



## **WPC Worlds 2023 Sponsorship Proposal**



# INTRODUCTION



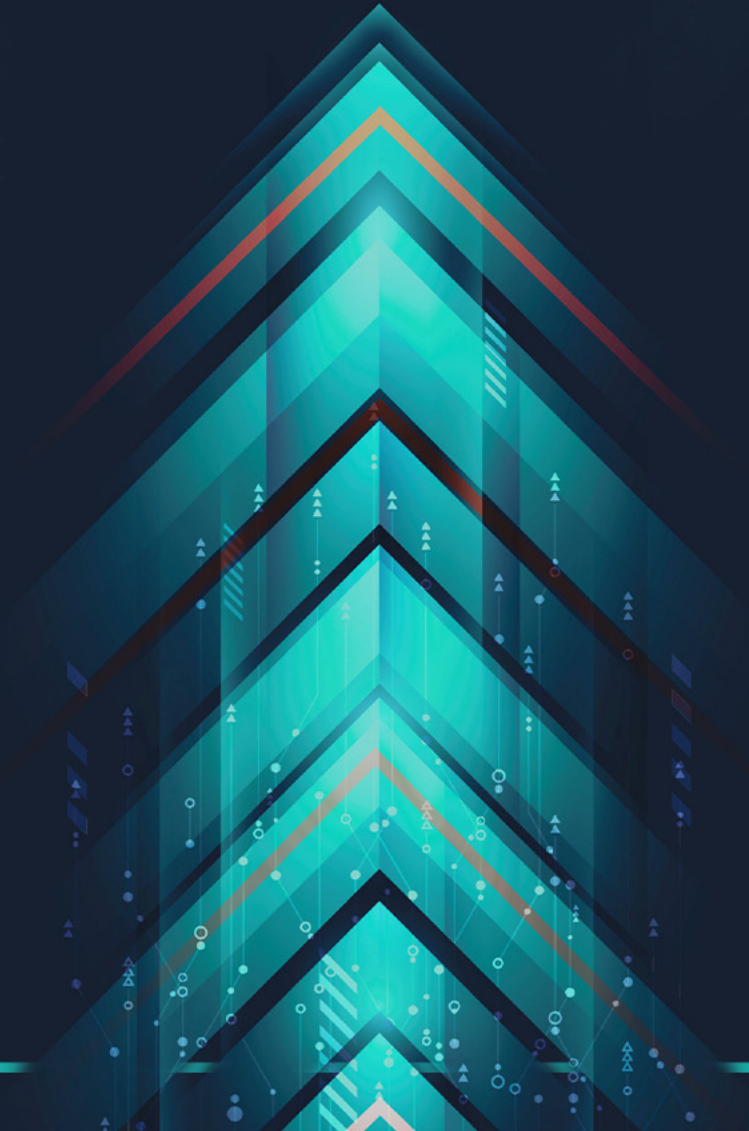
Four Bohemian BarBelle  
Powerlifting Athletes qualified  
to compete at

**WPC World Powerlifting  
Championships 2023**



Amy will be joined by three of her clients to represent Bohemian BarBelle Club and South Africa when they step out on the world platform. To be hosted in Manchester, UK in Oct/Nov 2023

Funds are needed to cover the cost for these four lifters, and we are calling all interested parties to check out our Sponsorship Plans and to form a lasting relationship.



# ABOUT US



# Bohemian BarBelle Club Story

- Began in 2013
- Trading under the name “The Kettlebelle”
- Offering kettlebell -based strength training
- Later introduced nutrition and Pilates
- In 2022 rebranded to “Bohemian BarBelle Club”



## From humble beginnings



To what it looks like today






# POWERLIFTING



# The Bohemian BarBelle Powerlifting Journey

- November 2021 hosted our first inhouse 1 Rep Max Powerlifting-style competition
- May 2022, second inhouse 1 Rep Max Powerlifting-style competition and drew the attention of the Rhino Powerlifting Club (RPC)
- July 2022, 8 clients competed in an official RPC Competition with 1 client qualifying for Nationals.
- August 2022, Coach and Client participated at the World Powerlifting Congress National Championships and qualified for Worlds.

