



REBEL STRENGTH
ENGINEERED IN THE UK



IRON MAIDENS

ESSEX STRONGWOMAN TOURNAMENT 2023

APRIL 9th 2023 - Colchester

A female only strength tournament, promoting
'Girl Power', empowerment and inclusivity.



db@megalodonstudios.co.uk
(07950) 593982

www.underdogcrew.org



FUNDRAISING FOR 'Underdog Crew Studios'
APRIL 9th 2023: Colchester



STRENGTH REGISTER
/ IRON MAIDENS

POWERED BY
UNDERDOG CREW
STUDIOS
COLCHESTER
underdogcrew.org



PRIZES



IRON MAIDENS

ESSEX STRONGWOMAN TOURNAMENT 2023



A female only tournament, promoting 'Girl Power', empowerment and inclusivity.

Introducing the best up and coming British female strength athletes. Behold the 'Iron Maidens'.

All competitors receive:

A professionally created competitor video and photoset of their Herculean efforts within an indoor set, professionally dressed as a world standard strongman arena.

We aim to continue to elevate awareness towards this high octane pursuit and present the 'strength community' in the highest professional light. The determination to succeed and relentless dedication towards excellence mirrors the Underdog Crew spirit that we instil in our project youths. Your tenacity and inner fire will instil another level of inspiration to our studio participants.

Plus... we really do know how to put on a show!!!!



We foster Inclusivity.
We build Confidence.
We encourage Learning.
We embrace Individuality.
We empower Futures.

STUDIO WEBSITE 

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PLUS £200 (min) vouchers*
Voucher values and brands/companies TBC.

RELENTLESS
BEASTS



FIVE STATIC EVENTS
Head to head pairs

DEADLIFT

Max reps wins- 1 minute

Beginners: 100kg / Intermediate: 120kg

FARMER'S HOLD

Longest time wins

Beginners: 50kg per hand
Intermediate: 65kg per hand

LOG PRESS

Max reps - 1 minute

Beginners: 40kg
Intermediate: 65kg

THOR'S HAMMER - FRONT HOLD

Longest time wins

Beginners: 10kg
Intermediate: 16kg

SANDBAG TO SHOULDER

Max reps wins - 1 minute

Beginners: 40kg /
Intermediate: 60kg

*10 COMPETITORS PER CATEGORY.
MAXIMUM COMBINED POINTS TOTAL WINS.



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Eventbrite  GET TICKETS NOW



COMPETITOR SPOTLIGHT



NOVICE & INTERMEDIATE
 15 competitors per category

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IRON MAIDENS 2023
 REBEL STRENGTH Underdog CREW
 JACK RABBIT BREWING CO.

Sheren Rose
 AGE: 38
 HOMETOWN: STEVENAGE
 MAX DEADLIFT: 152.5KG
 FAVOURITE EVENT: FLOOR TO OVERTHE BAR
 GO-TO BRAND: GRRRL & SILY
 UK TITLES: 0

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IRON MAIDENS 2023
 REBEL STRENGTH Underdog CREW
 JACK RABBIT BREWING CO.

Faye Jordan
 AGE: 40
 HOMETOWN: MILTON KEYNES
 MAX DEADLIFT: 165KG
 FAVOURITE EVENT: YOKE
 GO-TO BRAND: SBD & TITAN
 UK TITLES: 11

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IRON MAIDENS 2023
 REBEL STRENGTH Underdog CREW
 JACK RABBIT BREWING CO.

Daisy Casemore
 AGE: 26
 HOMETOWN: DUNSTABLE
 MAX DEADLIFT: 162.5KG
 FAVOURITE EVENT: MAX DEADLIFTS
 GO-TO BRAND: SBD
 UK TITLES: 0

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Strongwoman competitors all have one thing in common, the will to rise above personal challenges and pursue life's goals head on.

Mirroring the 'Underdog Crew' ethos, life is there for the taking, regardless of the multiple challenges we face along the journey.

#girlpower



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KEY EVENT BENEFITS

Supporting female empowerment

Showcasing professional female strength events to the wider public.

Promoting health, wellbeing and gender equality in young women.



'In the UK 39% of women aged 16 and over are not active enough to get the full health benefits of sport and physical activity, compared to 35% of men.'

Sport England

STRONGWOMAN TOURNAMENT

EXHIBITION/TRADE STANDS

'BIRDS OF PREY' FALCONRY DISPLAY

LIVE BAND / FOOD STANDS

* filmed event / free public entry

COMPETITOR SPOTLIGHT

Sheren Rose AGE: 38 HOMETOWN: STEVENAGE MAX DEADLIFT: 152.5KG FAVOURITE EVENT: Yoke TO BRAND: SBD & TITAN UK TITLES: 11	Jane Jordan AGE: 40 HOMETOWN: MILTON KEYNES MAX DEADLIFT: 165KG FAVOURITE EVENT: Yoke TO BRAND: SBD & TITAN UK TITLES: 11
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Includes **BRITISH RECORD SETTING** event:
'KEG FRONT HOLD'
A BRAND NEW BRITISH competition event!
Free attempt for all competitors and visitors!
Awesome prizes. Ladies only.
* empty - 13.5kg. Maximum time horizontal hold.

