



**GIANTS**  
**LIVE**<sup>TM</sup>

**THE OFFICIAL STRONGMAN WORLD TOUR**

[GIANTS-LIVE.COM](http://GIANTS-LIVE.COM)

**WE ARE**  
**THE OFFICIAL**  
**STRONGMAN WORLD TOUR**

**IN 2024, WE WELCOMED**  
**100,000 FANS**

**TO ARENA SHOWS**  
**ACROSS THE UK**





**WE WERE LIVE IN SOME  
OF THE BIGGEST VENUES  
IN THE BIGGEST CITIES**

- **GLASGOW**
- **LEEDS**
- **BIRMINGHAM**
- **SHEFFIELD**
- **YORK**

**PLUS, LONDON'S ICONIC  
ROYAL ALBERT HALL**





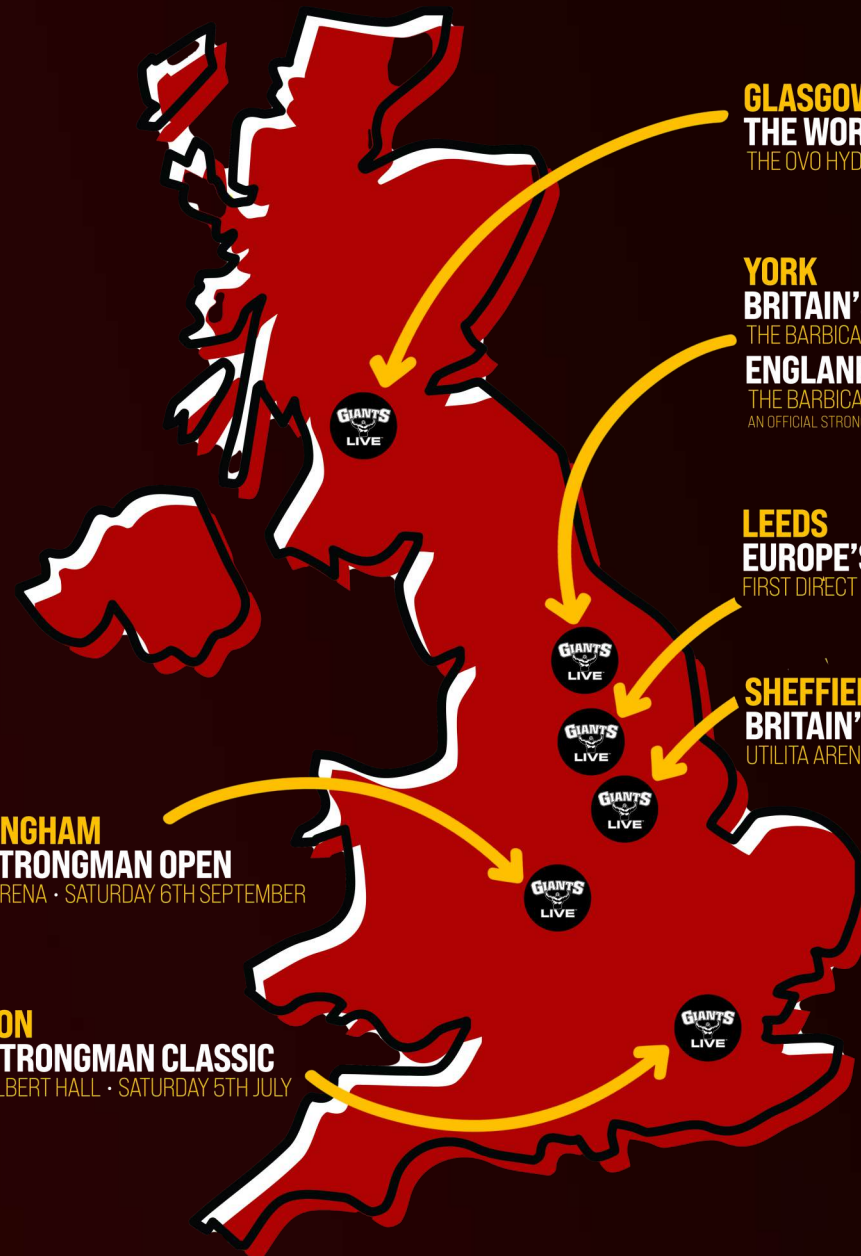
AND, FOR THE FIRST TIME,  
WE TOOK THE TOUR TO  
**LAS VEGAS**

- **NEW MARKET**
- **NEW AUDIENCES**
- **NEW OPPORTUNITIES**





# IN 2025, WE'RE BACK ACROSS THE UK



**GLASGOW**  
**THE WORLD TOUR FINAL**  
THE OVO HYDRO • SATURDAY 18TH OCTOBER

**YORK**  
**BRITAIN'S STRONGEST WOMAN**  
THE BARBICAN • SATURDAY 19TH JULY  
**ENGLAND'S STRONGEST MAN**  
THE BARBICAN • SUNDAY 20TH JULY  
AN OFFICIAL STRONGMAN PRODUCTION

