

ROGUE

FOUNDED IN 2006

WHO ROGUE IS?

ROGUE

Rogue Fitness is the leading manufacturer of strength and conditioning equipment, including barbells, power racks, sleds, and accessories. Founded in a garage in 2006, the company has grown to over 700 team members globally.

Rogue is the official equipment supplier of the CrossFit Games, USA Weightlifting, the Arnold Strongman Classic, and the World's Strongest Man competition. The company remains dedicated to serving the needs of serious athletes at every level, from the garage to the arena.

#RYOUGUE



CLICK IMAGE ABOVE TO VIEW VIDEO

BEST IN CLASS

ROGUE





[Rogue's Youtube](#) is home to original content created by Rogue's media team including;

- Historical documentaries
- Live Stream Broadcasts
- Rogue's CBS/CBS tv shows
- Instructional/How To videos
- Highlight clips/shorts
- Rogue athlete stories/content

▶ **940K** Subscribers

▶ **1.7K** videos

▶ **379.2M** minutes viewed of Rogue content in 2023

ROGUE SOCIAL



ROGUE

ROGUE USA

 **2.6M** Instagram Followers

 **1.9M** Facebook Followers

 **373.1K** X Followers

 **81.9K** Tik Tok Followers

 **4.5K** Pinterest Followers


ROGUE INVITATIONAL

 **434K** Instagram Followers

 **128K** Facebook Followers

ROGUE AU

 **19.1K** Instagram Followers

 **9.7K** Facebook Followers

ROGUE EU

 **273K** Instagram Followers

 **382K** Facebook Followers

Partner/Sponsor Posts:

Total Views/Impressions: **734M**

Accounts Reached: **458M**

INVITATIONAL
ROGUE

ROGUE IRON GAME SHOW



ROGUE

The "Rogue Iron Game" show is a live desk show dedicated to covering sports from around the strength and conditioning world - aka the "Iron Game".

**IRON GAME
ROGUE**

**INVITATIONAL
ROGUE**

**STRONGMAN
ROGUE**



**CrossFit
GAMES | 2024**



[CLICK IMAGE TO VIEW HISTORICAL VIDEO](#)



ROGUE

CLICK IMAGE TO VIEW 2024 ANNOUNCEMENT VIDEO



INVITATIONAL ROGUE

**AUSTIN, TEXAS -> ABERDEEN, SCOTLAND:**

There are few places on earth as intimately tied to historic feats of strength as the Highlands of Scotland which makes it a natural fit to host the 2024 event.

- The 6th annual Rogue Invitational will travel to Europe for 2024
- November 8-10 at P&J Live in Aberdeen, Scotland

6TH EDITION SHOWCASE:

Rogue will continue its tradition of showcasing the biggest names in CrossFit, Strongman, and Strongwoman for a weekend of competition and community.

CHAMPIONS:

- Male Champions: Mat Fraser (2019), Patrick Vellner (2020, 2023), Justin Medeiros (2021, 2022)
- Female Champions: Tia-Clair Toomey-Orr (2019, 2020, 2021), Laura Horvath (2022, 2023)
- Strongman Champions: Martins Licis (2021), Oleski Novikov (2022), Mitchell Hooper (2023)



P&J LIVE

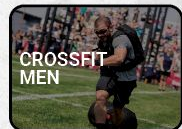
The largest state-of-the-art event complex in North Scotland, that is sustainability powered by local, renewable energy sources.

- £333 million complex opened in September 2019
- Conveniently located less than 10km northwest of city centre
- 15-minute walk from both Aberdeen International Airport and Dyce Train Station
- Vendor Village will be located entirely indoors at P&J Live for the 2024 Rogue Invitational



MORE ON THE VENUE BY [CLICKING HERE](#)

