

CrossFit® GAMES 2024

2024 VENDOR OPPORTUNITIES

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01

2023 GAMES RECAP



2023 CROSSFIT GAMES RECAP

The CrossFit Games® are the ultimate proving grounds for the Fittest on Earth™ and are world-renowned as the definitive test of fitness. But the Games are more than just a showcase of the world's fittest athletes — it is also the world's largest celebration of fitness. Every year since 2007, athletes, trainers, fans, and affiliate owners have gathered at the Games to cheer on their favorite athletes, catch up and throw down with their fellow fitness family, and have a fantastic onsite experience with vendors and partners.

WATCH THE RECAP



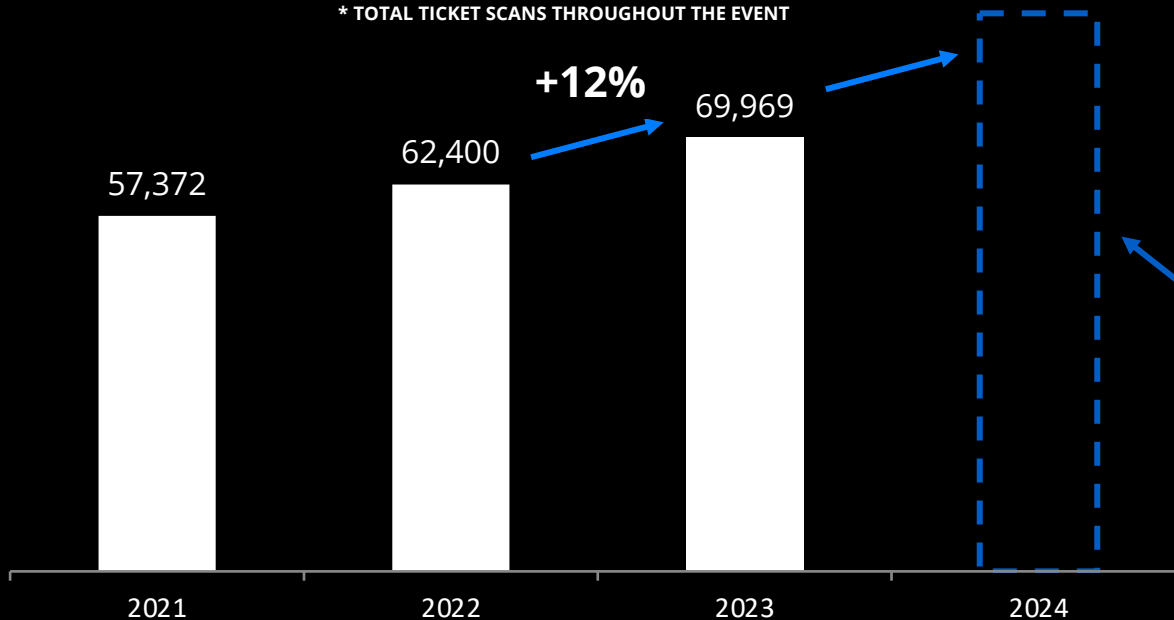
ON-SITE ATTENDANCE CONTINUES TO INCREASE

With Texas being the largest state for commercial CrossFit Affiliates, DFW Airport offering direct flights from cities around the globe, the Fan Experience being free to attend, and Austin, Houston, San Antonio, and Dallas within a three-hour drive to the venue, we expect 2024 to set a record for on-site attendance.

70K

ON-SITE SPECTATORS IN 2023*

* TOTAL TICKET SCANS THROUGHOUT THE EVENT



EXPECTING LARGE GROWTH IN FORT WORTH FOR 2024

2024 TAILWINDS

THE 2024 CROSSFIT OPEN HAD
ALL-TIME-HIGH SIGN-UPS IN THE

FIRST 24 HOURS

DICKIE'S ARENA TICKETS SOLD OUT IN

4½ HOURS

FOR THOSE WITHOUT AN ARENA TICKET,
THE CROSSFIT FAN EXPERIENCE IS NOW

FREE

CrossFit
GAMES | 2024



CROSSFIT
GAMES TICKETS
NOW ON SALE

02

2024 GAMES EVENT DETAILS



THE NEW HOME OF THE CROSSFIT GAMES

FORT WORTH, TEXAS

AUGUST 8-11, 2024

ENHANCED FAN EXPERIENCE

NEWLY ADDED ELEMENTS TO INCREASE FOOT TRAFFIC AND TIME SPENT FOR ATTENDEES WITHIN VENDOR VILLAGE

OPEN TO THE GENERAL PUBLIC

THE CROSSFIT FAN EXPERIENCE IS OPEN TO THE GENERAL PUBLIC FOR THE FIRST TIME EVER

EXPANDING OUR REACH


CROSSFIT HQ WILL BE PARTNERING WITH THE CITY OF FORT WORTH TO DRIVE NEW AUDIENCES TO EXPERIENCE CROSSFIT FOR THE FIRST TIME



