



<b>NEW EVENT</b>
EVENT DATES: November 19-22, 2026 November 18-21, 2027
EVENT LOCATION: World Equestrian Center

**Funding Program: Bid Fee Funding Program (rev. 07-2025)**

<b>EVENT INFORMATION:</b>	<b>FINANCIALS:</b>
Event Name: <b>Official Strongman Games</b> Organization: <b>Train Strongman, LLC</b>	Bid Fee Amount: <b>\$45,000 per year</b> Business Sales (Total): <b>\$2,337,041</b> Total ROI: <b>37%</b> Anticipated Attendance (Total): <b>1,575</b> Anticipated Number of Participants: <b>450</b> Anticipated Room Nights (Total): <b>1,790</b> Average Occupancy Rate for Period: <b>59.6% (2025)</b> <b>65.8% (2024)</b>

- **Event Description:**
  - The Official Strongman Games has become a destination event for athletes and strength fans worldwide and is typically held during the middle of November. The Strongman Games awards the World’s Strongest title across multiple weight and age categories for men and women equally. The event has over 450 athletes representing 50 countries.
- **Schedule of Event:**
  - Tuesday & Wednesday
    - Move-in/Venue Set-up
  - Thursday
    - Check-in/Weigh-in
  - Friday & Saturday
    - Competition Days 1 & 2
  - Sunday
    - Finals/Awards
    - Athlete Meet & Greet
    - Reception and Dinner
  - Monday
    - Breakdown and move-out
- **2024 Livestream Statistics – Madison, Wisconsin**
  - 2.2 million minutes watched over 3 days
  - 2 hours of average time watched per view
- **Social Media**
  - YouTube: 285K subscribers
    - Over 200 million total views
  - Facebook: 175K followers
  - Instagram: 50K followers
  - TikTok: 20K followers