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- November 2022, 9 clients competed in a local Powerlifting Competition
  - March 2023, 9 clients competed at the World Powerlifting Congress National Qualifier.
  - With 4 Competed at the WPC National Championships at the Arnolds 2023
  - We each won our respective categories and set 16 national records and broke 3 world records and all qualified to compete at the WPC Worlds in Manchester, UK 2023

# THE TEAM



# Powerlifting Team





# Powerlifting Worlds 2023 Team





# AMY FRONEMAN

## Coach

As the owner of Bohemian BarBelle Club, I try to lead by example to live the lifestyle I encourage my clients to embrace too.

Balancing three very active children, a competitive powerlifting career and a strength and nutrition business with 40+ clients requires a lot of commitment and planning.

My journey onto the powerlifting platform began in 2016 when I took part in my first Girl Power competition. From there I have competed in 12 regional and national powerlifting events across two powerlifting federations and hold 4 national records for World Powerlifting Congress U60 Female Master 1 as well as for the AWPC.

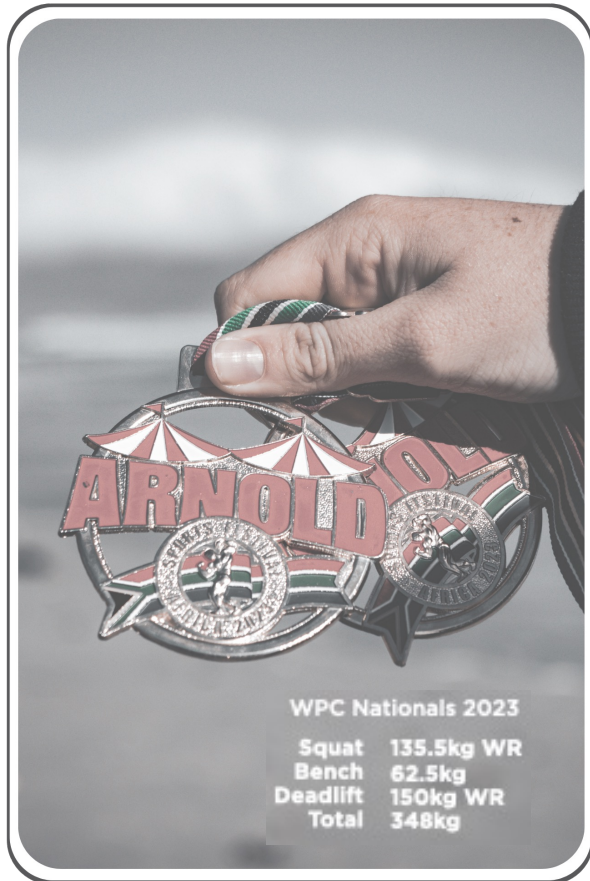
In 2022 I broke the WPC World Record for the deadlift in my category at the WPC National Championships and in 2023 at the AWPC National Championships at the Arnolds I broke the world record for the squat, deadlift and overall total for my category.

I have been invited twice to compete at Elite Raw, an invite-only powerlifting event for powerlifters in South Africa who fall into the elite category and for the past 3 years I have maintained my position in the top 10 Female Masters Powerlifters in South Africa and I'm ranked 5<sup>th</sup> overall in the country in my age category.



I have qualified 3x to compete at worlds, however finances and injury have thus far prevented me from going, so this year I intend to make my first appearance on the World Powerlifting Congress Worlds platform in Manchester.

Powerlifting is a sport extremely close to my heart, not purely for the strength it gives me both physically and mentally, but because of the people the sport attracts. I am very proud to be sharing the platform with my clients and hope to expand this team further every year.







# MICHAEL NAIDOO

## Babyface

Michael joined Bohemian BarBelle Club in 2017.

At the time he was an avid runner looking to add some light kettlebell training to his endless list of road races he had lined up for months and years to come.

He did not take to strength training easily, but he persisted and drove through to classes almost daily even though he lived on the other side of town.

