



# ***WORLD FITNESS PROJECT***

**2025 SEASON**





# WORLD FITNESS PROJECT OVERVIEW

The World Fitness Project has signed the top athletes in the fitness industry, **featuring 20 men and 20 women** competing for the title of The World Fitness Champion. In addition, our Challenger Series will identify the best emerging talent in the sport, offering them the chance to compete against **our 40 signed pros for a coveted pro card for the 2026 season.**

Our events will not only showcase elite athletes and the visibility that comes with them, but we've also created an inclusive environment for competitors of all levels to experience and engage with the excitement of our competitions.

## 2025 PRO ATHLETE ROSTER



**20** women athletes and  
**20** men athletes go  
to compete in  
**2025 PRO TOUR.**

The official roster has  
been announced on  
**february 6th.**

# ROSTER

20 MEN ATHLETES

  
**JEFF**  
ADLER

  
**AUSTIN**  
HATFIELD

  
**NOAH**  
OHLSEN

  
**JONNE**  
KOSKI

  
**LUKA**  
DUKIC

  
**SAMUEL**  
KWANT

  
**JAMES**  
SPRAGUE

  
**GUI**  
MALHEIROS

  
**JAY**  
CROUCH

  
**RICKY**  
GARARD

  
**BJORGVIN K.**  
GUDMUNDSSON

  
**JAYSON**  
HOPPER

  
**VICTOR**  
HOFFER

  
**CHANDLER**  
SMITH

  
**DALLIN**  
PEPPER

  
**JUSTIN**  
MEDEIROS

**ROMAN**  
KHRENNIKOV

  
**TRAVIS**  
MAYER

  
**JELLE**  
HOSTE

  
**PATRICK**  
VELLNER



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# ROSTER

20 WOMEN ATHLETES

  
**LAURA**  
HORVATH

  
**OLIVIA**  
KERSTETTER

  
**DAMI**  
SPEEGLE

  
**LUCY**  
CAMPBELL

  
**HALEY**  
ADAMS

  
**PAIGE**  
SEMENTA

  
**DANIELLE**  
BRANDON

  
**ARIELLE**  
LOEWEN

  
**EMILY**  
ROLFE

  
**MADDIE**  
STURT

  
**BETHANY**  
FLORES

  
**EMMA**  
LAWSON

  
**SYDNEY**  
WELLS

  
**AIMEE**  
CRINGLE

  
**MANON**  
ANGONESE

  
**EMMA**  
TALL

  
**EMMA**  
MCQUAID

  
**ALEXIS**  
RAPTIS

  
**BROOKE**  
WELLS

  
**ALEX**  
GAZAN



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COMMUNITY REACH  
**13.69 M**  
ON INSTAGRAM





# OUR DIGITAL PLATFORMS

## FROM TOUR STOP 1

**407K**

Total stream plays during tour week.

**161**

Number of countries viewers were from.

**10.2M**

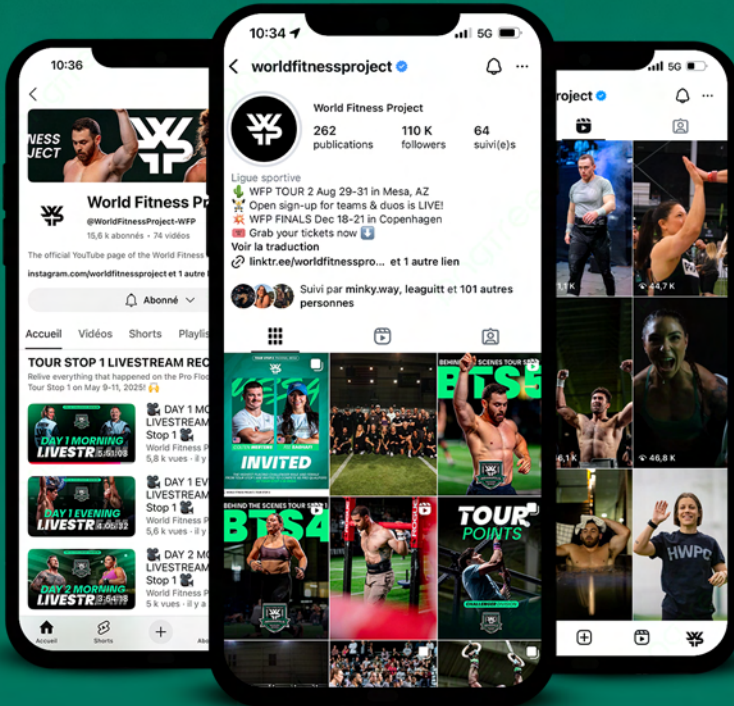
Instagram total views during event week.

