



**31<sup>ST</sup> ANNUAL**  
**NPC SAN JOSE BODYBUILDING, FITNESS, FIGURE & BIKINI**  
**CHAMPIONSHIPS & FITNESS EXPO**

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**EVENT:** NPC San Jose Bodybuilding, Fitness, Figure & Bikini Championships & Fitness EXPO.

**DATE:** July 9<sup>th</sup>, 2011

**PROMOTER:** Paul Love  
**CO PROMOTERS:** Geff & Sarah Malone

**VENUE:** San Jose Convention Center. Exhibit Hall #3. 408 Almaden Blvd. San Jose, Ca. 95110.

**TIMES:** Prejudging: 10:30 am  
Finals: 6:00pm

**SANCTIONED BY:** National Physique Committee of the United States, # 10640

**BOUNDARIES:** United States of America.

**LEVEL:** Amateur National Qualifier for NPC Nationals & USA Championships.

**DIVISIONS:**

- \* Unlimited Men: Bantam, Light, Middle, Light Heavy, Heavy & Super
- \* Unlimited Women: Light, Middle, and Heavy.
- \* Novice Men: Light, Middle, Light Heavy and Heavyweight.
- \* Teen-age men. Light, & Heavy.
- \* Masters Men: 40-49, 50-59, 60-69, and 70 +
- \* Men Physique: Short & Tall.
- \* Grand Masters: 70 & over (NO OVER ALL FOR MASTERS MEN)
- \* Women Figure: Open class: Tall, Medium Tall, Medium & Short.
- \* Women Bikini: Tall, Medium & Short.
- \* Masters Women Figure: 35-44, 45 & over. Classes: Short, Tall.

**AWARDS:** 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> in each class and overall.  
There will be no overall awards presented in the Masters Men Bodybuilding.

**GUEST POSERS:** To Be Announced

**HEADQUARTERS:** Crown Plaza Hotel: 282 Almaden blvd. San Jose, Ca. 95113.408- 998-0400

**ROOM RATES:** \$109.00. 282 Almaden Blvd., San Jose, CA Single or Double bed available.  
Reservations must be made by June 9<sup>th</sup>, 2011.

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**MARKETING AND ADVERTISEMENT**

**DEMOGRAPHICS**

San Jose is the tenth largest city in the USA and the third largest city in California and the Capital of Silicon Valley. It has a population of approximately 1,000,000 and is the third safest city to live. It is less than one hour from San Francisco, Oakland and Berkeley. San Jose is the home of San Jose State University, The San Jose Sharks Hockey team and San Jose Earthquake Soccer Team. It is a highly sports enthusiastic city and headquarters for several of the largest technology companies in the world. The San Jose Maneta International Airport is less than 10 minutes from down town the and event headquarters.

**SPONSORSHIP DEADLINES:**

**Reply date:** We are asking that you please give us a courtesy call as soon as possible. Please return the signed contracts, logos and other promotional materials to Love's Productions with 50% of the sponsorship fees by **FEBRUARY 15, 2011**. The balance will be due by **April 1, 2011**. As a Title, Presenting or Host Sponsor, your company may execute a partial trade- out by providing the services of a quality Professional Bodybuilder, Figure or Fitness athlete as a guest poser representing your company. We ask that you please submit names, titles and photos of those individuals by the deadline for approval and to be included on the contest poster. **FEBRUARY 15, 2011** is the deadline to be included in the NPC News Magazine.

**MARKETING & ADVERTISING:**

**Magazines:** National Bodybuilding Publications: The NPC News, Max Muscle Magazine.  
Local & Northern California Publications: San Jose Mercury News, Evergreen Times, Metro News and Post News Paper in Oakland, Ca and the Fresno Bee.

**Posters/ Flyers:** Over 20,000 posters and flyers will be distributed at other bodybuilding competitions, gyms, health clubs, exercise equipment companies and athletes in the Western USA. The final posters will be distributed at the following contest: The Contra Costa Championships & California State Championships. Central Valley Championships and the Emerald Cup Seattle Washington.

**Television:** Ads will run on KICU TV 36 in San Jose, Ca. two times per day for two weeks before the event. The TV ads will include Title, Presenting and Host Sponsors only.

**Radio:** KBLX 102.9 in San Francisco, Ca. The #1 Pop Station in Northern California. Also La Buena 103.5 a Hispanic radio station in Salinas.

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**SPONSORSHIP OPPORTUNITIES: (ALL TERMS ARE NEGOTIABLE)**

**TITLE SPONSOR: \$4,000.00 (Only one Title sponsor allowed)**

- \* Your company will be announced as the Title Sponsor of the San Jose Bodybuilding Championships on all advertising materials such as TV, Radio, Newspaper, posters, flyers and the official event program.
- \* Your Company will receive three full-page ads in the official San Jose Bodybuilding Championship Program.
- \* Hotel accommodations for one night.
- \* Your company will receive double wide complimentary exhibit space in the most visible area possible.
- \* Your company will receive 10 complimentary tickets for preliminaries and finals.
- \* You will receive one DVD of the event plus an appreciation plaque.
- \* Opportunity to present the overall awards to the winners of the Open Men or Women contest.
- \* A banner on stage advertising your company.
- \* Opportunity to give away gift packages of your company products to athletes.