ICKIES ARENA



TEXAS



FORT WORTH



FORT WORTH STOCK YARDS

VENUE LAYOUT & INFORMATION

THE CROSSFIT EXPERIENCE (VENDOR VILLAGE)

WILL ROGERS MEMORIAL CENTER

- Less than 300m walk from Dickies Arena
- 200,000 sq. ft of vendor space
- All partners, vendors, and CrossFit activations in one centralized location
- Livestream viewing + spectator workout area
- Food vendors and beer garden
- Open to the public (free to attend)

COMPETITION

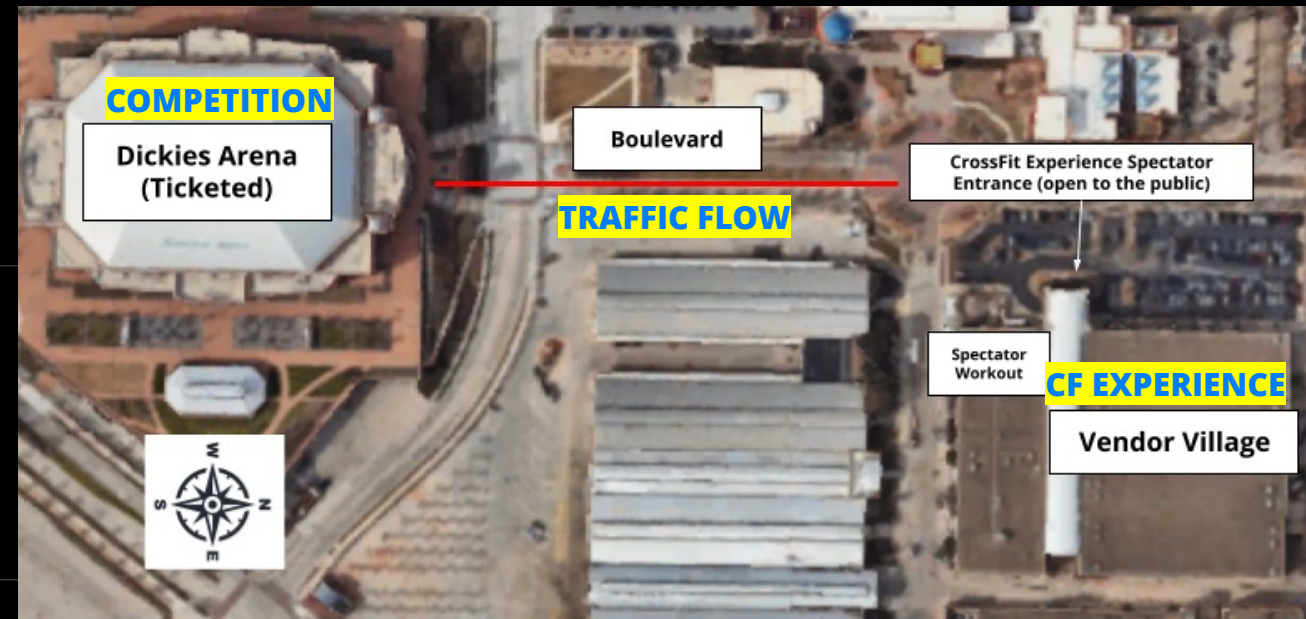
DICKIES ARENA

- Four (4) days of competition: August 8-11, 2024
- Ticketed
- Location: 1911 Montgomery St, Fort Worth, TX 76107
- Consistent breaks to drive traffic to the CF Experience

CAMPUS TRAFFIC FLOW

THE CROSSFIT BOULEVARD

- Guests will take the CrossFit Boulevard from Dickies Arena to Will Rogers Memorial Center (Gendy St closed to cars)
- The CrossFit Boulevard will include experiential activations, large misting fans, portable AC, and more

