

NOBULL
CrossFit
GAMES

Marketing Materials

2024 SEASON



TEST



Overview

The CrossFit Games are the ultimate proving grounds for the Fittest Man and Fittest Woman on Earth™ and are world-renowned as the definitive test of fitness.

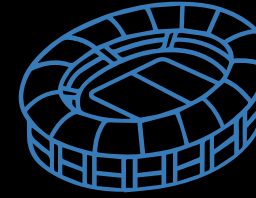
From their inception, they have been unlike traditional sports such as track and field, gymnastics, weightlifting, or even decathlon — all specialist sports in which the events are known long in advance.

Instead, athletes from around the world are tested against a variety of unannounced events, each with different movements, equipment, and time domains. Competitors are required to train for the unknown, and the scores of events have included:

- ▶ Distance swims
- ▶ Sled pushes
- ▶ Obstacle courses
- ▶ Rope climbs
- ▶ One-rep-max lifts
- ▶ Odd-object carries
- ▶ Handstand walking

For the past **15 years**, fans from around the world have attended the multi-day sporting event, streamed the competition online, or watched on a wide range of broadcasts. The international field of play has included **athletes from over 120 countries**.

Why is CrossFit unique?



Global Network

World's largest network of training facilities, with over 15,000 locations in more than 120 countries around the world



It's a lifestyle

Mission to touch the lives of over 100 million people through the sport.



Inclusive & adaptive

Athletes with disabilities are able to compete in CrossFit competitions and there is an Adaptive Athletics Program with four team divisions and six men's and six women's divisions for ages 35–65+.



Equal pay

Men and female CrossFit athletes are paid equally in prize money.



Large community & attendance

Over 322,000 registered athletes, 160,000 live event attendees and 150,000 active coaches.

CrossFit Offering

The first step in finding the fittest. Open to any athlete, men and women from all over the world compete for a coveted spot in the CrossFit Semi-Finals.

Event Schedule

FEBRUARY 29, 2024

MARCH 7, 2024

MARCH 14, 2024

Rights

ALL BROADCAST RIGHTS

Programming

- ▶ Live content from the Open
3 x 45min – 1hr live shows announcing Open Workouts.

Location

TBD

Territory

WORLDWIDE

Delivery

▶ ?



CrossFit Semi-Finals

The top 60 athletes and 40 teams advance to the CrossFit Semi-Finals, the final qualifying stage for athletes hoping to qualify for the 2024 NOBULL CrossFit Games.

Event Schedule

WEEK 1: MAY 10–12, 2024

WEEK 2: MAY 17–19, 2024

WEEK 3: MAY 24–26, 2024

WEEK 4: MAY 31 – JUNE 2, 2024

Rights

ALL BROADCAST RIGHTS

Programming

► Live content from the Semi-Finals

Location

WEEK 1: TBD

WEEK 2: EUROPE (Lyon, France)

WEEK 3: NORTH AMERICA (Birmingham, Alabama)

WEEK 4: AUSTRALIA (Brisbane – Torian Pro)

Territory

WORLDWIDE

Delivery

► ?



CrossFit Games

2024 Nobull CrossFit Games: The greatest top 20 athletes in the Sport of Fitness compete in a six-day competition in a bid to win the title 'Fittest on Earth,' as well as a \$3 million cash prize.

Event Schedule

AUGUST 8–11, 2024

Rights

ALL BROADCAST RIGHTS

Programming

- ▶ **Live content from the Games**
Thursday, Friday, Saturday, and Sunday
(approx. 8 hours each day).
- ▶ **2 Hour Day of Highlight**
Thursday, Friday, Saturday, and Sunday.
- ▶ **4 Hours of Highlight Programming from the 2024 NOBULL CrossFit Games**
(1 hour show per episode x 4 episodes)
Available approximately September 1st.

Location

FORT WORTH, TX

Territory

WORLDWIDE

Delivery

- ▶ Live coverage digital streams include significant partnerships deliverables (can be modified if necessary).
Additional possibility for a second screen studio program (Day at the Games).
- ▶ Edited highlights are available with English.