His relentless enthusiasm and sense of humour endeared him to us all and despite the fact he was repeatedly injured from his running, he continued to come to classes until eventually he agreed to migrate onto barbell work.

He got his first taste of his true calling at an in-house Bohemian BarBelle mini-comp where he surprised not only us all, but himself, with the amount of weight he could lift with ease on a bar.

The flicker of an idea soon sparked into a flame and the injured runner started running less and lifting more.

He signed up for his first powerlifting competition in 2022 and placed first in his category with 9 white lights and a squat of 120kg, a bench of 80kg and a deadlift of 157.5kg.

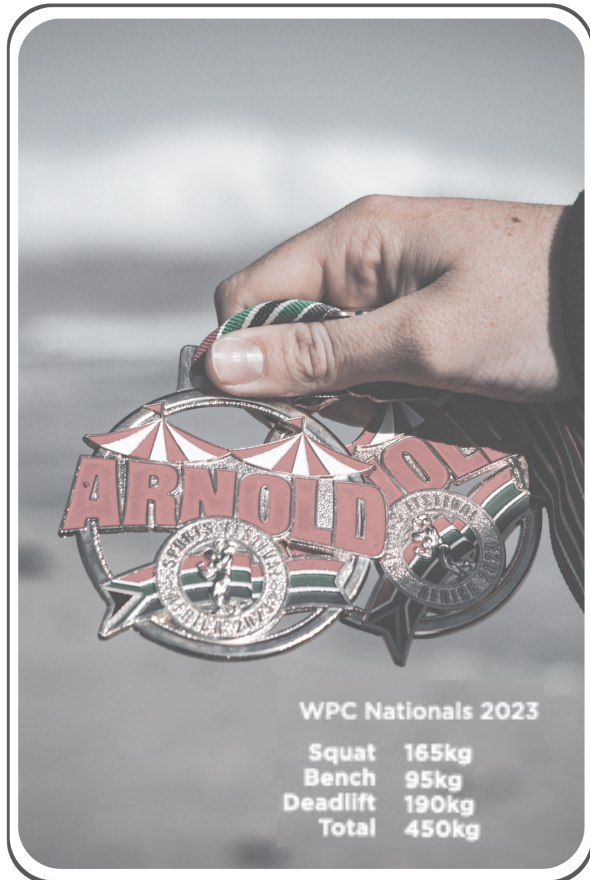
The flame was growing brighter, and he competed again later that year in another competition.



Running it would appear, was a distant memory from another lifetime.

When he found himself on the platform with some of the best powerlifters in the country at the WPC National Championships at the Arnolds this year, he had forgotten all about the running. He walked away with first place in his category and an invitation to compete at World Championships.

The running shoes have now become walking shoes and his singlet has replaced his lumbo vests. He now prepares for WPC Worlds in November 2023, a place the former injured runner would never have imagined he would end up.





# CHANTELLE BUITENDAG

## Hotpants

Chantelle joined Bohemian BarBelle Club in 2019. At the time she was unfit and overweight, she lived a fun but unhealthy lifestyle of weekend indulgences and daily wine drinking.

It didn't take long for her to settle into the team and she quickly became an integral part of the evening classes.

She stepped outside her comfort zone many times by joining us for Pilates classes, wet and windy trail runs in winter and even beach sprint sessions, but she really found her passion when it came to barbell work and her strength grew exponentially once she really dedicated herself to it.

Always keen for a challenge, she signed up for her first powerlifting competition in 2022 and walked away with a Squat 95kg, Bench 50kg and Deadlift 122.5kg.