**741K**

Instagram reach during event week.

**20.5K**

Instagram follower increase during event week.



### TOUR STOP 1

MAY 9-11  
INDIANAPOLIS, INDIANA

### TOUR STOP 2

AUGUST 29-31  
MESA, ARIZONA

### WFP FINAL

DECEMBER 18-21  
COPENHAGEN, DENMARK





# **WORLD FITNESS PROJECT**

## **2025 – TOUR BREAKDOWN**

### **EVENT OVERVIEW**

Each event will feature up to 560 athletes including:

**60** Professionals

**40** Challengers

Up to **400** Competitors

With an expected spectator attendance of up to **5,000**

### **WFP TOUR STOP 2**

Location: **Mesa, Arizona** 

Dates: **August 29th – 31st, 2025**

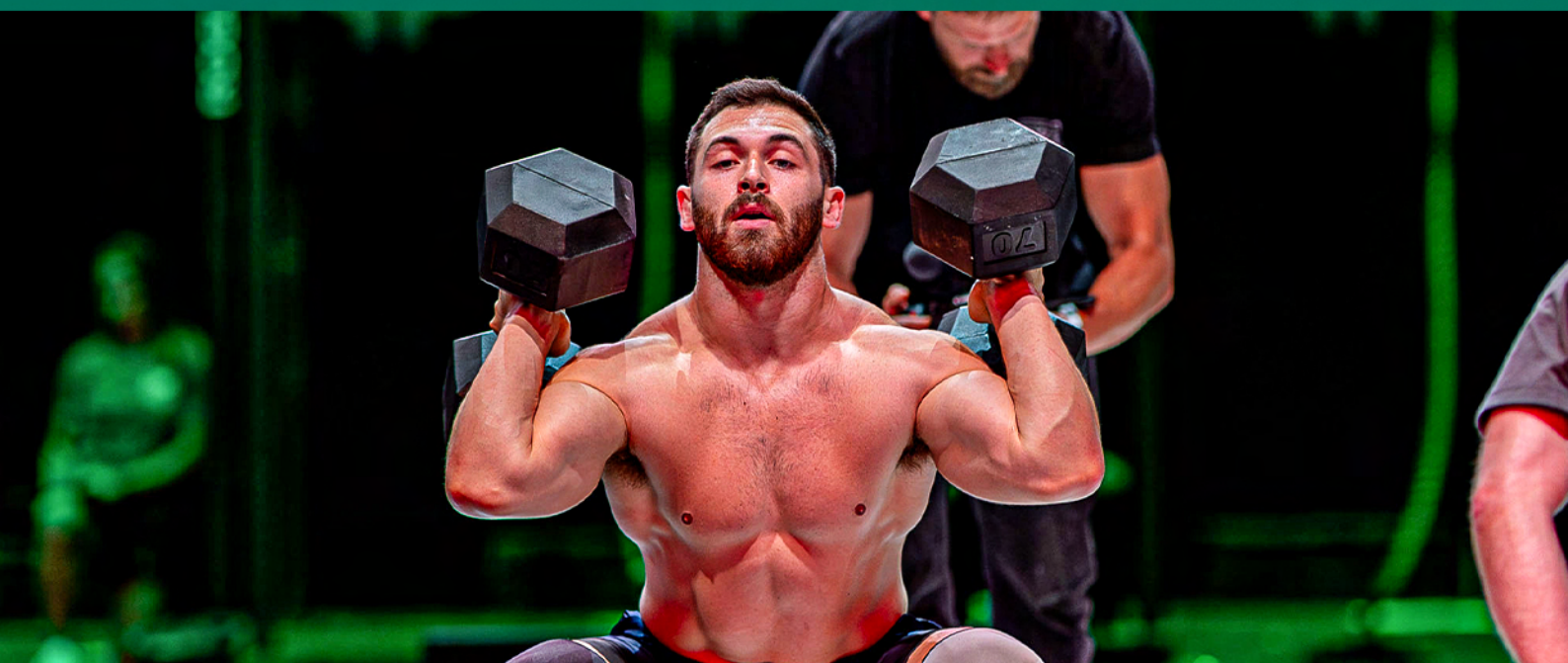
Vendor Registration Applications Open until August 15th.