THROUGH THE YEARS



CROSSFIT
MEN



CROSSFIT
WOMEN



CROSSFIT
TEAMS



LEGENDS



ROGUE
RECORD
BREAKERS

2019

COLUMBUS, OHIO
ROGUE HQ



CROSSFIT
MEN



CROSSFIT
WOMEN

2020

VIRTUAL
WORLDWIDE LIVE
COMPETITION



STRONGMAN



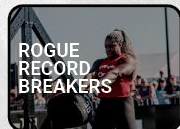
CROSSFIT
MEN



CROSSFIT
WOMEN



LEGENDS



ROGUE
RECORD
BREAKERS

2021

AUSTIN, TEXAS
DELL DIAMOND



STRONGMAN



CROSSFIT
MEN



CROSSFIT
WOMEN



LEGENDS



ROGUE
RECORD
BREAKERS

2022

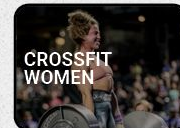
AUSTIN, TEXAS
DELL DIAMOND



STRONGMAN



CROSSFIT
MEN



CROSSFIT
WOMEN



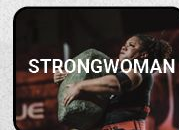
LEGENDS



ROGUE
RECORD
BREAKERS

2023

AUSTIN, TEXAS
DELL DIAMOND



STRONGWOMAN



STRONGMAN



CROSSFIT
MEN



CROSSFIT
WOMEN



LEGENDS



ROGUE
RECORD
BREAKERS

2024

ABERDEEN,
SCOTLAND
P&J LIVE

COMPETITORS

ROGUE



IRON GAME ROGUE

— ATHLETE FUND —

1,746,819.02

CURRENT PRIZE PURSE

CONTRIBUTIONS



BITCOIN



TICKET SALES



INVITATIONAL
T-SHIRT



GORUCK BALLISTIC
TRAINER

THE Q

THE ONLINE QUALIFIER
COMPETITION

THE C

COMMUNITY EVENT

ROGUE

ROGUE INITIAL
CASH INVESTMENT

INVITATIONAL MEDIA

ROGUE



SPONSOR EMAIL OPENS

17 MILLION



CBS AVG AUDIENCE SIZE

763,456



CBS SPORTS NETWORK AUDIENCE SIZE

20,226



2023 YOUTUBE VIEWS

5 MILLION +



2023 YOUTUBE IMPRESSIONS

33 MILLION +



SPONSOR POST IMPRESSIONS

9 MILLION +



ANNUAL AVERAGE ATTENDANCE

13,000



WHAT IS THE C?

The C is an online community event programmed with Street Parking for all skill levels, the C is open to everyone.

COST:

- \$25
- Entry + Official Rogue "C" t-shirt

THE C LEADERBOARD:

www.roguefitness.com

HOW IT WORKS:

- Grab your community and complete the workouts
- Submit your score using the btwb app
- Use #ryourogue and tag @roguefitness to share your experience

PRIZE PURSE CONTRIBUTION:

10% of registration fees go towards the Rogue Invitational Prize Purse

WHAT IS THE Q?

3-day online qualifier seeking to find top athletes eligible to compete alongside invited athletes

WHO QUALIFIES?

Historical Qualifiers

- 5 Men
- 5 Women

THE Q LEADERBOARD:

www.roguefitness.com

QUALIFIERS FROM THE Q:

- Receive travel stipends
- Hotel accommodations
- Inclusion in the 2024 prize purse

PRIZE PURSE CONTRIBUTION:

10% of registration fees go towards the Rogue Invitational Prize Purse

P&J LIVE

[CLICK TO VIEW P&J LIVE](#)



*LAYOUT SUBJECT TO CHANGE

VENDOR VILLAGE EXPERIENCE:

- Hyperlinked Listing on RogueFitness.com/Invitational
- Ability to tag and promote event with your brand @RogueInvitational
- Spectator Workout Area
- Volunteer Appreciation Product Seeding Opportunity
- Athlete Appearances (TBD)

[Click to view the 2023 Vendor Village Highlight Video](#)



ROGUE 3x3m VENDOR

\$3,500

Taxes and Fees Not Included

- ✓ Tables and Chairs
- ✓ Pipe & Drape Designating Booth Space
- ✓ 2m Provided Behind Each Location For Storage
- ✓ x6 Vendor Wristbands

ROGUE 3x6 VENDOR

\$7,000

Taxes and Fees Not Included

- ✓ Tables and Chairs
- ✓ Pipe & Drape Designating Booth Space
- ✓ 2m Provided Behind Each Location For Storage
- ✓ x8 Vendor Wristbands

We are currently considering our UK tax obligations but the working assumption is that it is likely we will have to charge UK VAT at 20% in addition to the prices listed above.



VENDOR FAQS:

1. **LOCATION:**
 - a. The entire vendor village will be inside the enclosed, climate controlled, P&J Live Baker Hughes Exhibition Hub.
 - b. East Burn Road, Stoneywood, ABERDEEN, AB21 9FX
2. **LAYOUT:**
 - a. Booth location will be shared prior to the event.
3. **WIFI & POWER:**
 - a. Available for purchase from P&J Live, details will be provided.
4. **EVENT SCHEDULE:**
 - a. Historical competition days are 8-10 hours. A detailed schedule will be provided prior to event.
5. **EVENT ACCESS:**
 - a. Each booth will be provided worker wristband access. Vendor credentials do not guarantee access to the Arena.
6. **AUDIO:**
 - a. Additional audio/sound system/microphone use within booth space is prohibited.
7. **MEDIA:**
 - a. Non-professional photo & video will be permitted within the vendor area only with worker wristband.
8. **ENGINEER DRAWINGS:**
 - a. Official stamped documents required for structural builds, details will be provided via PHQ.
9. **VAT:**
 - a. If you plan to sell items onsite you will need to be prepared to handle VAT tax.

STEP 1:

1. Please Click Through The Following Link To Officially Register Your Brand With The Event:
 - a. [2024 Rogue Invitational Vendor Application](#)
2. Payment Information: Once Accepted As A Vendor You Will Receive An Invoice And Contract Via The Email Provided In Your Application For The Full Amount Owed.

STEP 2:

1. All Vendors Will Receive A Unique Login To The Event Communication Hub (Partner HQ)
2. Partner HQ Use:
 - a. List All Details Regarding Your Booth At The 2024 Rogue Invitational
 - b. Have Questions? Ask Via Phq And Receive A Response From Your Dedicated Event Team
 - c. Event Hotel Block And Other Travel Resources Provided Here As Well

STEP 3:

1. We Look Forward To Welcoming You To Aberdeen for The 2024 Edition Of The Rogue Invitational!

THANK YOU,

ROGUE®

INVITATIONAL@ROGUEFITNESS.COM