

2026 IKMF World Championships, Part 1

May 22-24, Syracuse, New York

Nicholas J. Pirro Convention Center at The Oncenter





Dear Prospective Partner,

In 2026, Syracuse will host a truly historic event—the IKMF World Championships—bringing elite athletes and officials from around the world to Central New York for the first time.

We are reaching out to a small number of organizations whose values align with international sport, community leadership, and high-visibility event support. Rather than offering generic sponsorship packages, we have structured our partnerships around specific elements of the Championships, allowing supporters to connect their brand directly to how the event is experienced on the competition floor and beyond.

Enclosed is a brief overview of available sponsorship opportunities. We would welcome the opportunity to discuss where your organization may see alignment and whether participation makes sense.

Thank you for your consideration and for your continued support of events that elevate Syracuse on the global stage.

Sincerely,

Edmond J. Theobald

Director of Marketing, Public & Government Relations

IKMF Syracuse 2026 Organizing Committee

Email: edmondt@twcny.rr.com

Phone: 315.391.9155

01

IKMF WORLD CHAMPIONSHIPS

OFFICIAL EVENT PARTNER (TIER 3) SPONSORSHIP PROGRAM



PREPARED BY

Edmond Theobald
Director Public, Media and Government Relations
IKMF Syracuse 2026 Organizing Committee

ABOUT SYRACUSE KETTLEBELL, LLC

Syracuse Kettlebell LLC is a for-profit organization serving as the Host City Organizing Committee for the 2026 IKMF World Championships under the operating name IKMF Syracuse 2026.

The organization is responsible for event planning, logistics, sponsorship coordination, and local stakeholder engagement in partnership with the International Kettlebell Marathon Federation (IKMF).

Syracuse Kettlebell LLC works collaboratively with local, national, and international partners to deliver a world-class championship experience while promoting the long-term growth of kettlebell sport and community health initiatives in Central New York.

02



IKMF
Del Wilson
OFFICIAL PHOTOGRAPHER

1. INTRODUCTION

The IKMF World Championships represent the highest level of international kettlebell sport competition. In 2026, Syracuse will host this event for the first time in history in the United States, North America, and the Western Hemisphere.

The Championships will bring together 200–300 athletes, along with coaches, officials, and supporters from 25–35 countries, creating a globally connected sporting event with meaningful local and international impact.

This Sponsorship Kit outlines opportunities for organizations to support the Championships at multiple levels—ranging from Major Event Supporters to Official Event Partners—each designed to align brand presence with specific elements of the competition and its execution.

03

2. OFFICIAL EVENT PARTNER (TIER 3) SPONSORSHIPS

Official Event Partner sponsorships are designed for organizations seeking meaningful brand association with a historic international event. While the championships are not ticketed, partners benefit from sustained visibility through competition infrastructure, athlete engagement, and post-event media.”

3. SPONSORSHIP OPPORTUNITIES

I. Lead Supporting Partner Categories

Lead Supporting Partner categories offer the highest level of visibility within the competition environment. Multiple organizations may participate, with recognition and logo placement structured proportionally based on contribution level. IKMF branding remains primary.

II. Supporting Partner Categories

Supporting Partner Categories provide organizations with the opportunity to align their brand with specific operational elements of the Championships while benefiting from meaningful, shared visibility throughout the event.

These categories are designed to be flexible and scalable. Organizations may support one or multiple categories, and support may be structured across different competition days depending on availability and alignment (for example, supporting Event Timing on one day and Competition Equipment on another).

Recognition and brand placement within Supporting Partner Categories are shared among participating organizations and are structured proportionally based on contribution level. This approach allows multiple companies to participate meaningfully while ensuring clear attribution and visibility tied directly to the sponsored element.

Supporting Partner Categories are well suited for organizations seeking:

- Tangible connection to the competition environment
- On-site brand presence tied to specific event functions
- Participation in a world-class international sporting event without the scale of a Major Event Support role

All Supporting Partner opportunities are subject to availability and final configuration by the IKMF Syracuse 2026 Organizing Committee.

III. Community Supported Flights: Individual Competition Flights

Individual Competition Flights provide a flexible entry-level opportunity to support the Championships. Multiple flights are available throughout the event and may be sponsored individually or in multiples.

4. NAMING & RECOGNITION

Official Event Partners receive recognition directly tied to their sponsored category. Recognition may include:

- On-site signage and branding
- Verbal acknowledgments during the event
- Inclusion on the event website and in printed materials

Specific recognition elements may vary by category and event schedule.

