CONNECT WITH AUSTRALIA'S POWERLIFTING COMMUNITY

AUSTRALIAN POWERLIFTING LEAGUE

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APL PARTNERSHIPS 2027 | SPONSORSHIP OPPORTUNITIES

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About APL

APL sanctions over 70 competitions annually across Australia.

APL is Australia's largest 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
- Events that introduce powerlifting to new audiences.
- Creates genuine partner value through audience, content + direct community access.

Our 2027 focus:

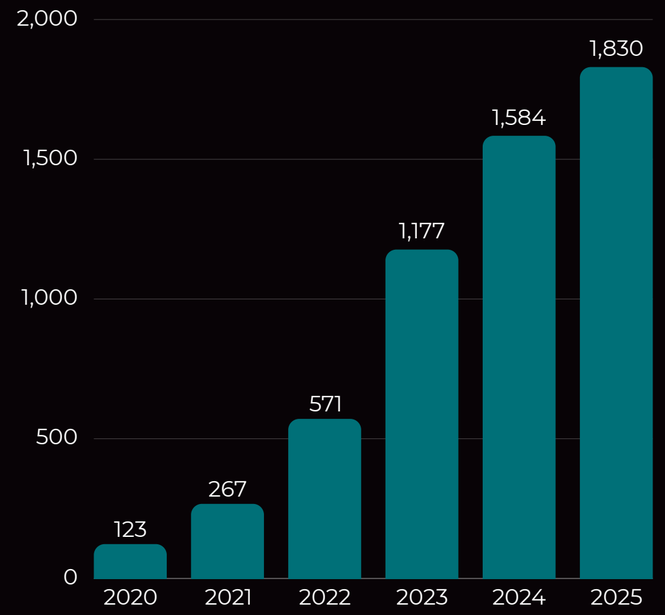
- Grow the sport nationally (not just selling to current competitors)
- Support Australian athletes competing on the international level
- Build the APL membership platform to bridge gym-goers > competitors
- Create clear, measurable partner outcomes and long-term partnerships.



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APL Growth

APL Competitor Growth 2020-2025



Affiliated Competitions

70+

APL-sanctioned competitions annually across Australia

2027 Targets

2000+

Unique competitors

National Footprint

35

Affiliated gyms nationwide

Demographics

Strength training community (competitors + aspiring competitors).

Age + demographic breakdown available on request.

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Event Reach 2026

A National Audience Across Two Events

Melbourne Nationals 2026:

- A dedicated event hosted by the APL
- 2,050 scanned spectators over 2.5 days
- 3,000 + total weekend attendance, including athletes, handlers, helpers and other strength sport communities.

Syndey Nationals 2026:

- Held inside the AusFitness Expo, exposing powerlifting to the biggest fitness expo in Australia

Athlete Participation

- 475+ Unique Athletes across both events

Livestream Reach (Nationals 2026):

- 45,000 combined Livestream views across both events

Prize Money:

- $24,000 prize money distributed



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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.

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APL Membership Platform

APL has a membership platform designed to expand the sport with:

- Free membership welcoming gym-goers and aspiring competitors
- An expanding education hub
- Planned membership-required livestream access, ready for 2027 launch

Current database + performance:

- 4,000+ registered APL athletes
- Connections with spectators and supporters through Nationals ticketing
- Event email campaigns and social media connecting the community with APL competitions

For partners, this creates opportunities to connect with athletes and supporters through relevant event communications, content and promotion.



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2027 Flagship Events

Four highlights from a calendar of 70+ APL-sanctioned competitions across Australia each year.

APL PRO 2
17–18 April | Melbourne Convention and Exhibition Centre
90 elite athletes showcasing high-level powerlifting inside the AusFitness Expo.

GREAT BARRIER REEF MASTERS GAMES
26–27 June | Cairns, Queensland
APL Masters Nationals within the Great Barrier Reef Masters Games, celebrating strength and competition for athletes aged 40 and over.

DRUG-TESTED RAW NATIONALS
20–22 August | South Bank Piazza, Brisbane
Powerlifting in a prominent public setting, with sponsor booths, product displays and venue branding opportunities.

APL NATIONALS
17–19 September | ICC Sydney
Championship competition inside the AusFitness Expo, with sponsor opportunities including shirt and livestream branding.