### **WFP FINAL**

Location: **Copenhagen, Denmark** 

Dates: December **19th – 21st, 2025**

Vendor Registration Applications Open: TBD






## QUALIFIER DATES

The tour season includes **two Challenger Qualifying Events and one World Fitness Trials qualifier**, providing opportunities for athletes to qualify for Tour 1, Tour 2, and the World Fitness Finals.

### **Challenger Online Qualifier 1** - *Completed*

Registration: January 29th – March 25th

Qualifier: March 19th – March 25th 

### **Challenger Online Qualifier 2**

Registration: May 19th – July 8th

Qualifier: July 2nd – July 8th 

### **World Fitness Trials**

Registration: September 29th – October 9th

Online Qualifier: October 6th – October 26th 

# CHALLENGER ONLINE QUALIFIER 2

## REGISTRATION OPEN





# **WORLD FITNESS TOUR STOP 2**

**MESA, ARIZONA** 

Date: **August 29th–31st, 2025**

Location: **Arizona Athletic Grounds**

Spectator Attendance: up to **5,000**

Athletes: up to **500**

## **Arizona Athletic Grounds Facts:**

11 minutes from Mesa Gateway Airport

34 minutes from Phoenix International Airport

## **Mesa, Arizona: Where Fitness Meets Adventure – The Perfect Home for Tour Stop 2 of the WFP!**

Welcome to Mesa, Arizona — a sun-soaked city where fitness isn't just a trend, it's a way of life. With a thriving wellness culture, top-tier infrastructure, and awe-inspiring natural landscapes, Mesa sets the stage for the 2nd Tour Stop for the WFP like no other place can.

## **WHY MESA? HERE'S WHAT MAKES IT A FITNESS HOTSPOT:**

### **A Community That Moves**

Health and wellness are woven into the fabric of Mesa life. Programs like **“Fun ‘n Fitness”** keep kids active after school, and the city's dedication to physical activity is seen in every neighborhood park, trail, and gym.

### **Built to Train**

**With over 50 gyms** and studios offering everything from HIIT to hot yoga, Mesa's fitness scene is as diverse as it is dedicated. Whether you're a seasoned athlete or a weekend warrior, there's something here for every kind of mover.



## **Outdoor that inspire**

Mesa's desert beauty isn't just for sightseeing — it's a playground for outdoor fitness. Hike rugged trails, bike across more than **200 miles of paths**, or host a workout under wide-open skies. The natural backdrop adds energy to every rep.

## **Fueling the local economy**

Fitness tourism in Mesa pumps more than **\$3 million annually** into the local economy, proving that the city isn't just welcoming

## **Mesa is more than a host city — it's an experience.**

For the WFP Tour Stop 2, it's the perfect blend of competition, community, and the call of the outdoors. Get ready to sweat, explore, and be inspired in a city where fitness truly lives.