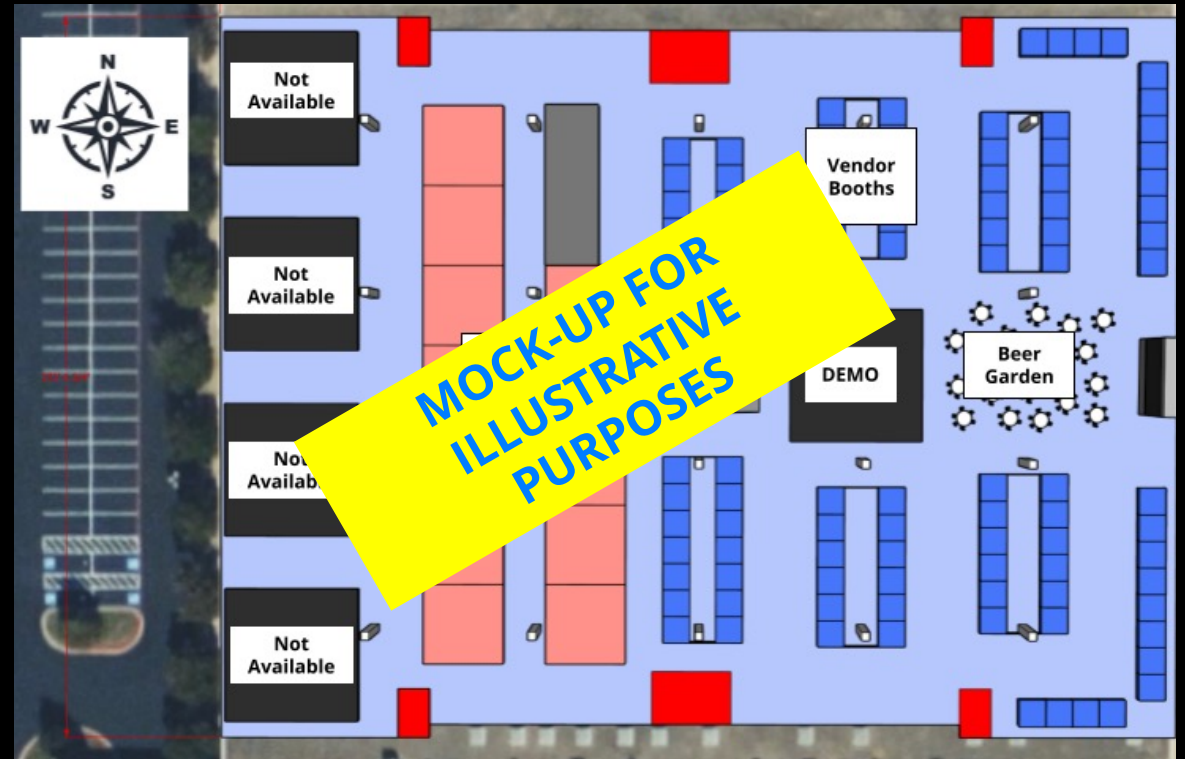


VENUE LAYOUT & INFORMATION

WILL ROGERS OVERVIEW



VENDOR VILLAGE OVERVIEW



03

OPPORTUNITIES & NEXT STEPS



The background image shows a large indoor arena, likely the CrossFit Games venue, filled with spectators. A large scoreboard is visible in the upper right, displaying the results of the Echo Thruster Final. The competition area is marked with 'NOBULL' and 'ROGUE' logos. The text '2023 NOBULL CROSSFIT GAMES' is visible on the left side of the arena.

ECHO THRUSTER FINAL	
HEAT 1	SCORE
1. SAMUEL EWART	10
2. JILL HUSTE	9
3. WILSON HUSTE	8
4. JUSTIN HUSTE	7
5. JUSTIN HUSTE	6
6. WILL HUSTE	5
7. SPENCER HUSTE	4
8. NICK HUSTE	3

MEN - STANDINGS AFTER 11 TESTS	
1. SALVADOR SODIA	127
2. JAKE DOUGLAS	126
3. ROBBIE CERVENT	125
4. COLE BAKER	124
5. ARTHUR SEMENOV	123
6. ALEX VONHART	122

CROSSFIT GAMES VENDOR OPPORTUNITIES

10' X 10' ACTIVATION - \$9,000

- (1) 10' x 10' booth space
- Company name and link on the Vendor webpage on the CrossFit Games website
- (10) Vendor wristbands
- Drape behind booth
- (1) 20amp power outlet
- Internet access for 2 devices
- Access to spectator workout area during pre and post-event vendor classes run by CrossFit HQ

10' X 20' ACTIVATION - \$19,500

- (1) 10' x 20' booth space
- Company name, link, and logo on the Vendor webpage on the CrossFit Games website
- Vendor Image in the CrossFit Games App
 - Landscape (not portrait) cropped/scaled to 1280x800 pixels.
- (20) Vendor wristbands
- Drape behind booth
- (2) 20amp power outlets
- Internet access for 2 devices
- Access to spectator workout area during pre and post-event vendor classes run by CrossFit HQ

