

USA COMPETITIONS



Mission: To produce the largest and highest quality gymnastics events in the world

USA Competitions' partnership packages boast a full menu of marketable assets, promotional rights and benefits. USAC keeps our partners top of mind, providing numerous touch points to engage consumers while integrating your brand into both the event experience and the entire culture of gymnastics.

For more information contact Lindsay Gallego

561-400-9296 | www.usacompetitions.com | lindsay@usacompetitions.com



Opportunities to consistently build relationships have never been greater! Below is our lineup of first-class competitions scheduled for 2011-2012. Each competition is expected to have between 500 and 2000 competitors and over 2,000 fans!

2011-2012 Event Schedule

Championship Series Events:

Fright Invite: Oct 21-23, 2011 Coral Springs, FL

New Years Invite: Dec 30- 31, 2012 Disney (Orlando, FL)

Sun & Surf Spectacular: Jan 27-29, 2012 Coral Springs, FL

Presidential Classic: February 17-19, 2012 Disney (Orlando, FL)

American Twisters Invite: March 2-4, 2012 Fort Lauderdale, FL

State Championship Competition: (Florida athletes only)

AAU State Championships: May 18-20, 2012 Boca Raton, FL

Event Venues:

- Coral Springs Arena, Coral Springs, FL
- Disney's Coronado Springs Resort, Lake Buena Vista, FL
- Lynn University Arena, Boca Raton, FL
- Jostens Center at Disney's ESPN Wide World of Sports Complex
- Fort Lauderdale Beach Convention Center, Fort Lauderdale, FL



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The Championship Series is made up of our 5 most elite competitions each year. Together, our events draw over 12,000 gymnasts, families, and spectators from all over the world. Sponsorship of the Championship Series will place your company top of mind amongst the elite in the gymnastics community.

Championship Series Presenting Sponsorship: \$27,000

- Your company name will headline all 5 competitions (*Your Company Name Championship Series Presents the Presidential Classic*)
- Company exclusivity in sponsor's category
- Your company logo artistically combined with the Championship Series logo to form a unique memorable association with the series
- Combined logo will be at the forefront of all print, email, web, and direct mail marketing for the year.
- Championship series logo will be placed along with your company logo on all landing pages and web banners
- 4 advertorial emails will be sent to our database of over 10,000 coaches, gymnasts, parents, and club owners promoting your company
- Combined logo on the front of all 5 Championship Series competition shirts
- Combined logo strategically placed throughout all 5 competition websites
- Company logo link on all pages of USAC website for one year
- Your company name included in the domain name linking to all competition info and results
- Combined logo placed on all awards for the series (*thousands of medals, trophies, & banners*)
- Pre-event and post-event publicity in all USA Competitions' press releases, advertisements, websites, and news media coverages surrounding the Championship Series
- Ability to promote company on USAC Facebook and Twitter pages
- One minute company commercial announced prior to the start of each session (8-10 times per competition)
- Large company banner at registration, in the awards area, and at 2 additional premier locations throughout the competition arena
- Company article in quarterly e-newsletter
- Authorized use of USAC logos
- Combined logo on all competition materials
- Sponsor logo on the cover of each competition program
- 4 full page ads inside each competition program (to include inside front cover)
- Feature article about company in each competition program
- Combined logo on online results pages from each competition
- Combined logo on each team entry form
- Corporate booth in vendor area
- Opportunity to place promotional materials in athlete gift bag
- Rights to conduct consumer research
- 10 complimentary athlete entries into each competition (*2 blocks of 5 entries*)
- 1 hotel room at the host hotel for each event
- 50 passes to each event with VIP hospitality access

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At this level, your company will choose 1 or more of our 5 Championship Series competitions to be the Title Sponsor.

- Fall 2011 — Fright Invite (Coral Springs) – 2500 attendees \$5,500
- Winter 2012 — New Years Invite (Disney) – 3000 attendees \$5,500
- Winter 2012 — Surf & Sun Spectacular (Coral Springs) – 4000 attendees \$6,500
- Spring 2012 — Presidential Classic (Disney) – 6000 attendees \$10,000
- Spring 2012 — American Twisters Invitational (Fort Lauderdale) – 5000 attendees \$8,500