04

Lead Supporting Partnerships

Category	Description	Naming Convention	Contribution Value
Competition Stage & Backdrop	Primary competition environment visible throughout all competition flights, official photography, and media coverage.	Competition Stage & Backdrop supported by [Company Name]	Lead Supporting Partners - \$10,000 +
Awards Ceremony & Podium	Central location for medal presentations and official event imagery with high post-event visibility.	Awards Ceremony & Podium supported by [Company Name]	Lead Supporting Partners - \$7,000+
Opening Ceremony	Formal opening of the World Championships featuring athlete parade, national representation, and official welcome. Strong ceremonial visibility and branding during a highly attended and documented program segment.	<i>Opening Ceremony Supported by [Company Name]</i>	Supporting partners - \$4,000+

Note: Recognition and logo placement are structured proportionally based on contribution level. IKMF branding remains primary across all competition and ceremonial elements.

Supporting Partnerships

Category	Description	Naming Convention	Contribution Value
Event Timing & Scoring	Supports live competition results, score displays, and official rankings throughout the event. Brand presence is associated with accuracy, fairness, and the integrity of competition results.	<i>Official Timing & Scoring Supported by [Company Name]</i>	\$3,000, 5000 (Shared)
Competition Equipment (Kettlebells)	Equipment used directly by athletes during competition flights. Brand association with performance, safety, and elite-level athletic execution.	<i>Official Competition Equipment supported by [Company Name]</i>	\$3,000-6,000 (Priority Based)
Event Entertainment & PA	Audio, announcements, and in-venue atmosphere supporting competition flow and spectator engagement.	<i>Official Event Entertainment Supported by [Company Name]</i>	\$2,000-3000 (Exclusive or Shared)
Concessions & Athlete Support Areas	Supports athlete fueling, hydration, and spectator amenities throughout the event weekend.	<i>Athlete Support Area supported by [Company Name]</i>	\$1,500-2,000 (Shared)
Officiating Area	Dedicated workspace for certified officials ensuring fair and consistent application of competition standards.	<i>Official Officiating Area supported by [Company Name]</i>	\$1,000-\$1,500 (Shared)

Note on Equipment Sponsors (Internal Guidance): True category exclusivity may be considered only if equipment is fully supplied, and financial support reflects full category value. Otherwise, priority recognition is granted based on contribution level.

Community Partnerships

Category	Description	Naming Convention	Contribution Value
Competition Flights	Individual competition flights throughout the event	“Competition Flight supported by <i>Company or Individual Name</i> ”	\$200 / 30-min

05

5. PROJECTIONS

Participation from athletes and officials representing **25-35 countries**

Delegations spanning **5 continents**

Multi-day international travel resulting in extended lodging, dining, and transportation activity

Over \$430,000 in direct local economic impact, driven primarily by visitor spending and use of local and county-owned facilities

First IKMF World Championships hosted in the **United States, North America, and the Western Hemisphere**

WE ARE SEEKING FUNDING FOR

- Venue Costs
- Specialized Equipment
- Signage
- Event operations and Staffing
- Marketing & Promotion
- Insurance fees
- Hospitality
- Entertainment

6. LEADERSHIP TEAM



BRENT MOREHOUSE

President, IKMF Syracuse
2026 Organizing Committee



TODD RELYEA

Chief Operations Officer



LISA CRAIG

Director of Committee
Operations &
Communications



EDMOND THEOBALD

Director of Marketing, Media
and Government Relations



7. Community Impact and Legacy Commitment

The primary purpose of all sponsorship and partnership funding is to ensure the successful execution of the 2026 IKMF World Championships in Syracuse. Any funds received in excess of direct event operational needs will be allocated to charitable and community-based initiatives aligned with health, fitness, youth sport, and community development. Beneficiary organizations will be publicly announced prior to the Championships, and all charitable contributions will be transparently reported following the event. This commitment reflects our goal of ensuring that the impact of hosting the IKMF World Championships extends beyond competition weekend and leaves a positive, lasting legacy for the Syracuse community.

8. NEXT STEPS

We invite potential sponsors to schedule a contact to explore this amazing opportunity. Contact us at edmondt@twcny.rr.com to set up a meeting to discuss sponsorship terms and strategic partnerships.

9. SPONSORSHIP INQUIRIES

Edmond Theobald

Director of Marketing, Public & Government Relations

IKMF Syracuse 2026 Organizing Committee

Email: edmondt@twcny.rr.com