**LEEDS**  
**EUROPE'S STRONGEST MAN**  
FIRST DIRECT ARENA • SATURDAY 5TH APRIL

**SHEFFIELD**  
**BRITAIN'S STRONGEST MAN**  
UTILITA ARENA • SATURDAY 1ST FEBRUARY

**BIRMINGHAM**  
**THE STRONGMAN OPEN**  
UTILITA ARENA • SATURDAY 6TH SEPTEMBER

**LONDON**  
**THE STRONGMAN CLASSIC**  
ROYAL ALBERT HALL • SATURDAY 5TH JULY

# THE ARENA TOUR

- 7 UK ARENA TOUR DATES
- 60/40 SPLIT IN MALE/FEMALE ATTENDEES
- BIGGEST ATTENDEE AGE GROUP IS 25-34
- TICKETS FROM £25 UP TO EXCLUSIVE VIP PACKAGES



# BROADCAST TO THE UK

- **5X 60-MINUTE EPISODES BROADCAST TO UK AUDIENCES AT CHRISTMAS AS PART OF THE WORLD'S STRONGEST MAN SERIES ON CHANNEL 5**
- **IN 2023, THE SHOW WAS THE CHANNEL'S NUMBER 1 PROGRAMME ON BOXING DAY WITH AN AUDIENCE OF 1.1MILLION VIEWERS**





# LIVESTREAMED AROUND THE WORLD

- ALL OUR EVENTS ARE BROADCAST LIVE VIA THE OFFICIAL STRONGMAN VIDEO PLATFORM
- MONTHLY SUBSCRIPTION MODEL ALLOWING MEMBERS ACCESS TO LIVE EVENTS & ALL PREVIOUS EVENTS
- SUBSCRIBERS ARE GROWING YEAR-ON-YEAR WITH 34% INCREASE IN PAST 12 MONTHS



# FOLLOWED GLOBALLY

- IN 2024, WE HAD OVER 7 MILLION COMBINED FOLLOWERS AND SUBSCRIBERS ACROSS ALL OUR CHANNELS
- OVER 1 BILLION MINUTES OF CONTENT VIEWED PER YEAR



