD's and has appeared on CNN and in numerous Boston media outlets.

## THE SPORT OF STRONGMAN

Strongman competitions consist of several tasks that must be done under specific circumstances. Typical events of a competition might be flipping a truck tire a certain distance for speed, pressing a log overhead for maximum reps, farmer's carry of two heavy implements a certain distance for speed, or lifting large, heavy stones onto platforms of different heights for time. Points are awarded in each event based on placing and the one with the most points at the end is the winner. The fact that the events are not standardized makes the sport unique and requires well-rounded preparedness by its athletes.

## THE CHELSEA SOLDIER'S HOME

The Chelsea Soldiers' Home is a state-funded, fully accredited health care complex that offers veterans quality hospital care, full-time residential accommodations and a multi-service out-patient department. Opened in 1882 to care for Civil War participants, it has been serving the needs of veterans for well over a century. This tradition of service to our nation's veterans is surpassed only by their continuing commitment to excellence in care for those who are in need...now and in the future.

### LAWRENCE F. QUIGLEY MEMORIAL HOSPITAL:

The 130-bed hospital provides many services including long-term care (skilled nursing), acute medical; rehabilitation, day surgery, and Alzheimer's care. Its "mission" is: to give the highest level of comprehensive care while respecting the social, spiritual, and cultural needs of the veterans and their families; to strive to extend comfort, dignity and responsive care to all of its patients, and to promote individual and family participation in care giving.

### DORMITORY RESIDENCIES:

Soldiers' Home is really a small, self-sustaining "city", featuring its own library, post office, dry cleaning, barber shop, auditorium, recreation rooms; dining room, canteen; and pharmacy. In addition, residents can fully utilize all of the many clinics at the Out-Patient Center and for those whose condition may require closer monitoring, there's a "supervised dorm" ward with nursing care around the clock with medical emergency alert systems in all of the dorms.

For more information, please visit [www.angelfire.com/ma/ChelseaSoho](http://www.angelfire.com/ma/ChelseaSoho)

# LOCAL EVENTS! LOCAL CHARITIES!

On August 8, 2009, Total Performance Sports and Nate Fitzgerald will be raising money for The Chelsea Soldiers' Home. This will be one of the largest strongman events in the country, with over 100 athletes expected, as well as over 1000 spectators.

Strength of Hand will turn into Strength of Heart when one of New England's most exciting athletic events comes together to help this wonderful cause!

With a portion of the profits from this event being donated to this wonderful organization, we are seeking sponsors to help us offset our promotional costs and ensure that these charities get the most out of every dollar contributed.

## SPONSORSHIP PACKAGES

### PLATINUM \$1500

Platinum Package will give you co-naming rights to the event. For example: Total Performance Sports and Nathan Fitzgerald present 2009 NAS Massachusetts State Strongman Championships and Teenage & Women's Nationals (with your company name inserted before the event of your choice). 3 available, 1 for each contest: Mass. State Champs, Teenage Nationals, Women's Nationals, as well as all benefits listed in Gold Package except event naming.

### GOLD \$750

A notable way to target the event's audience, this package will grant you the naming rights to an actual event! Your sponsorship will be announced continuously throughout the event, "The <your (company) name here> event", and your (company) name and logo will be featured on our customized event T-shirt, web site and event program. Additionally, your (company) banner and booth (please supply your booth, banner and table) will be placed in key locations around the competition area. The events are: Atlas Stones, Tire Flip, Farmer's Walk, Axle Deadlift, and Log Press. 5 available.

### SILVER \$500

A cost effective way to broaden your marketing reach, your (company) name and logo will appear on our event T-Shirt, web site and event program and your (company) banner and booth (please supply your booth, banner and table) will be allotted space at the event. Unlimited availability.

### BRONZE \$250

Your (company) name and logo on the event T-Shirt and you will be permitted to hang a banner (supplied by you) at the event for a donation of \$500.00. Unlimited availability.

