

**THE WORLD'S LARGEST
MULTI-SPORTS FESTIVAL AND EXPO.**

MELBOURNE

**3 DAYS | 40 SPORTS
12,000 PARTICIPANTS | 70,000 ATTENDEES | 1.3 MILLION ONLINE REACH**

ARNOLD SPORTS FESTIVAL

MULTI-SPORT FESTIVAL & EXPO

2020



A GLOBAL FOOTPRINT

The Arnold Sports Festival Worldwide is a global event and the largest series of multi-sport festivals in the world with annual events on six continents:

North America, Europe, South America, Australia, Africa and Asia.

Across these six continents, we invite more than 420,000 event attendees to celebrate together, in an unbelievable carnival of movement.





IT'S A **PARTY** PEOPLE

AVERAGE DWELL TIME

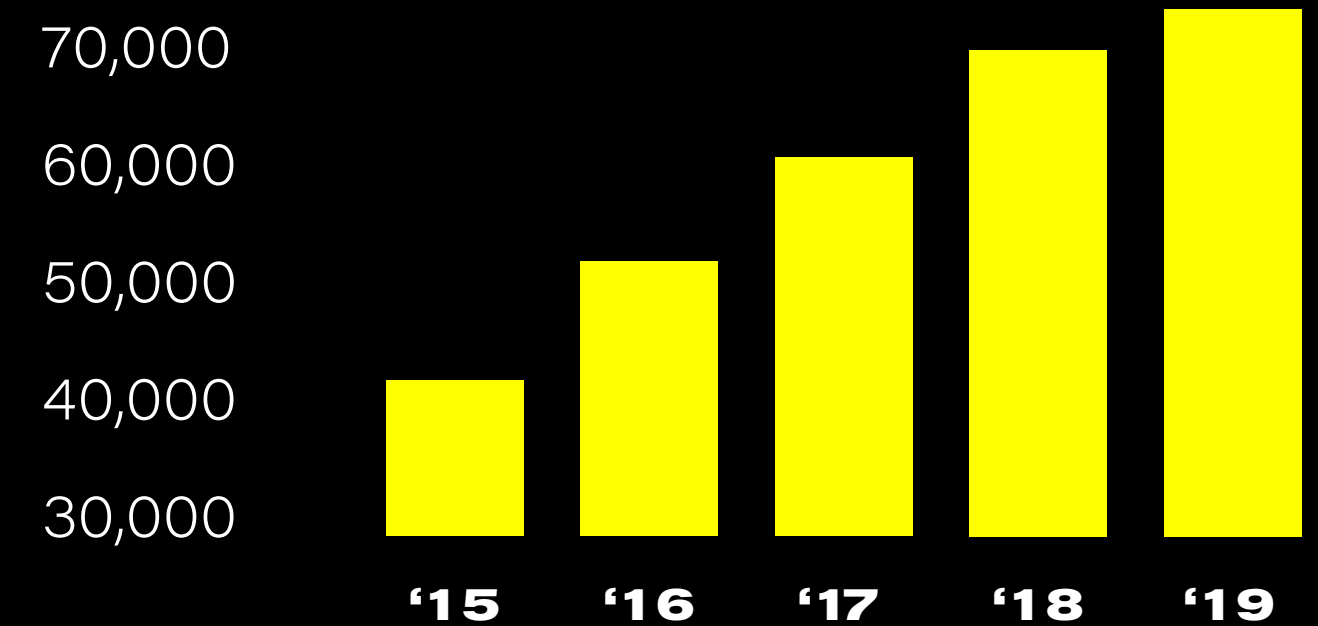
124% higher than other leading expos

96% Interested in finding out about new products

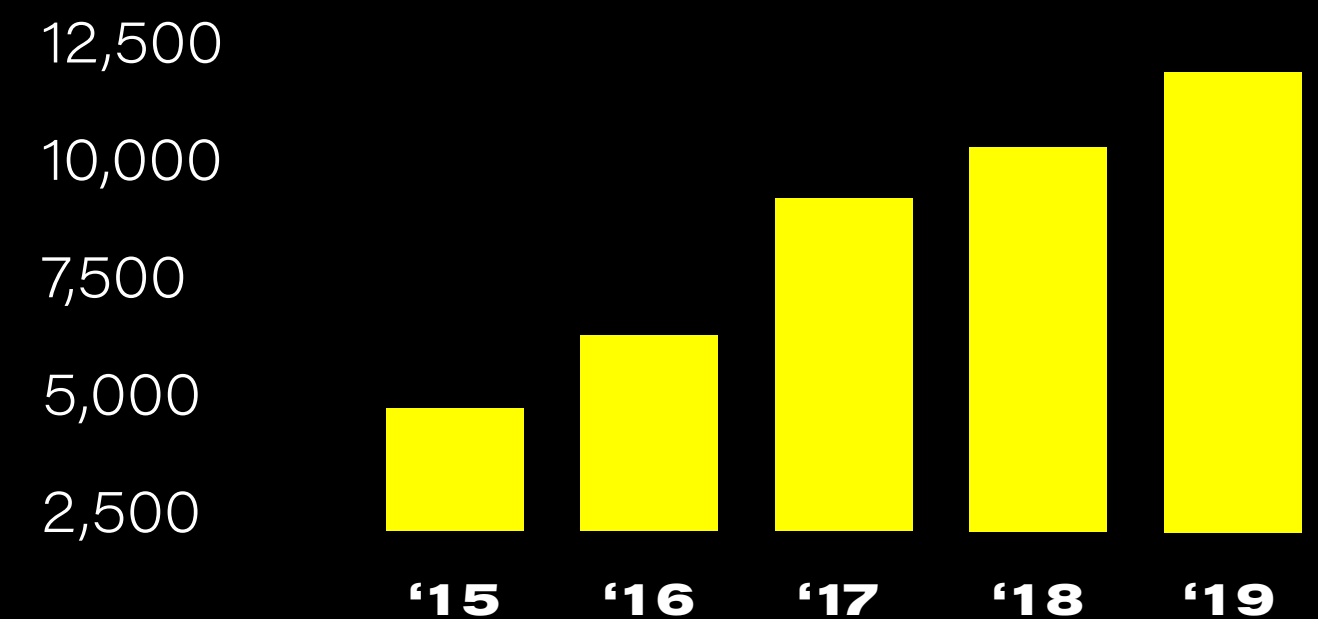
84% Interested in learning more about good nutrition

