

WORLD HULA HOOP CHAMPIONSHIPS 2026

**SPONSORSHIP &
PARTNERSHIP
OPPORTUNITIES**

**12 MONTHS.
GLOBAL VISIBILITY.
ONE MOVEMENT.**



FROM A SMALL VILLAGE IN ENGLAND TO A GLOBAL MOVEMENT

Founded by Globe Fit

ONE HULA HOOP. ONE VILLAGE HALL. A MUCH BIGGER IDEA.



Globe Fit grew from a small beginning in Hampshire, England. After redundancy from the airline industry in 2010, founder Hannah Murphy began teaching a single hula hoop class in her local village hall. Demand grew - and what started as one class became a wider movement business.

THE STORY HAS ALWAYS BEEN ABOUT MAKING MOVEMENT FEEL ACCESSIBLE, JOYFUL AND DIFFERENT.

MEET THE FOUNDER



HANNAH MURPHY

Founder of Globe Fit • Creator of the World Hula Hoop Championships • Professional hula hooper
• Fitness coach • Entrepreneur

Before building Globe Fit, Hannah worked as cabin crew and trained as a pilot. Travel helped shape the global outlook that still sits at the heart of the brand.

In 2013 she launched Globe Fit's first children's holiday club in Hampshire. The business later developed the UK's first hula hoop school and a hula hoop teacher-training pathway that has now been completed by 400+ teachers worldwide.

Today the wider Globe Fit brand spans children's activity, community programmes, professional fitness qualifications, CPD, instructor education and the World Hula Hoop Championships.

A founder-led story gives partners something powerful: a human brand, a real history and a platform with genuine PR angles.

FROM HAMPSHIRE TO THE WORLD

2010

The first class

One hula hoop class in a local Hampshire village hall.

2013

Globe Fit launches

Children's activity, classes, workshops and community programmes begin to grow.

2015+

Instructor education

The hula hoop school and teacher-training pathway develop; 400+ teachers have since trained worldwide.

2019

The first Championships

The first event takes place at Fareham College, Hampshire on 6 April 2019.

2020

The Championships go online

Globe Fit hosts the world's first online hula hoop championships and receives entries from across the globe.

2026

The next chapter

A fully online competition with 13 categories and a 12-month partnership model for brands.

This history matters: sponsors are not being asked to back an untested idea. They are joining the next stage of a concept with years of activity, content, participants and community behind it.

BUILT IN THE REAL WORLD



Globe Fit has spent more than a decade delivering movement where people actually are - in schools, holiday clubs, community spaces, organisations and workplaces.

- Registered sports provider working with various UK county councils and local-authority partners.
- School provision including workshops, breakfast clubs, lunchtime clubs, after-school clubs and PPA cover.
- Adapted activity for SEND groups and community organisations.
- Corporate wellbeing and team-building activity.
- Children's holiday clubs and wider family/community provision.

FROM PARTICIPATION TO PROFESSIONAL EDUCATION



Globe Fit's reach now extends beyond participation into professional education. The brand's hula hoop instructor pathway can be completed internationally and includes certification, practical teaching resources, assessment and ongoing support.

400+ HULA HOOP TEACHERS TRAINED WORLDWIDE

A community of instructors has already completed Globe Fit's hula hoop teacher-training pathway, creating a natural bridge between the Championships, grassroots participation and professional fitness education.

THE WIDER TRAINING ACADEMY

The Globe Fit Training Academy now offers YMCA/CIMSPA-recognised pathways including Level 3 Mat Pilates, Reformer Pilates, Yoga and fitness education, alongside CPD such as hula hoop instruction, safeguarding and first aid.

FOR FITNESS & LEISURE PARTNERS, SPONSORSHIP CAN ALSO BECOME STAFF DEVELOPMENT.

THE WORLD HULA HOOP CHAMPIONSHIPS



The first event took place in Hampshire in 2019. In 2020, Globe Fit moved the competition online and received entries from across the globe. The online format removes the barrier of geography and gives the Championships a content life far beyond a single event day.

2026 COMPETITION

The 2026 Championships are fully online and include 13 competition categories spanning beginner, advanced, under-12, under-16, adult, multiple-hoop, props, group and professional performance. Entrants submit video routines and are judged on skill, technique, creativity, individuality and presentation.

Every entrant consents to their video being shared online, creating a growing bank of Championship content that can be amplified across social media and YouTube.

GLOBAL BY DESIGN



The Championships were built to cross borders. Once the event moved online, entrants could participate from wherever they lived, and previous editions have attracted entries from across the globe.

UK-FOUNDED. ONLINE. INTERNATIONAL. ACCESSIBLE FROM ANYWHERE.