**4.75 MILLION**  
FACEBOOK FOLLOWERS



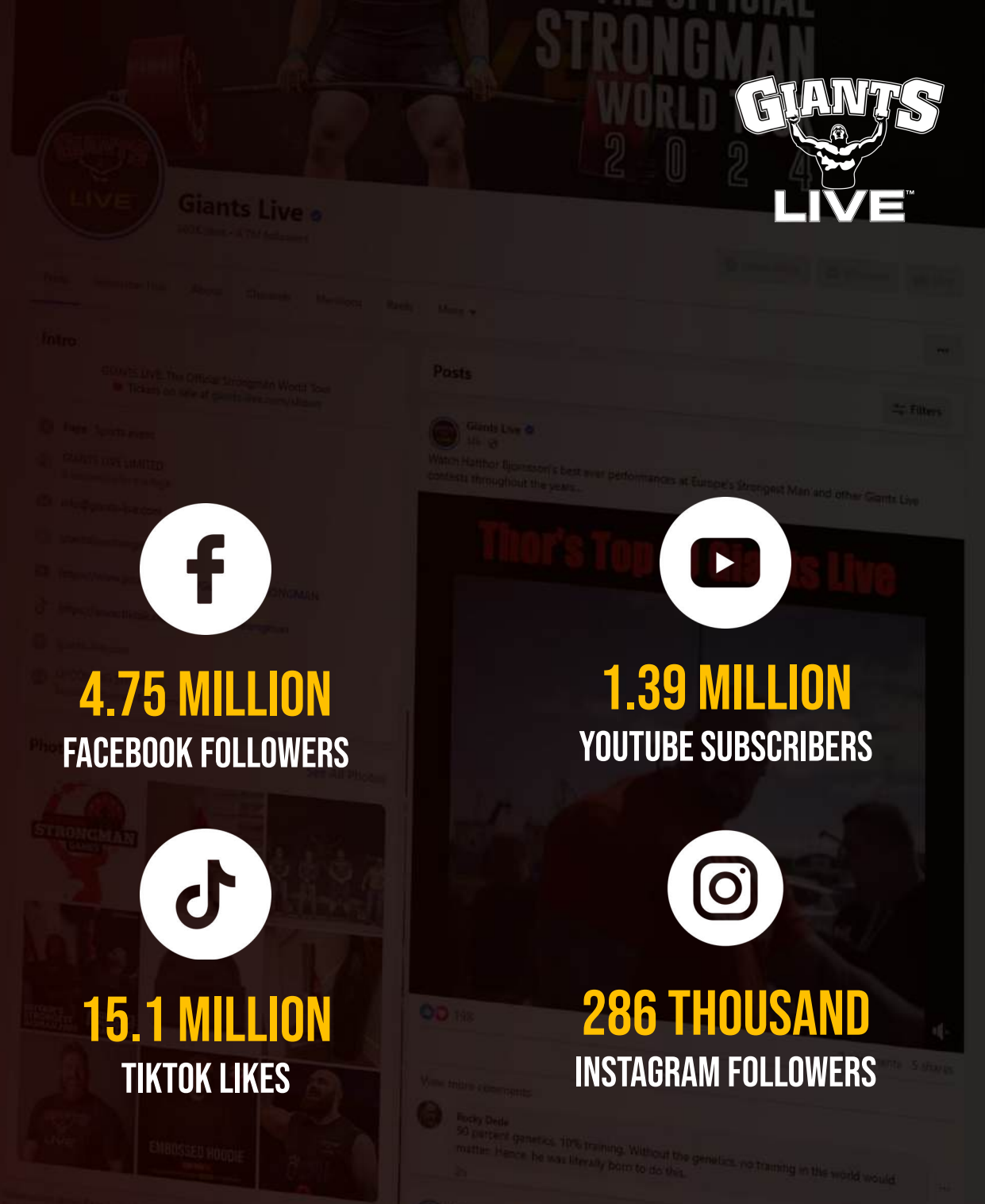
**1.39 MILLION**  
YOUTUBE SUBSCRIBERS



**15.1 MILLION**  
TIKTOK LIKES



**286 THOUSAND**  
INSTAGRAM FOLLOWERS



# GOING VIRAL

- FOR OVER 15 YEARS, GIANTS LIVE HAS PRODUCED SOME OF THE MOST THRILLING MOMENTS IN STRONGMAN HISTORY
- FROM EDDIE HALL'S HALF-TONNE DEADLIFT REACHING 377M VIEWS TO IRON BIBY'S GREATEST FEATS REACHING 134M, WE ARE WHERE STRENGTH FANS TURN FOR THE BEST CONTENT TIME-AFTER-TIME



# INSPIRING & ENGAGING

- **GIANTS LIVE STARTED IN A CAR PARK IN 2009 AND, SINCE THEN, HAS INTRODUCED THE SPORT TO MILLIONS OF NEW FANS**
- **WE NEVER STOP TRYING TO FIND NEW AND EXCITING WAYS OF DEMONSTRATING THE INCREDIBLE POWER OF STRONGMEN AND WOMEN TO AUDIENCES AROUND THE WORLD**





# GROWING THE SPORT

- SINCE 2023, WE HAVE HELD ARENA STRONGWOMEN SHOWS AS WE BRING THE INCREDIBLE FEMALE ATHLETES TO THE SAME STAGE OF THE MEN, OPENING UP BRAND NEW AUDIENCES & OPPORTUNITIES FOR PARTNERS



# SHOWCASING YOUR BRAND

- WE SHOWCASE THE WORLD'S LEADING BRANDS TO A PLATFORM OF 7 MILLION FANS GLOBALLY
- HEAVYWEIGHT PARTNERSHIPS INCLUDE SOME OF THE MOST FAMILIAR NAMES IN STRENGTH, WEIGHTS, FITNESS & MUCH MORE



# THE OPPORTUNITIES

- **WHATEVER YOUR OBJECTIVE, WE CAN PUT TOGETHER A PARTNERSHIP PACKAGE THAT DELIVERS:**
  - **FULL TOUR & SINGLE EVENT SPONSORSHIP**
  - **T-SHIRT BRANDING & VIDEO ADVERTS**
  - **SOCIAL MEDIA TAGS & COLLABS**
  - **WALK-OUT & PREMIUM PLACEMENTS**
  - **PRODUCT & BACKDROP BRANDING**
  - **PERIMETER BOARDS & PROGRAMME ADVERTS**



