

OWN THE YEAR. OWN THE DATABASE. OWN THE GROWTH.



# About APL

APL is Australia's fast-growing drug-tested powerlifting federation, delivering world-class events, elite competition experiences, and a growing national community.

**We're building more than meets. We're building a platform that:**

- Elevates the sport through elite production + athlete experience
- Grows powerlifting beyond the current 'insider bubble'
- Creates genuine partner value through audience, content + direct community access.

**Our 2026 focus:**

- Grow the sport nationally (not just selling to current competitors)
- Build the APL membership platform to bridge gym-goers > competitors
- Create clear, measurable partner outcomes and long-term partnerships.



# APL Growth

Our competitor growth over the past 6 years:

- 2020: 123
- 2021: 267
- 2022: 571
- 2023: 1,177
- 2024: 1,584
- 2025: 1,830

## Competition Entries

**2,556**

Total entries in 2025

## 2026 Targets

**2000+**

Unique competitors

## National Footprint

**35**

Affiliated gyms nationwide

## Demographics

Strength training community  
(competitors + aspiring competitors).

Age + demographic breakdown available  
on request.

# Event Reach (Nationals 2025)

## Nationals 2025 (Melbourne):

- 2,050 scanned spectators over 2.5 days
- Peak venue capacity: 1,400 - 1,500 (max reached)
- 3,000 + total weekend attendance, including athletes, handlers, helpers and other strength sport communities.

## Livestream Reach (Nationals 2025):

- Day 1: 12,000 views
- Day 2: ~12,000 views
- Day 3: 10,000 views

## Prize Money (Nationals 2025):

- \$30,000 prize money distributed



# Our Audience & Why It Matters



## Who you reach through APL

APL partners reach high-intent consumers:

- Competitors + aspiring competitors
- Coaches, handlers, support teams
- Gym communities + strength sport spectators
- Performance-driven audiences who invest in training, nutrition, recovery, apparel, and other services.

## Why brands partner with APL

- Access to a fast-growing national community
- High engagement around events
- Strong “attention moments” through livestream + spectacle
- APL’s growth trajectory creates compounding value year-on-year.

# APL Membership Platform

(In development)

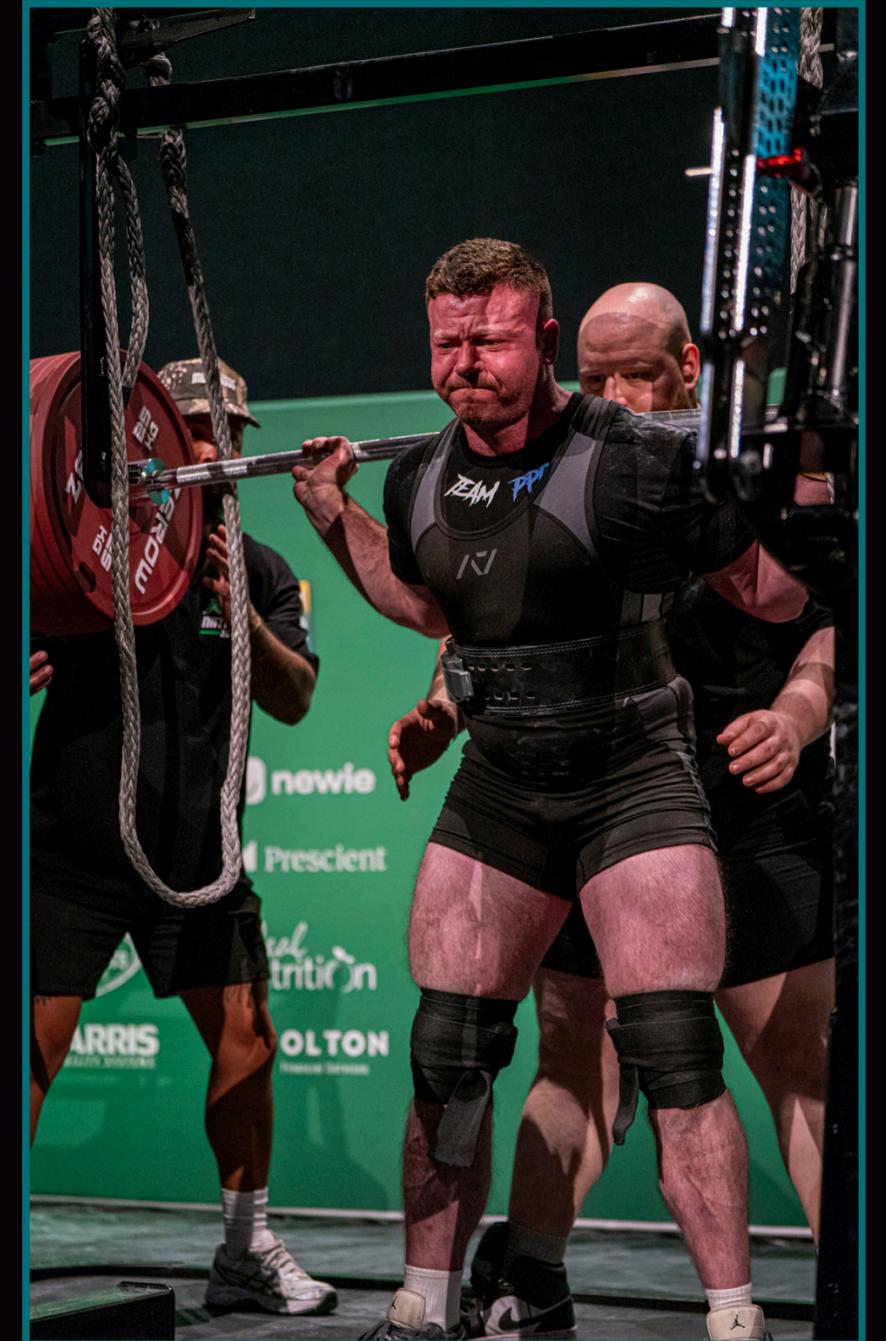
**APL is building a free-access membership layer designed to expand the sport with:**