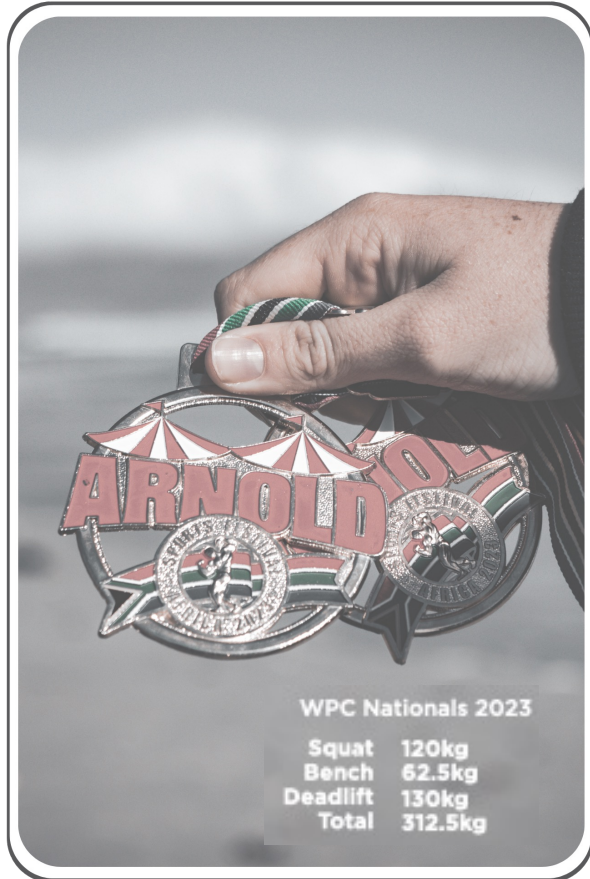
She was hooked!

Life was a bit haphazard for her personally during this time but she channeled her frustrations, her anger and her sadness into her training and joined us at the WPC National Championships at the Arnolds this year where it all paid off and the energy she had poured into her training saw her walk away with a first place in her category, four national records and an invitation to compete at WPC Worlds in 2023.



She is only beginning to realise the depth of her ability and strength and in less than a year she has added 25kg to her squat total, 12.5kg to her bench total and 10kg to her deadlift.

With a few months left to train for Worlds, these numbers will soon be a warm-up weight for her.





# LILY DAY

## Peaches

Lily was only 15 when she first stepped up to the squat rack at an official competition and with a maturity far beyond her years, she conquered her nerves and walked away with a Squat of 80kg, a Bench of 47.5kg and a deadlift of 100kg.

The bug had bitten, and later that year she joined me at her first WPC Powerlifting Nationals in Richards Bay where she hit even higher numbers (Squat 80kg, Bench 50kg and Deadlift 112.5kg) and placed second in her category.

With her mind firmly set on making her mark in this very challenging sport, and despite a busy life as a full-time student working towards her A-Levels and part-time Junior Lifeguard she plotted her way forward for the next year.

It wasn't an easy journey for her and the easier option would have been to settle for less, but a sport like powerlifting demands more from you than just physical strength, it pushes you miles outside anywhere that feels comfortable physically, mentally and emotionally.

Which for your average 16-year old would be too much, but Lily is not average by any means.

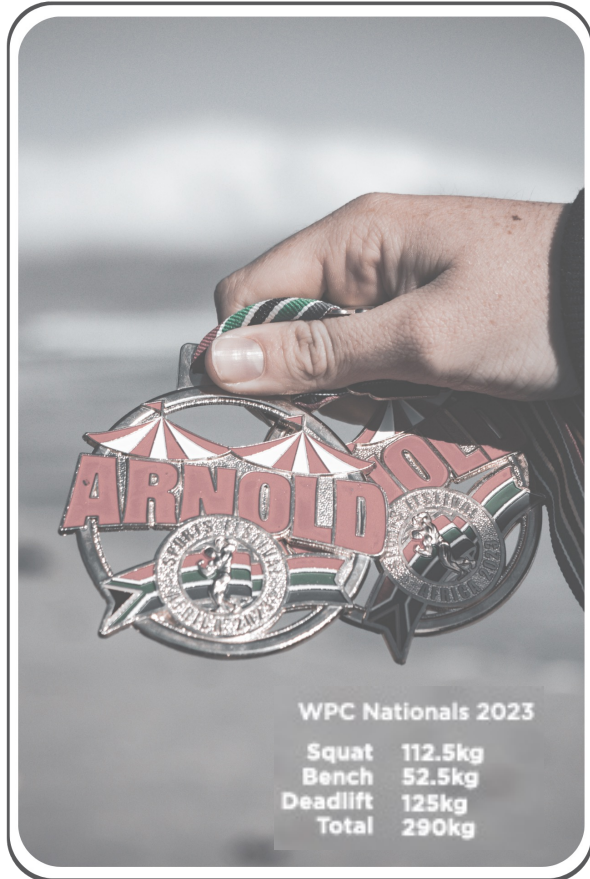
She set her sights on claiming national records at the next WPC nationals. This required her to drop into a different weight category 7.5kg under where she had previously been. It meant sacrifices across most fronts - over Christmas,