**PRESENTING SPONSOR: \$3,000.00 (Only three Presenting sponsors allowed)**

- \* Company will be announced as the Presenting Sponsor on all advertising material such as TV, Newspaper, posters and flyers and radio.
- \* Company will receive two full-page ads in the official event Program and exhibit space.
- \* Hotel accommodations for one night for your staff attending the event.
- \* Complimentary tickets to the preliminaries and finals.
- \* Opportunity to present an overall award to the winners of the San Jose Championships.
- \* A banner on stage advertising your company as the Presenting Sponsor.
- \* One complimentary DVD of the event plus an outstanding appreciation plaque.
- \* Opportunity to give away gift packages of company products to athletes.

**HOST SPONSORSHIP: \$2,000.00 (Only three Host Sponsors allowed)**

- \* Your Company will be announced as one of the Host Sponsors of the San Jose Bodybuilding Championship on all advertising materials. Such as TV, Radio News paper posters and flyers.
- \* One full-page ad in the San Jose Bodybuilding Championship program.
- \* One complimentary exhibit space in the theater.
- \* Complimentary tickets to preliminaries and finals.
- \* One complimentary DVD of the event plus an appreciation plaque.
- \* The opportunity to award class winners.
- \* A banner on stage advertising your company.

**PARTICIPATING SPONSORSHIP: \$1,500.00 (There may be several Participating Sponsors)**

- \* Your Company will be listed as a Participating Sponsor of the event on all advertisement materials
- \* Except television & radio.
- \* One full-page ad in the official San Jose Bodybuilding Championship programs.
- \* Exhibit space in the theater.
- \* Tickets to preliminaries and finals.
- \* One DVD of the event plus an appreciation plaque
- \* A banner on stage advertising your company.

**SUPPORTING SPONSORSHIP: \$1000.00 (There may be several Supporting sponsors)**

- \* One half-page ad in the official San Jose Bodybuilding Championship programs.
- \* Exhibit space in venue.
- \* Banner on stage.

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# LOVE'S SILICON VALLEY PRODUCTIONS

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**DEADLINE TO PLACE AN AD IN THE OFFICIAL SAN JOSE BODYBUILDING CONTEST PROGRAM IS JUNE 10, 2011: All materials must be submitted to the following email addresses for approval.**

**PAUL LOVE: [Paul.love@sbcglobal.net](mailto:Paul.love@sbcglobal.net). Phone: 408-238-7413. FAX: 408-238-7581**

**SARAH MALONE [sarah@maxmusclesantacruz.com](mailto:sarah@maxmusclesantacruz.com) Phone: 408-831-462-6629 FAX: 408-847-8884**

**JOAN ESCOVER: [joan@jp-graphics.com](mailto:joan@jp-graphics.com): Phone: 408-235-8821 FAX: 408-235-8875**

**AD SPACE: FULL PAGE: \$250.00**

**HALF PAGE: \$125.00**

**EXHIBIT SPACE: 10X10: \$400.00: DOUBLE SPACE \$700.00**

**PURCHASE BY JUNE 1, 2011: \$350.00. DOUBLE SPACE \$650.00**

## **VENDOR & SPONSOR GUIDELINES**

1. Ads must be camera ready on DVD OR Email or add \$50.00 for artwork
2. Ads will be half or full page.
3. Ads can be black or white.
4. Title sponsor have right to inside front and outside back cover.
5. Presenting sponsor had right to inside back cover.
6. Check time: 12:00pm to 6:00 pm Friday or 7:00am to 10:00am Saturday.
7. Vendor must provide own extension cards.
8. Vendor must pick up space assignment at check- in table.
9. Vendor allowed 4 staff at prejudging and finals.
10. Tables, skirts, and chairs provided by convention center.
11. There is fee of \$200.00 display a banner on stage if your company is not a sponsor or vendor.
12. All sales or final. NO REFUNDS OR ALLOWED.
13. THE CITY HAS RIGHT TO ALL CONCESSIONS.
14. ALL PAYMENTS MUST BE IN CASH, CASHIERS CHECK, OR MONEY ORDER or PAYPAL.
  - a. Payable to: Loves Silicon Valley Productions. P.O. BOX 730125. SAN JOSE, CA 95173.
15. PLEASE PICK UP BANNER IMMEDIATELY AFTER PERFORMANCE.

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**PRESENTED BY**

**PAUL LOVE**

**LOVES SILICON VALLEY PRODUCTIONS**

**P.O. Box 730125, San Jose, CA 95173**

**Phone: 408- 238-7413**