# WINNING, TOGETHER

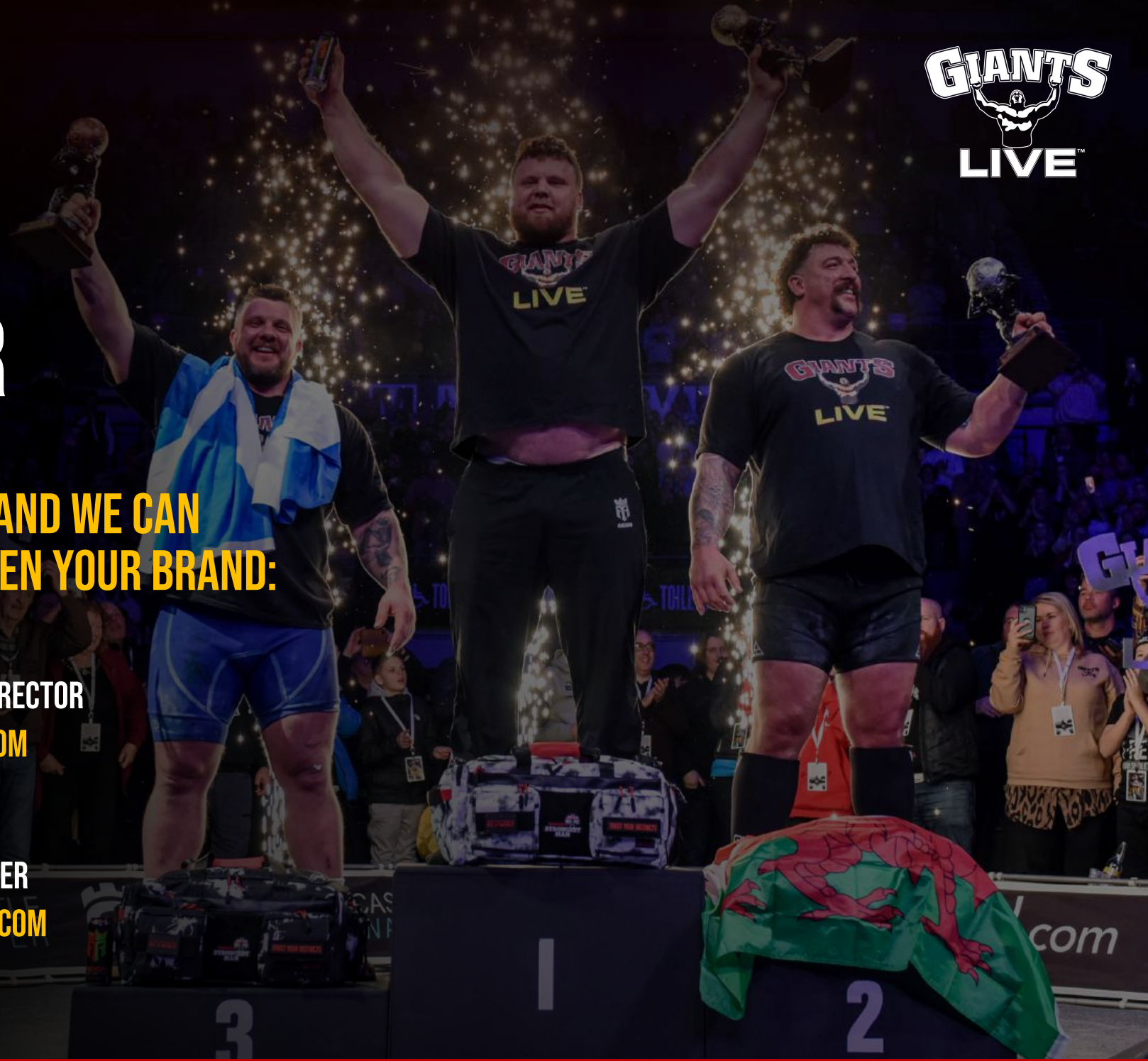
**CONTACT US TODAY AND WE CAN  
BEGIN TO STRENGTHEN YOUR BRAND:**

**DARREN SADLER**  
GIANTS LIVE CO-FOUNDER & DIRECTOR

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GIANTS LIVE BUSINESS MANAGER

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