### OTHER FINANCIAL / PRODUCTS / SERVICES DONATIONS

Products/services, gift certificates and other items to raffle off.

We wish to thank you in advance for your assistance and extend our heartfelt thanks for taking the time to help us help such a worthwhile cause. If you would like further information on becoming a sponsor, or about donating products or services or regarding the event itself, please feel free to contact Laura Chesley at Total Performance Sports (617-387-5998x4, [www.totalperformancesports.com](http://www.totalperformancesports.com)).

## WHY BECOME A SPONSOR? WHY NOT!

Sponsoring a charitable event generates an enormous amount of positive, public perception and can be an extremely strong marketing tool to showcase your products and services to a wider range of consumers!

But ultimately, being a sponsor means getting a huge amount of exposure from the various media outlets covering the event!

This year the event will be held at Everett Memorial Stadium in Everett MA – right on Rt.16! With traffic from the highway and press releases to each and every media outlet in the Boston area, why wouldn't you become a sponsor?

## HERE'S HOW TO HELP!

Total Performance Sports is looking for business and individuals, like you, to help sponsor our event in two ways:

We are in need of **DIRECT SPONSORSHIPS** to contribute financially to the event, allowing us to make the best use of the funds collected. Sponsorship funding will be used to offset promotional costs of the event.

**PRODUCT/SERVICE/GIFT CERTIFICATES/OTHER DONATIONS** that will allow us to raffle these items to those in attendance, raising additional funds.

# SPONSOR REGISTRATION

## 2009 MASSACHUSETTS STATE STRONGMAN COMPETITION/2009 TEENAGE & WOMEN'S NATIONALS SATURDAY, AUGUST 9TH, 10AM - 6PM, EVERETT MEMORIAL STADIUM

Sponsorships Due: June 15th, 2009 Please make all checks payable to Total Performance Sports  
Charity Tax Receipts will be issued after August 23rd, 2008

### 1. DIRECT SPONSORSHIP

- Corporate Sponsorship  Individual Sponsorship

#### PLEASE SELECT YOUR SPONSORSHIP PACKAGE:

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> <b>PLATINUM - \$1500</b><br>Includes Gold Package<br>Main Event Choice:<br><br>Event Name: | <input type="checkbox"/> <b>GOLD - \$750</b><br>Display Booth<br>Display Banner<br>Logo on Even T-Shirt<br>(largest-sized logo)<br>8"x10" Program Ad<br>Website Listing<br>Event Name: | <input type="checkbox"/> <b>SILVER - \$500</b><br>Display Booth<br>Display Banner<br>Logo on Event T-Shirt<br>(medium-sized logo)<br>4"x5" Program Ad<br>Website Listing | <input type="checkbox"/> <b>BRONZE - \$250</b><br>Logo on Event T-Shirt<br>(smallest size logo)<br>2"x2.5" Program Ad<br>Website Listing |
|---|--|--|--|

- Private Sponsorship  I will displaying a booth and/or banner  
Other Financial Donation Amount: \$ \_\_\_\_\_

### 2. PRODUCTS/SERVICES DONATION

- Corporate Product/Service Donation  Individual Product/Service Donation
- Products  Please list/describe the products and services involved in the donation:  
 Services  
 Gift Certificates/Other  
 Other: \_\_\_\_\_ Retail Value: \_\_\_\_\_

### 3. PROGRAM AD ONLY

- Full Page 8"x10" Ad - \$150  Half Page 4"x5" Ad - \$100  Quarter Page 2"x2.5" Ad - \$75

### SPONSOR/DONOR INFORMATION:

Name: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

We will be publishing all sponsors in the event program and on our website. Each will be listed as either a Direct Sponsor according to their sponsorship level, or as a Product/Service Donor itemizing their gift.

**Company Listing will include:** Company Name, Contact Name/E-mail, Address/Phone/ Website

**Individual Listing will include:** Individual Name and Sponsorship Level (only)

- Please DO NOT publish my information.