NPC 2027 BUFFALO CHAMPIONSHIPS

Sponsorship Opportunities

Established 1949

A STAGE WITH HISTORY

Since 1949, the Buffalo Championships has been part of the story of bodybuilding in Western New York. Generations of athletes have prepared for this stage, and many have gone on to leave their mark in the sport of bodybuilding.

That history matters.

But the future of the Buffalo Championships is not simply about preserving the tradition. It is about building on it. Our vision is to establish Buffalo as one of the premier regional stages in bodybuilding, to make it an event worthy of its history, worthy of the athletes who compete here, and worthy of the community that has sustained it for generations.

We believe that:

- Athletes should walk backstage and feel that they have arrived somewhere significant.
- Spectators should experience more than a competition. They should experience the energy, excellence, and culture of bodybuilding at its best.
- Sponsors and partners should see the Buffalo Championships as an opportunity to align their brands with a community defined by discipline, ambition, transformation, and the relentless pursuit of improvement.
- Western New York deserves a bodybuilding event that reflects the strength of the fitness community that exists here.

Every detail matters

The stage, the production, the athlete experience, the audience, the partnerships, the stories, and the standard we set year after year. Because this is bigger than a single Saturday.

It is about creating the kind of stage athletes aspire to reach. The kind of event people circle on the calendar. The kind of championship that businesses are proud to stand behind. And the kind of legacy that the next generation of competitors will one day be proud to become part of.

The next chapter begins March 27, 2027

A HIGH-VALUE AUDIENCE

This is an audience that does not simply watch fitness culture from the outside. They participate in it, and they actively support the brands, products, and services that help them train, compete, and live healthier, stronger lives.

300,000+
SOCIAL MEDIA REACH
Across our event content, athletes, and community.

4000 - 6000
WEEKLY SOCIAL VIEWS
During the 2026 promotional campaign

1,000+
EMAIL SUBSCRIBERS
A direct audience of engaged, fitness-focused individuals.

75 ATHLETES
IN 2026
Athletes from Buffalo, Rochester, Syracuse, PA, CT, FL, TN, VA, and beyond

MORE THAN SPECTATORS

The Buffalo Championships attracts a diverse and highly engaged audience, including:

- Competitive athletes and aspiring competitors
- Coaches and personal trainers
- Gym owners and fitness professionals
- Dedicated fitness enthusiasts
- Friends, families, and supporters of competitors
- Health, wellness, and performance-minded consumers
- Members of the broader Western New York fitness community

A COMMUNITY BUILT ON TRUST

Fitness communities are highly relational. Athletes recommend coaches. Coaches recommend products. Training partners influence purchasing decisions, gym communities share what works.

A partnership with the Buffalo Championships gives brands the opportunity to be seen within a trusted environment and associated with one of the region's longest standing bodybuilding traditions

REACH THAT EXTENDS BEYOND SHOW DAY

The Buffalo Championships is not a single-day interaction. Our promotional campaign gives sponsors visibility in the months leading into the event through social media, email, SMS, digital content, event communications.

That means sponsor exposure begins well before March 27, 2027 and will continue until the following campaign year.

THE RIGHT KIND OF ATTENTION

the value of the Buffalo championships audience is not simply its size. It is the level of engagement. These are people who care deeply about performance, improvement, health, appearance, competition, and the products and services that help them pursue those goals.

For the right brand, the Buffalo championships is more than an advertising opportunity. It is an opportunity to become part of the culture.

Partner with the Buffalo Championships

The Buffalo Championships brings together athletes, coaches, fitness professionals, businesses, and fans from across the Northeast and beyond.

For our partners, sponsorship is more than a logo placement. It is an opportunity to put your brand inside an experience built around discipline, performance, transformation, and community, and to connect with an audience that cares deeply about the brands they train with, recover with, eat with, wear, and trust.

For 2027, we are offering a limited number of partnership opportunities designed to give brands meaningful visibility before, during, and beyond show day.

Presenting partner | 1 Available $3,000

Our Presenting Partner receives the highest level of association with the championship, with brand integration extending across the event campaign, show-day experience, and some of the most visible moments of the competition.

Partnership Includes

- Exclusive designation as “2027 Buffalo Championships presented by [Your Brand]”
- Highest-priority brand placement across championship signage and promotional materials
- Premier placement on the Buffalo Championships website, including homepage/banner visibility
- Prominent logo placement on official 2027 Buffalo Championships apparel and merchandise
- 3 dedicated partner features across social media, email, and/or SMS marketing
- Ongoing inclusion in championship sponsor communications throughout the promotional campaign
- Premium on-site activation space inside event arena
- Verbal recognition from the stage throughout show day
- Opportunity for designated representatives to participate in select award presentations
- Premium reserved seating and hospitality for 6 guests
- Backstage access for designated award presenters
- Category exclusivity available

Premier partner $1,000

Premier Partnerships are designed for brands seeking substantial exposure before the event and a strong physical presence on show day.

Partnership Includes

- Prominent logo placement on key championship signage
- Tier 2 placement on the Buffalo Championships website
- Inclusion in official championship email and social media promotion
- 1 dedicated partner spotlight on social media
- Logo placement on official 2027 Buffalo Championships apparel and merchandise
- Premium vendor space
- Verbal recognition from the stage during the event
- Premium reserved seating for 3 guests

Official Partner $750

Official Partnerships provide a strong combination of brand recognition and direct access to athletes, spectators, coaches, and members of the regional fitness community.

Partnership Includes

- Logo placement on select event signage
- Official Partner recognition on the Buffalo Championships website
- Inclusion in select sponsor-focused social media content
- Logo placement on official 2027 Buffalo Championships apparel
- Standard on-site vendor space
- Recognition in the official event program
- Event admission for 2 guests

Community Partner $500

Created for businesses and organizations that want to support the continued growth of the Buffalo Championships while building recognition within Western New York.

Partnership Includes

- Recognition as an official Community Partner
- Business name or logo placement on select sponsor materials
- Community Partner listing on the Buffalo Championships website
- Recognition in the official event program
- Inclusion in select community-partner acknowledgements
- Event admission for 2 guests

BECOME PART OF THE 2027 BUFFALO CHAMPIONSHIPS

The Buffalo championships is building on more than seven decades of history, and we're looking for partners who want to help shape what comes next.

If your brand values performance, discipline, community, and excellence,we'd love to start a conversation

PARTNERSHIP INQUIRIES

info@buffalochampionships.com

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