# **WORLD FITNESS FINALS**

## **COPENHAGEN, DENMARK**

Date: **December 19th–21st, 2025**

Location: **Bella Center**

Spectator Attendance: **7,500**

Athletes: **500+**

Vendor registration: **to be available soon**



**Bella Center**  
Copenhagen

### **Stadium Facts**

6 minutes from Copenhagen International Airport

### **Copenhagen, Denmark: The Grand Finale of Fitness**

Get ready to finish strong in **Copenhagen** — a vibrant city where fitness, sustainability, and culture collide. As Europe's most physically active nation, Denmark leads the way in health and movement, making its capital the ultimate destination for the **World Fitness Project Finals**.





## WHY COPENHAGEN? HERE'S THE POWER BEHIND THE PEDAL:

### **A City That Moves**

Copenhagen boasts the most active population in the EU, with citizens regularly clocking 2.5+ hours of physical activity each week.

### **Fitness Ready-Infrastructure**

From high-end gyms to public training zones, the city is built to support every style of training and competition.

### **Sustainable & Scenic**

**With 400+ kilometers** of bike lanes, lush parks, and an outdoor-friendly lifestyle, it's a dream setting for fitness in motion.

### **Impact Beyond the Event**

Copenhagen isn't just hosting — it's inspiring. As a global leader in eco-conscious living and fitness tourism, the city offers a meaningful, memorable experience for athletes and fans alike.

### **Copenhagen is where performance meets purpose**

It's more than a final stop — it's a celebration of global fitness in one of the world's healthiest, happiest cities.





# ***EXHIBITOR PRICING***

***TOUR STOP 2***



# WFP TOUR STOP 2 VENDOR PRICING

MESA, ARIZONA 

SIZE	INCLUDES WITH SPACES				PHASE 1	PHASE 2
	TABLES 8-FT	POWER AMPS	CHAIRS FOLDING	TICKETS (SPECTATORS)	Now until July 15th	July 15th to August 15th
10X10	1	20	2	10 PER BOOTH	2850\$	3000\$
10X20	2	20	4	10 PER BOOTH	5700\$	6000\$

# WFP FINAL VENDOR PRICING

COPENHAGEN, DENMARK 

SIZE	INCLUDES WITH SPACES				PHASE 1	PHASE 2
	TABLES 8-FT	POWER AMPS	CHAIRS FOLDING	TICKETS (SPECTATORS)	Until October 31st	October 31st to December 4th
3MX3M	1	20	2	10 PER BOOTH	2850\$	3000\$
3MX6M	2	20	4	10 PER BOOTH	5700\$	6000\$

## ADDITIONAL SERVICES FOR A FEE

INFORMATION REGARDING ADDITIONAL SERVICES TO BE ADDED TO  
PARTNER HQ

Wifi – Flooring – Additional Power  
Additional Tables & Chairs – Activation Services

### **10X10 (3MX3M) INCLUDES**

10x10 Booth Space – Company name and link on the vendor webpage of the World Fitness Project

Pipe & Drape Designating Booth Space

5 foot Provided Behind Each Location For Storage

4 Vendor Wristbands

### **10X20 (3MX6M) INCLUDES**

10x20 Booth Space – Company name and link on the vendor webpage of the World Fitness Project

Pipe & Drape Designating Booth Space

5 foot Provided Behind Each Location For Storage

8 Vendor Wristbands





## STEP 1 REGISTER YOUR BRAND

Please Click Through the Following Link to Officially Register Your Brand with the Event: 2025 World Fitness Project Vendor Application

### **Payment Information**

*Once accepted as a vendor, you will receive an invoice and contract via the email address provided in your application for the full amount owed.*

## STEP 2 ACCESS PARTNER HQ

All Vendors Will Receive a Unique Login to the Event Communication Hub (Partner HQ).

**Partner HQ Use:** List all details regarding your booth for the 2025 World Fitness Project.

**Have questions?** Use Partner HQ to ask our dedicated event team and receive quick responses. Access event hotel blocks, travel resources, and logistical information to help you prepare for the event.

## STEP 3 EVENT PREPARATION

We look forward to welcoming you to the 2025 season.

We are excited to have you as part of this global fitness celebration, and we can't wait to see you there!

[CLICK HERE TO REGISTER YOUR BRAND](#)



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