CROSSFIT GAMES VENDOR OPPORTUNITIES

10' X 30' PREMIUM ACTIVATION - \$35,500

- (1) 10' x 30' premium booth space
- Company name, link, and logo on the Vendor webpage on the CrossFit Games website
- Vendor Image in the CrossFit Games App
 - Landscape (not portrait) cropped/scaled to 1280x800 pixels
- (2) Thursday-Sunday Dickie's Arena Tickets
- Logo on the directional signage at Will Rogers Memorial Center
- (26) Vendor wristbands
- Drape behind booth
- (3) 20amp power outlets
- Internet access for 2 devices
- Access to spectator workout area during pre and post-event vendor classes run by CrossFit HQ

ADDITIONAL INFORMATION:

- Custom sizes available. Email vendors@crossfitgames.com for pricing
- If you need guidance finding booth service providers, please reach out to vendors@crossfitgames.com
- Additional tables, chairs, hard-wired internet, and other miscellaneous items may be ordered through CrossFit. Our team will provide a rate for each item upon request

READY TO GET INVOLVED?

01 SUBMIT APPLICATION

TO START THE PROCESS, FILL OUT [THIS REQUEST FORM](#)

02 IF APPROVED, SUBMIT PAYMENT

IF YOUR REQUEST IS APPROVED, YOU WILL BE REQUIRED TO MAKE A ONE-TIME, NON-REFUNDABLE 10% DEPOSIT

03 CONFIRMATION

ONCE YOUR DEPOSIT IS RECEIVED, WE WILL NOTIFY YOU WITH CONFIRMATION. AN ACCOMPANYING CONTRACT WILL BE SENT

04 FINAL PAYMENT DUE

FINAL PAYMENT, NET OF YOUR DEPOSIT, WILL BE DUE 30 DAYS PRIOR TO THE EVENT

05 BOOK YOUR HOTEL ROOMS

BOOK YOUR HOTEL ROOMS VIA [THIS LINK](#)



04

APPENDIX

Momentous

POGUE

CrossFit



TRIFECTA

CROSSFIT GAMES

NOVILL
CrossFit
GAMES

IMPORTANT FACTS

- Ticket descriptions
 - Vendor wristband: Access to WRMC as a spectator, but also allows access to back-of-house vendor areas and entry before gates open. Does not allow access to Dickies Arena.
 - Arena Ticket: Reserved seat for all on-campus competition events throughout the day and a reserved seat inside Dickies Arena. These are not included in Vendor Booth Packages (except for the 10x30 option).
- The Vendor Village at the CrossFit Games will be located indoors in 2024.
- Vendor Village move-in will be Tuesday, August 6 (optional) and Wednesday, August 7 (required) from 8 a.m to 5 p.m. Times and dates are TBD and subject to change.
- Sampling and sales of food and beverages at all venues are subject to venue operator's rules, restrictions, and guidelines, and in some cases require an additional charge.
- Detailed food sampling/sales guidelines are included in the 2024 vendor contract and can be sent separately upon request to vendors@crossfitgames.com.
- Large-scale audio systems are not allowed. Any sound created by activities in your booth should not be audible outside the footprint of your booth.
- As a vendor, you have the ability to generate promotional photos and videos in and around your booth space in Vendor Village. Subject to these rules, non-professional, non-flash photography and video cameras are permitted for promotional use. Vendors may not distribute, use, reproduce, stream, upload, transmit, broadcast, link, exploit, or license any description, account, images, pictures, film, digital, video or audio recording from outside of their booth for any commercial purpose without the prior express written consent of CrossFit, LLC in each instance.

IMPORTANT FACTS

- Vendors are prohibited from using, copying, displaying, modifying, or distributing the official 2024 CrossFit Games logo (or other CrossFit names, logos, taglines, trademarks, service marks, trade names, copyrights, and other intellectual property owned by CrossFit, LLC) in connection with Vendor's name or logo, goods, products, or services, on any apparel, website, marketing, advertising, social media, or promotional materials, in any manner that implies sponsorship of or endorsement by CrossFit, LLC or the NOBULL CrossFit Games, or otherwise without the prior express written permission of CrossFit, LLC in each instance, which permission may be granted or withheld in CrossFit's sole and absolute discretion.
- Social media: Reposting, retweeting, and sharing images or footage that CrossFit posts is approved, as long as the vendor follows the conventions of those platforms to give proper credit to CrossFit. Downloading the photo or video and then posting it as original content is prohibited.
- Booths cannot be shared by more than one vendor without CrossFit's prior written approval in each instance. The storage, distribution, or promotion of companies, goods, products or services for third parties may result in expulsion of Vendor from the venue.
- Partnerships or sponsorships with host venues or their vendors for additional promotional or merchandising access are prohibited, unless approved in advance by CrossFit.
- All vendor promotions, activities, and services are subject to CrossFit's approval and space, style, manner, duration, messaging, sampling, sales, size, and placement limitations and event venue restrictions, are subject to timely delivery of materials by company and all permitting, insurance, taxes, creative, production, printing, shipping, delivery, staffing, equipment, set-up and break-down are company's sole responsibility and at company's sole cost and expense.
- Promotion, giveaways or sales of products (apparel, hats, accessories, etc.) related to finals (e.g., using city names such as Madison, dates or words such as "finals" or "Games") will not be permitted.
- Guerilla-marketing tactics are prohibited and will result in expulsion of booth privileges. Temporary tattoos, stickers, beach balls, noise making devices (e.g., cowbells), and product or promotional item distribution outside the footprint of your booth is prohibited.