- Free membership tier to capture and nurture gym-goers
- Livestream access behind free registration
- Education hub to bridge 'interested' > 'competitor'

**Current database + performance:**

- 3,200 email subscribers
- Additional 1,300 contacts from Nationals ticketing
- Open rates:
  - 50-60% average (general comms)
  - 80-100% on Nationals-related content

This platform is a major partner lever for 2026 and beyond.



# 2026 Key Events

## APL Pro (inside Aus Fitness Expo)

- **9 weeks out**
  - 60-70 athletes total
  - Saturday: ~20 elite, high-profile lifters (spectacle format)
  - Sunday: ~40 lifters
- **Post-comp deadlift-only competition**
  - \$2,000 prize money
- **Branding opportunities:** t-shirts, foyer/sponsor zone, booth-style presence (as allowed), lead-up + post-event comms.

## Nationals Melbourne (full venue control)

- APL's largest flagship 3-day event with full flexibility and premium partner activation opportunities.

## Nationals Sydney (limited flexibility)

- Strong event and lead-up opportunities, with some constraints on on-ground inventory (inside fitness expo)



# How Our Partnerships Work

## **1) Annual Federation Partnerships**

For brands who want year-round presence, platform integration, and compounding value.

## **2) Event-Only Sponsorships**

For brands who want to own a specific moment: APL Pro, or Nationals.



## Annual Federation Partnerships

These are the anchor partnerships buying into APL as a platform (not just a weekend). Own the year, own the database, and own the growth.

Available options:

- Official Federation Partner (1)
- Gold Partners (2-3)
- Silver Partners (4-6)

**Packages starting from  
\$5,000**



## Event-Only Sponsorship Opportunities

Event-only is built for brands who want to own a specific moment at APL's biggest events.

Each event includes:

- Event Presenting Partner (1)
- Event Partners (4-6)
- Add-ons (high impact moments)\*

\*Deadlift comp sponsor, prize pool sponsor, livestream segment sponsor, weigh-in sponsor, athlete room sponsor.

**Packages starting from  
\$2,500**

# Partner Outcomes + Reporting

## Every partner receives:

- Post-event recap (attendance + livestream views + content performance)
- Any tracked links/QR results (where used)
- Photos + content assets.

# Next Steps

Reply with your preferred category + event and we'll send a tailored proposal within 48 hours.

We're building the future of powerlifting in Australia. If your brand wants to grow with the sport, we'd love to partner!



**Email**

sponsorships@aplpowerlifting.com



**Phone**

0412 846 575



**Website**

www.aplpowerlifting.com

**1.**

**Confirm category fit and event focus**

**2.**

**Receive a tailored partnership proposal (annual or event-only)**

**3.**

**Lock deliverables + activation plan**

**4.**

**Contract + payment schedule confirmation**

**5.**

**Activation + reporting + renewal strategy**