#girlpower

APRIL 9th 2023 - COLCHESTER ENQUIRIES: db@megalodonstudios.co.uk



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EVENT FEATURES

A professionally filmed elite strongwoman event

FREE Public entry estimated between 500 and 750 attendees

Exhibition stands with public strength prize winning events

Street Food stands

Static 'Birds of Prey' falconry display

Public, free to enter brewery sponsor
BRITISH RECORD 'KEG' attempts

There has never been a better time to bring a new, vibrant strongwoman event to Essex.

With the growing popularity of CrossFit, powerlifting, and the mentality that "strong is sexy," more women than ever are venturing to the gym to try a new form of fitness.



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REBEL STRENGTH
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GRRRL



COMPETITOR BUZZ

ALL COMPETITORS RECEIVE: *(approx £500 value)*

An 'Iron Maidens 2023' event T-shirt & £30 merch giftbag.

Professionally filmed and **EDITED** tournament attempts for 'profiling up' and website/social media upload.

Professional competitor photoset from our in-house photographer.

WINNERS RECEIVE

(for both NOVICE and INTERMEDIATE catagories)

*** prize pot of approx £1650**

1st PLACE - approx £400

'Iron Maidens 2023' champions trophy
1x £150 sponsor voucher
1x £100 sponsor voucher
Merchandise to the value of £150

2nd PLACE - approx £275

'Iron Maidens 2023' silver medal
1x £100 sponsor voucher
1x £75 sponsor voucher
Merchandise to the value of £100

3rd PLACE - approx £150

'Iron Maidens 2023' bronze medal
2x £50 sponsor vouchers
Merchandise to the value of £50



#girlpower

STUDIO WEBSITE



STRENGTH REGISTER

Eventbrite

GET
TICKETS
NOW



SPONSORSHIP

CORE EVENT SPONSOR - TBC (£1000 PRODUCT RRP)

Full event branding. Main camera banner on competitor stage. 6-8mtr Exhibition stand. Logo front and centre of everything.

SPONSORSHIP REQUEST: 6x GIFT VOUCHERS: 2x £150 / 2x £100 / 2x £50 PLUS £400 (RRP) OF MERCHANDISE

COMPETITOR ARENA SPONSOR - TBC (£650 PRODUCT RRP)

70% ARENA BRANDING. PLUS 2 LARGE BANNERS.

6mtr Exhibition stand. Logo front and centre of everything.

SPONSORSHIP REQUEST: 6x GIFT VOUCHERS: 2x £100 / 2x £75 / 2x £50 PLUS £200 (RRP) OF MERCHANDISE

CORE SPONSORS (£200-£500 PRODUCT RRP)

Event branding, Exhibitor stand. Logos on all PR and website links.



BREWERY SPONSOR

PROTEIN SPONSOR



NUTRITIONAL SPONSOR

POWER SPONSOR



GYM SPONSOR - TBC

APPAREL SPONSOR - TBC

* All sponsors pledge to promote the event on their social media channels and promote post event results and PR.



STRENGTH REGISTER





MUSCLE DOCTOR



G
GRRRL

alias



MEET EVENT ORGANISER



IRON MAIDENS 2023

David Morgan
CO EVENT ORGANISER

AGE: 19
 HOMETOWN: COLCHESTER
 MAX DEADLIFT: 230KG
 FAVOURITE EVENT: FARMER'S WALK
 GO-TO BRAND: EXPLOSIVE APE
 UK TITLES: 0

UNDERDOGCREW.ORG

Logos: JACK RABBIT, REBEL STRENGTH, Underdog CREW, SBD, BEAST, TUFF WRAPS

DB Morgan is a multi award winning feature film Producer & Director born and bred in Colchester, Essex, UK. An autistic mental health survivor and proud family ambassador for the [sickchildrenstrust](https://www.sickchildrenstrust.org/). DB created, and runs, 'the 'Underdog Crew' project, an initiative harnessing the power of professional film to promote positivity and wellbeing in young adults.

[MegalodonStudios.co.uk/underdog](https://megalodonstudios.co.uk/underdog)

Co-event organiser David Morgan sets the (mens novice) British record for keg hold... a **BRAND NEW** Sponsor led event for the 2023 'Iron Maidens' Strongwoman tournament.



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