A NOTE ON COUNTRY REACH

Globe Fit's public website confirms international participation but does not currently publish a verified country-by-country archive. For sponsor-facing accuracy, this brochure deliberately avoids inventing a list. A confirmed country roll-call can be added from historic entry records before final publication.

That gives us a strong next data point to build: countries represented, total entries, age ranges, category participation and annual video views. Those figures can then become part of sponsor reporting and renewal conversations.

A PLATFORM WITH A STORY TO TELL



The wider Globe Fit story has attracted media attention across television, radio, press and business media. Globe Fit's own brand materials reference coverage and features including BBC, ITV, Sky News and Forbes.

- Founder-led entrepreneurship and business-growth story.
- Movement, wellbeing and community participation.
- Children, families and inclusive activity.
- Instructor education and career development.
- The unusual, highly visual nature of hula hooping.
- Global online competition and human-interest stories.

SPONSORS ARE BUYING INTO A STORY THAT CAN TRAVEL ACROSS CONTENT, COMMUNITY AND PR.

WHAT A PARTNER IS REALLY BUYING

Not a logo. Not a one-week campaign. A 12-month platform.

ATTENTION

A distinctive, visual competition with content that naturally stops the scroll.

PARTICIPATION

Free entries, challenges, prizes and branded categories allow audiences to interact with the partner.

LONGEVITY

The Headline Global Partner stays visible for the full 12 months through to the following Championships.

MULTIPLE AUDIENCES

Championship entrants, fitness professionals, instructors, families, children, community audiences and Globe Fit customers.

CONTENT

YouTube, social, website, email, founder-led storytelling and collaborative campaigns.

STAFF VALUE

Training Academy credit gives fitness/leisure partners a tangible internal benefit as well as external visibility.

PR POTENTIAL

A genuine founder story, international participation and community impact provide angles beyond conventional advertising.

RENEWAL VALUE

A 12-month relationship creates enough time to test activations, report on performance and build into the next Championship cycle.

HEADLINE GLOBAL PARTNER

£15,000 | ONE EXCLUSIVE PARTNER | 12 MONTHS

For a brand that wants to be associated with the Championships at the highest level and be visible across the wider Globe Fit ecosystem throughout the year.

YEAR-ROUND BRAND PRESENCE

- Exclusive Headline Global Partner status for the Championship cycle.
- 12-month partnership from signing until the following Championships.
- Minimum 52 meaningful partner integrations/mentions across the Globe Fit digital ecosystem.
- Minimum 12 dedicated partner features - approximately one substantial dedicated feature per month.
- Four larger collaborative campaigns/activations across the year.
- Premium logo + direct-link placement across relevant World Hula Hoop Championships, Globe Fit and Training Academy web pages.
- Agreed sector exclusivity so a direct competitor is not positioned at the same level.

CHAMPIONSHIP VISIBILITY

- Premium sponsor recognition within relevant Championship YouTube content and video descriptions.
- Selected verbal recognition in Championship content where appropriate.
- Headline positioning within relevant Championship announcements, results and promotional assets.
- Inclusion in relevant Championship email marketing and partner communications.
- Bespoke branded Championship challenge, award or activation.
- 20 complimentary Championship entries for staff, members, customers, creators or competitions.

HEADLINE PARTNER: BEYOND EXPOSURE

CONTENT & ACTIVATION

- Quarterly campaign planning: four moments across the year designed around the partner's objectives.
- Collaborative social content that can include challenges, behind-the-scenes stories, participant spotlights, instructor content and winner stories.
- Opportunity to supply prizes, offers or experiences and turn sponsorship into audience action.
- Relevant partner links/calls-to-action included where appropriate, rather than passive logo placement alone.
- Opportunity to build a national or international member challenge for a gym/leisure partner.

TRAINING & INTERNAL VALUE

- £2,500 Globe Fit Training Academy staff-development credit for an appropriate fitness/leisure partner.
- Credit can be allocated across eligible training such as Pilates or hula hoop instructor development, subject to course availability and entry requirements.
- Potential staff/member Championship participation to create internal engagement and user-generated content.

PR, REPORTING & RENEWAL

- Inclusion in relevant PR and media opportunities where the partnership is a natural fit.
- Partner story/announcement content at launch.
- End-of-cycle partnership review summarising delivered activity and available digital performance data.
- First opportunity to renew the Headline Global Partner position for the next Championship cycle.

THE AIM: MAKE THE PARTNER VISIBLE, USEFUL AND PART OF THE EXPERIENCE FOR A FULL YEAR.

OFFICIAL PARTNER

£5,000 | LIMITED PARTNER POSITIONS

A strong integrated package for brands that want meaningful Championship association without the full 12-month headline commitment.