FAQs

- **When is the deadline to apply?**
 - There is no firm deadline to apply. However, due to limited inventory at WRMC we are anticipating a sellout. Vendor booths will be distributed based on who applies and pays their deposit first.
- **How do I pay? When is my invoice due?**
 - After applying, you will receive an invoice via email. Included in that documentation will be instructions on how to make your payment.
 - Payment will be split into a 10% deposit and a remaining balance. You will receive an invoice for the remaining balance after signing a contract.
- **Are tables and chairs provided for Vendor booths?**
 - No, tables and chairs will be rented from the show decorator at an additional cost.
- **Can I go outside of the space allotted for my booth?**
 - There are strict size limits for each booth. Remember to stay inside the four corners of your booth when displaying, promoting, using or demonstrating your goods, products, or services, and always keep spectator safety in mind. The height limit for built structures (e.g., truss) within your booth space is 15 feet. Each booth space will include a two-foot apron in front for signage or activation and a five-foot space behind for storage. Both will go the length of your booth. No additional space may be used.
- **What are the days and hours of the Vendor Village?**
 - Vendor Village will be open each day of competition for all events, August 8-11.
 - Hours will be distributed at a later date. You can expect long, full days.
- **Is there overnight security at the venue?**
 - Yes.

FAQs

- When can Vendors begin move in?
 - Vendor Village move-in will be Tuesday, August 6 (optional) and Wednesday, August 7 (required) from 8 a.m to 5 p.m. Times and dates are TBD and subject to change.
- Is there wireless internet and electricity?
 - Wireless internet for (2) devices and (1) 20 amp plug for every 10' will be provided. At the appropriate time, please notify us if you would like to request internet streaming or additional power services at your booth location.
- What is required for insurance?
 - Each vendor is required to send proof of insurance in the form of a Certificate of Insurance. A sample will be included in your contract and you will upload the COI via our vendor fulfillment system, PartnerHQ.
- What permits and taxes are required?
 - Timely completion of any applicable health, sales or other permits or documentation is your sole responsibility. Failure to timely complete and provide this documentation may affect your ability to sample or sell from your booth. In addition, collection and remittance of all applicable taxes is your sole responsibility.
- Can I pass out wristbands to anyone who comes to my booth?
 - NO. Due to security, Vendors are Partners are prohibited from passing our wristbands, tickets, or any other type of credential.
- Where will I find the full rules and regulations for the event?
 - Once your vendor booth application is accepted and processed you will receive and invite to our vendor management system, PartnerHQ. In the system you will find general event information such as tickets, shipping logistics, rules, and regulations as well as tasks for you to complete.
- Is there a shipping fee/drayage at the venue?
 - All shipments (freight & parcel) will run through our turnkey shipping partner at an advanced warehouse. Pricing and logistics will be shared at a later date.

QUESTIONS?

For any questions relating to the CrossFit Games:

Maggie Wortendyke
vendors@crossfitgames.com
C: 205-960-4230

If you'd like information on the Semifinals, please reach out to event operators individually. You can find a list of the Semifinal Events [here](#) and contact info for some of them below:

1. Syndicate Crown: Wilson Pak, wilson@syndicatecrown.com
2. West Coast Classic: Dylan Malitsky, dmalitsky@loudlive.com and Alex DeGurian, adegurian@loudlive.com
3. French Throwdown: partners@frenchthrowdown.com

If you'd like information on the Divisional Games, please reach out to event operators individually. You can find the schedule of Divisional Games events [here](#) and the contact info for each of them below:

1. Adaptive CrossFit Games, dana@equipproducts.com
2. Masters CrossFit Games, jason@legendscomp.com
3. Teenage CrossFit Games: brock@pitfitnessranch.com