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Drug-Tested Raw Nationals

20–22 August 2027 | South Bank Piazza, Brisbane

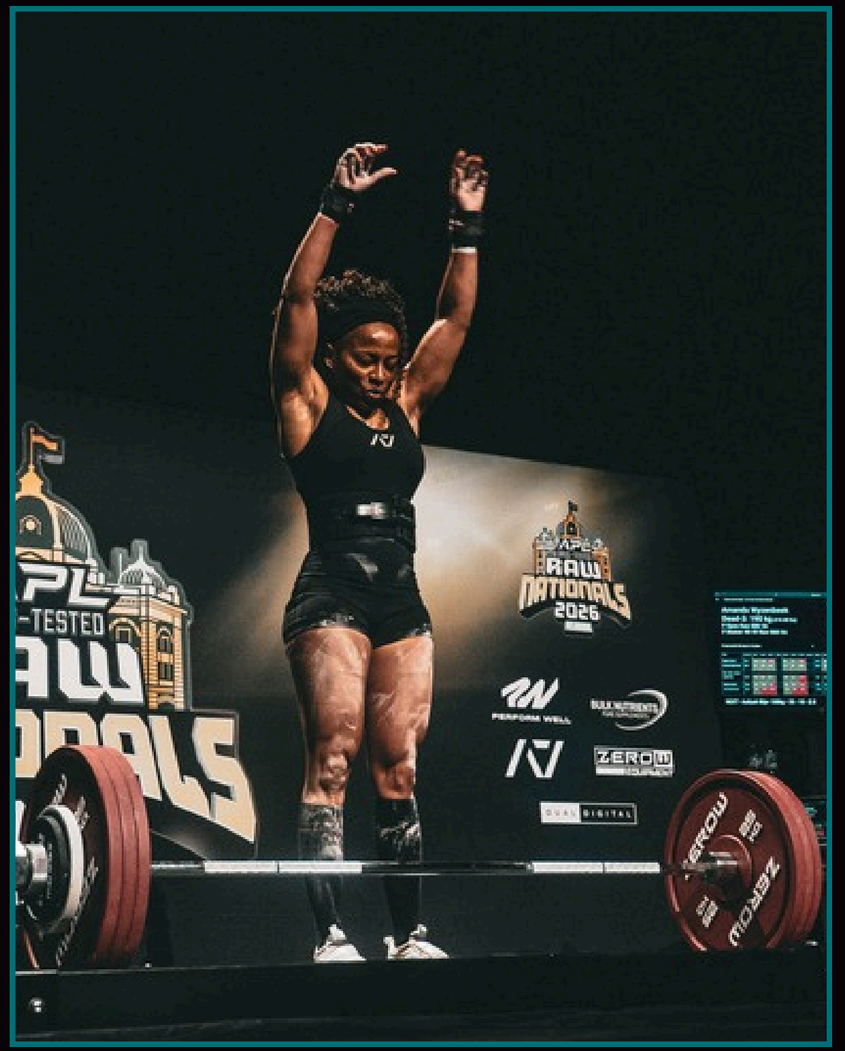
National competition. Public exposure.

Drug-Tested Raw Nationals brings powerlifting into the heart of Brisbane's South Bank, connecting established fans with people discovering the sport.

A venue built for spectators
An amphitheatre setting with extensive seating in a prominent public precinct.

Put your brand alongside the action
- Sponsor booths and product displays
- Banners and venue signage
- Direct engagement with athletes and visitors
- Agreed social, email and livestream promotion

Free spectator entry is being explored. Admission arrangements will be confirmed before the event.



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INTERNATIONAL POWERLIFTING LEAGUE

Australia on the World stage

APL is affiliated with the International Powerlifting League (IPL), giving eligible Australian athletes a pathway to international competition.

With 50 Australians competing at IPL Worlds in 2026, that pathway connects local training communities with the world stage.

Behind each athlete are coaches, training partners, gyms, families and supporters sharing the journey.

Be part of their journey

We welcome brands interested in supporting Australian athletes through tailored partnerships, product support and agreed promotional opportunities.

Connect your brand with the athletes representing Australia internationally.

Specific opportunities are agreed individually. IPL event sponsorship rights are not included.

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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.

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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

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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

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Partner Outcomes + Reporting

Every partner receives:

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

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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

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**