New Year celebrations, Easter treats and even during .SA Lifesaving Nationals where she competed in the day on the beach and met me at the gym to train in the evening.

It was all worth it when she weighed in 6 months later at her target weight, set new personal bests across all her lifts, not only won her category and Best Overall Female Teen Lifter - but also set the 4 national records she set out to do. Squat 112,5kg, Bench 52.5kg, Deadlift 125kg.

By the time Lily turns 17 she will have competed in 2 regional Powerlifting competitions, 2 National competitions and will be stepping up on the platform to compete at WPC Worlds in November 2023.





**BABYFACE**



**PEACHES**



**HOTPANTS**



**COACH**



**WORLD POWERLIFTING  
CONGRESS-  
SOUTH AFRICA**



01 June 2023

**WPC World Powerlifting Championships: Participation**

To whom it may concern

This is to confirm that Amy Froneman, Lily Day, Chantelle Buitendag and Michael Naidoo; is affiliated to the WPC South Africa and that they are in good standing with our organisation. All above are existing lifters and have been selected as part of the WPC South African team to compete at the 2023 WPC World Powerlifting Championships to be held October 31-November 5 at the Pendulum Hotel, Sackville St, Manchester M1 3BB, United Kingdom.

Above athletes will be competing in their respective age and weight categories.

Meet Directors: British Powerlifting Union, Emma Ylitalo-James

Meet Directors contact information: Emma Ylitalo-James, E-Mail:  
[Emma@britishpowerliftingunion.co.uk](mailto:Emma@britishpowerliftingunion.co.uk); Website: <http://britishpowerliftingunion.co.uk/>

Should there be any further information required please do not hesitate to contact Zane Ison.

Yours Sincerely

**Zane Ison**

**Cell - 0787642615**

**WPC-SA President**

WORLD POWERLIFTING CONGRESS SOUTH AFRICA  
CONTACT NUMBER: 078 764 2615  
WEBSITE: [HTTPS://WPCPOWERLIFTING.CO.ZA/](https://wpcpowerlifting.co.za/)

E-MAIL: [ISONZANE047@GMAIL.COM](mailto:ISONZANE047@GMAIL.COM)