Single Event Title Sponsorship

- Naming rights to the competition (*The Your Company Name Presidential Classic*)
- Company exclusivity in sponsor's category
- Named as title sponsor on all event promo, materials, merchandise, and awards
- Named as title sponsor on event-specific landing page
- Company logo link on event landing page and each page of USAC site for 1 year
- Company logo link on promotional banner that will be placed on gymnastics websites
- Premier placement of company logo link in all email marketing leading up to the event
- Premier placement of company logo link in all print marketing leading up to the event
- Pre-event and post-event publicity in all USA Competitions' press releases, advertisements, websites, and media coverage surrounding competition
- Inclusion at all 4 additional series events at the Gold Medal sponsorship level
- 30 second company commercial announced prior to the start of each session (*8-10 times throughout the competition*)
- Company logo placed on all team award banners (to take back to home gym)
- Ability to promote company on USAC Facebook and Twitter pages
- Corporate booth in vendor area
- Opportunity to provide promotional material for athlete gift bag
- Premier placement of full page ad on inside back cover of program (*next to the score keeper page used to write in athlete scores*)
- Premier placement of banner at entrance, in the awards area, and in the competition arena
- Prominent logo placement on all event materials and merchandise
- 5 athlete entries to title sponsored competition
- 1 hotel room at host hotel for title sponsored event
- 40 passes to title sponsored event with VIP hospitality access

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Gold, Silver, and Bronze Sponsorship Packages guarantee inclusion in each of our 6 competitions throughout the contract year.

Gold Medal Sponsorship \$5,000

- Logo placement on all event materials and merchandise
- Company logo link on each event landing page & USAC website for 1 year
- Inclusion in all email marketing leading up to each event
- Corporate booth in vendor area
- Opportunity to provide promotional material for athlete gift bag
- Company logo link on USAC website for one year
- Verbal recognition throughout competition
- Full page ad in competition program
- One large banner displayed at each event in the contract year
- 15 passes to each competition with VIP hospitality access

Silver Medal Sponsorship \$2,500

- Logo placement on all event materials and merchandise
- Company logo link on USAC sponsor's page for one year
- 1/2 page ad in each competition program
- One large banner displayed at each event
- Opportunity to provide promotional material for athlete gift bag
- 10 passes to each competition with VIP hospitality access

Bronze Medal Sponsorship \$750

- Company logo link on USAC sponsor's page for one year
- 1/4 page ad in each competition program
- Opportunity to provide promotional material for athlete gift bag
- 5 passes to each competition with VIP hospitality access

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Media Sponsorship \$12,500 or Trade

- Company exclusivity as the official media sponsor at all 5 Championship Series competitions
- Pre-event and post-event publicity in all USA Competitions' press releases, advertisements, websites, & news media coverage surrounding the Championship Series
- Premier placement of company logo link in all print, email, web, and direct mail marketing for the year (See marketing plan on separate attachment)
- Named as official media sponsor on all event materials, merchandise, and team award banners
- Large logo link on each page of USAC website for one year
- Company logo on front cover of competition program and full page ad inside program
- Corporate booth in vendor area
- Opportunity to provide promotional material for athlete gift bag
- 25 passes to each competition with VIP hospitality access

Single Event Awards Sponsor \$2,000

- Same benefits as a Gold Medal Sponsor at sponsored event
- Opportunity to announce company before each awards ceremony (8-10 ceremonies per event)
- Opportunity for company representative to hand out awards at each ceremony
- Banner and company promotional material surrounding awards stage and award display table
- Company logo on each team award banner (given to the top 3 teams each session to take back to their home gym)
- Company name on each trophy (every competitor takes home a trophy)
- Option to provide unique custom awards for competitors

Single Event Athlete Gift Sponsorship

- Same benefits as Silver Medal sponsor for sponsored event
- Donation of athlete gifts for the competition (600-1500 gifts, based on the size of the competition)

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Single Event Coaches, Judges, and VIP Hospitality Sponsorship \$2,500

- Same benefits as a Silver Medal Sponsor at sponsored event
- Banner and company promotional material surrounding coaches and judges hospitality area
- Donation of coaches and judges meals throughout the event

Single Event Goody Bag Sponsorship \$2,500

- Same benefits as a Silver Medal Sponsor at sponsored event
- Donation of goody bags with company logo for each event (amount varies based on event size)

Web Site Advertising

- \$50/Month or \$550 per year
- Prominent logo link on home page and all sub-pages of USAC Website
- Website is visited by all families, coaches, and gymnasts for pre-meet information and post-event results
- USAC will also send out 1 email on company's behalf to our database of over 10,000 parents, gymnasts, coaches and gym owners

Program Guide

Thousands distributed to all competitors, coaches, parents and sponsors at each USA Competitions event

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|--------------------------------------|---------------------|------------------------|
| • Inside front or back cover — \$275 | • Full page — \$225 | • 1/4 Page — \$75 |
| | • 1/2 Page — \$150 | • Business Card — \$50 |

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