- Official Partner designation and digital partner badge.
- Strong logo + direct-link placement on the Championship website.
- Sponsor recognition within relevant Championship YouTube content and descriptions.
- One dedicated partner feature/video.
- Minimum two dedicated or collaborative social posts.
- Supporting story/reel integrations during the Championship campaign.
- Inclusion in selected Championship email communications.
- Opportunity to create a customer/member competition, giveaway or prize activation.
- 10 complimentary Championship entries.
- Up to £1,000 Training Academy credit for an appropriate fitness/leisure partner.
- Opportunity to supply winner prizes, discount codes or audience offers.
- Official Partner assets for the brand's own social, internal and PR use.

BEST FOR

Gym and leisure operators, activewear, wellness, family, food, lifestyle, technology and consumer brands looking for a credible Championship partnership with multiple touchpoints.

CATEGORY PARTNER

£2,000 | OWN A DISTINCT PART OF THE COMPETITION

Rather than simply appearing as a sponsor, a Category Partner becomes associated with one agreed part of the Championships.

Example: ADVANCED OVER-16s - PRESENTED BY [BRAND]

- Naming association with one agreed Championship category.
- Branding within relevant category promotion, results and YouTube coverage.
- Logo + direct link on the Championship website.
- One dedicated sponsor/category announcement.
- Supporting story coverage around entries/results.
- Opportunity to present or supply the category prize/award.
- Five complimentary Championship entries.
- Up to £500 Training Academy credit where relevant.
- Category Partner digital assets for the brand's own use.

POSSIBLE CATEGORY FIT

Single Hoop • Multiple Hoops • Under-12 • Under-16 • Adult • Props • Group • Professional - final naming is agreed around the official competition structure and partner fit.

SUPPORTING & PRODUCT PARTNERS

SUPPORTING PARTNER - £750

- Supporting Partner designation.
- Logo + direct link within the Championship sponsor section.
- Inclusion in collective sponsor content.
- Relevant YouTube closing sponsor acknowledgement.
- Two complimentary Championship entries.
- Opportunity to provide an audience offer or prize.
- Supporting Partner digital badge for own channels.

PRODUCT / PRIZE PARTNER - BESPOKE

A valuable partnership does not always need to begin with cash. We welcome high-quality product, membership, experience and prize collaborations, with exposure agreed in proportion to contribution.

- Activewear, sportswear and equipment.
- Hula hoops and movement products.
- Gym memberships and wellness experiences.
- Hotels, travel and leisure experiences.
- Health, food and lifestyle products.
- Technology and creator equipment.
- Winner, entrant and audience prizes.

A GREAT PRIZE CAN BECOME CONTENT, PARTICIPATION AND BRAND DISCOVERY ALL AT ONCE.

FOR GLOBAL GYM & LEISURE BRANDS

This is where the partnership can become much bigger than sponsorship.

Imagine a branded hula hoop challenge running through a network of clubs, with local participation feeding into a national or global leaderboard and ultimately the World Hula Hoop Championships.

500 CLUBS. ONE CHALLENGE. ONE GLOBAL LEADERBOARD. ONE WORLD CHAMPIONSHIP.

BESPOKE ACTIVATIONS - FROM £15,000-£25,000+

- Multi-location member challenge.
- Branded national/global leaderboard.
- Club-to-Championship participation pathway.
- Employee and instructor engagement.
- Training Academy staff-development allocation.
- Collaborative social and YouTube content.
- Local club content feeding into a global campaign.
- PR and community-impact storytelling.
- Bespoke reporting and renewal planning.

The exact investment is based on territories, number of locations, content commitments, training allocation and campaign scale.

AT A GLANCE

	HEADLINE	OFFICIAL	CATEGORY	SUPPORTING
Investment	£15,000	£5,000	£2,000	£750
Status	Exclusive Headline	Official Partner	Category Partner	Supporting
Duration	12 months	Championship campaign	Category campaign	Championship campaign
Website	Premium / wider ecosystem	Championship	Championship	Sponsor section
YouTube	Premium	Strong	Category-specific	Closing acknowledgement
Dedicated social	12+ features	3+ core pieces	1 + stories	Collective
Activations	4 major + bespoke	1 competition/activation	Category prize/activation	Prize/offer
Entries	20	10	5	2
Training credit	£2,500	Up to £1,000	Up to £500	-
Sector exclusivity	Yes	By agreement	No	No
Renewal priority	Yes	-	-	-

All packages are subject to final partnership agreement, content suitability, availability and agreed campaign dates.

LET'S BUILD THE NEXT CHAPTER TOGETHER

We are looking for partners who see movement as more than exercise - brands that value creativity, confidence, community, opportunity and the power of participation.

Whether the objective is global visibility, member engagement, staff development, content creation, community impact or simply doing something genuinely different, we can build a partnership around it.

PARTNER WITH US. LET'S HULA HOOP THE WORLD TOGETHER.

PARTNERSHIP ENQUIRIES

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