# THE EVENT



# The Event

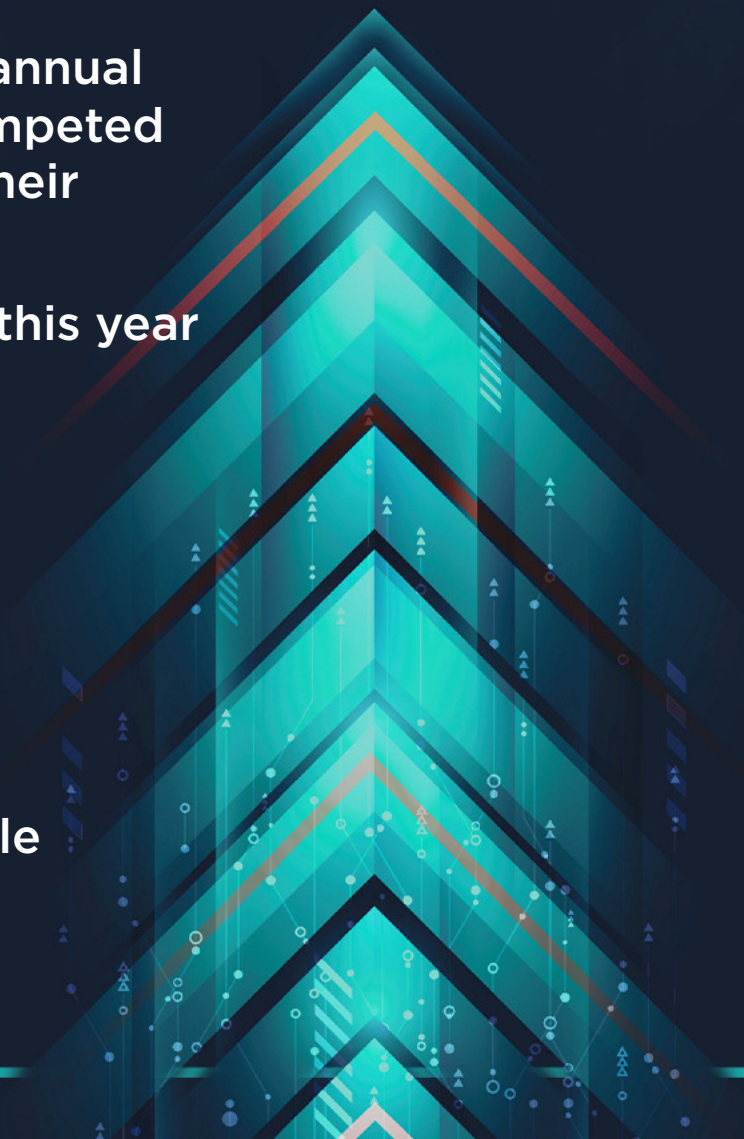
The World Powerlifting Congress World Championships is an annual event where powerlifters from around the world who have competed at a national level in their respective countries and who won their individual categories are invited to compete.

It is a prestigious event held in a different country every year, this year it will be hosted by the United Kingdom in Manchester.

## WPC World Powerlifting Championships 2023

Date: 30<sup>th</sup> October 2023 to 5<sup>th</sup> November 2023

Location: The Pendulum Hotel and Conference Centre, Sackville St, Manchester M1 3BB.



# World Powerlifting Congress South African National Championships





# SPONSORS





## Sponsorship Packages



|   | <b><u>Bench Plan</u></b><br>3 months | <b><u>Squat Plan</u></b><br>6 months | <b><u>Deadlift Plan</u></b><br>12 months |
|---|--------------------------------------|--------------------------------------|--|
| Social media posts (Our content mentioning your brand)  | 1 per week                           | 1 per week                           | 2 per week                               |
| Social media shares, tag us and we will share your content.   | 1 per week                           | 1 per week                           | 2 per week                               |
| Social media Reels (Our content mentioning your brand)  |                                      | 1 per week                           | 2 per week                               |
| Social media Reels, tag us and we will share your content.  |                                      | 1 per week                           | 2 per week                               |
| Training Videos - We can place your branding in our gym to include in our videos. Videos reels are posted on our training days. |                                      |                                      | ✓  |
| Training T-Shirts - train in your branded gear for our training videos. Videos reels are posted on our training days.           |                                      |                                      | ✓  |
| Will be mentioned in a 3 part appreciation post   | ✓                                    | ✓                                    | ✓  |
| Good luck message from your company representative before we depart   | ✓                                    | ✓                                    | ✓  |
| Will be mentioned in our Post Comp Highlight Reel   | ✓                                    | ✓                                    | ✓  |
| Brand stand at our 1RM meets (twice a year)   |                                      | ✓                                    | ✓  |
| Brand Presence at our own powerlifting event - date to confirmed  |                                      |                                      | ✓  |
|   | <b>R 10,000</b>                      | <b>R20,000</b>                       | <b>R30,000</b>                           |

\*\*Social Media Post & Reels includes Facebook and Instagram Only

\*\*Training days are Monday to Friday

# CONTACT US



**If you would like to sponsor  
this winning team, please  
contact us.**

|         |  |
|---------|--|
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| Email   | <a href="mailto:amy@bohemianbarbelle.com">amy@bohemianbarbelle.com</a> |
| Address | Sunningdale, Cape Town, South Africa                                   |



**THANK YOU**