77% Attend the expo with the intent to purchase

GROWTH OF ATTENDEES



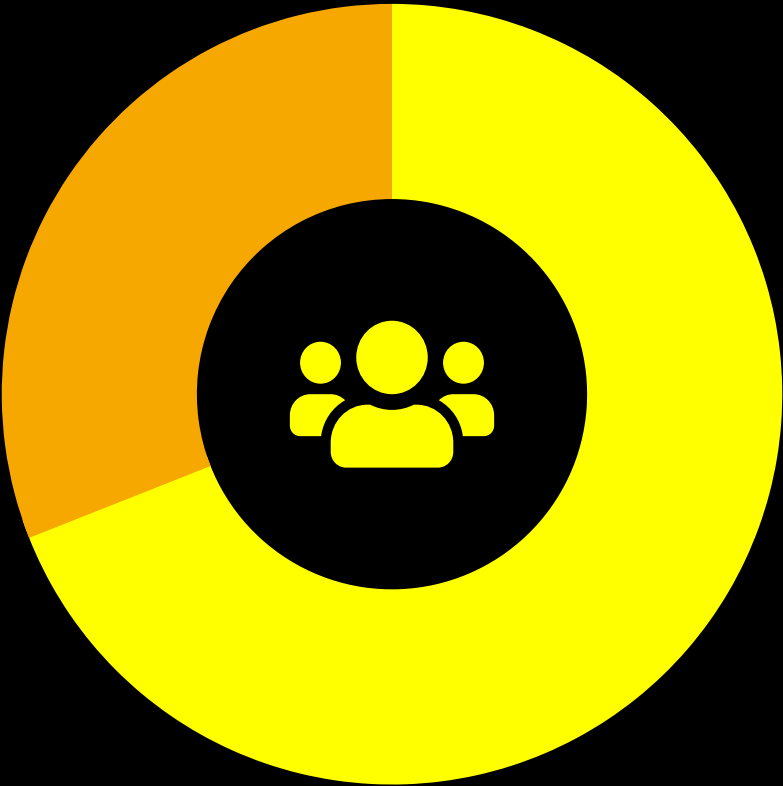
GROWTH IN ATHLETE PARTICIPATION



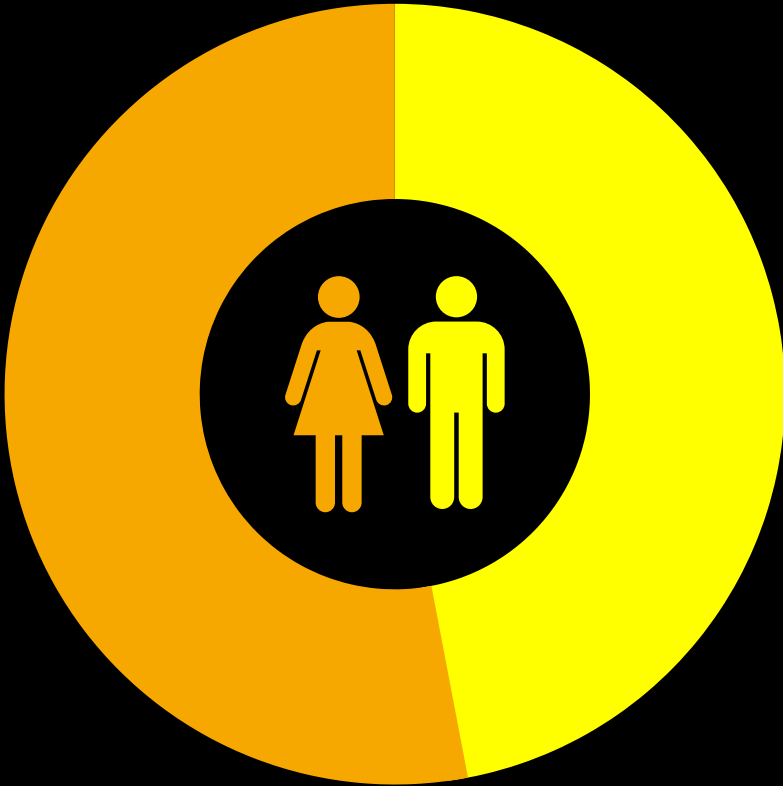
SOCIAL MEDIA



3m
Total Impressions



69% of audience
18-34 years old



47%/53%
Gender Split



LIVE STREAMING



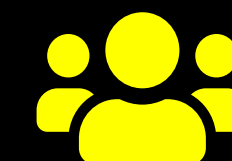
503,915
Unique Views



585,047
Total Views



2,404,021
Minutes Viewed



1,304,512
Reach

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FOR MORE INFORMATION
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