

Sponsor and Partnership Guide for Beach Ultimate organizers



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Introduction

Sponsorship used to be somewhat controversial in the world of Ultimate and Beach Ultimate, but it has definitely enhanced many tournaments and leagues. Keep in mind, don't immediately associate sponsorship with TV coverage, shirt advertising, etc..., sponsors can simply be the local council promoting the event in the area in return for flyers of the region near the fields. But, of course you can have multiple sponsors that invest money, get TV coverage, and maybe even free beers :-). Interested? Read on....

Like most Beach Ultimate tournament or league organizers, you probably have a passion about the sport but don't know much about how to get sponsorship. This document was created by Beach Ultimate players who have looked (and found) sponsorship, players who sponsor Beach Ultimate events, and players that are involved in sponsorship through their regular day jobs. This unique mix of 'sponsorship experts' provide shared information, discussed sponsorship options, and got feedback from other sources. The result is this comprehensive document that will answer the following questions:

- What can you expect?
- What does a sponsor want?
- What types of sponsorship exist?
- How is the best way to approach sponsors?
- Who should you contact?

Furthermore, at the end of this guide you can find a sponsorship invitation example letter, as well as a sponsorship contract. We have no doubt the resources provided will help you get sponsorship and run a great tournament or city league! Feel free to contact us for any further information or suggestions on sponsorship.

See you on the beach



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About the Authors

Let me introduce you to the great team that created this guide:

1. Mike Palmer (Belgium) worked for a Sports Marketing Firm
2. Matt Kass (Japan) worked with many sponsors and live event productions
3. Brain Calle (US) is the Tournament Director for Lei-out in Los Angeles
4. Rahim Resad (Singapore) used to run Singapore Frisbeesports
5. Bruce Heslop (Canada) worked for Gaia Sports
6. Adam Levy (US) is the Tournament Director for Sandblast in Chicago
7. Patrick van der Valk (Portugal) involved in sponsorship for World & European Championships Beach Ultimate
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What you can expect as an organizer?

Sponsorship involves the support of an event, activity or organization by providing money and/or other resources that are of value. Usually in return for advertising on event material, and/or space and/or publicity at the event. Both the sponsor and the organizers should benefit from the arrangement and establish future relations towards further developing the arrangement. Whereas the tournament or league is provided with valuable resources in kind (benefits other than money), cash or any other form, sponsors benefit by promoting or advertising their goods and services, building brand association with the event participants and audience and/or by simply generating good will.

Let's be clear from the start... finding sponsorship for a Beach Ultimate tournament or league is not easy. You won't have people queuing up begging you to accept their money in exchange for a few small favors. Sponsorship of any disc event will involve hard work, so expect that it will be a hard 'sell' to convince potential sponsors that this is a worthwhile experience, especially the less-well-known beach version of the game.

Any TD looking for sponsorship should first ask themselves: why would a sponsor offer us money/goods? For what? In other words, be prepared to show any would-be sponsors the benefits of associating themselves with your tournament or league.

It is best to think of sponsors as partners. There has to be something in for both.

The concept of money vs. goods is an important one. An experienced Ultimate sponsor from the US underlined this as follows: *"As a TD, cash sponsorship is 'proposal death' unless you're*

pitching to national companies with branding budgets, or local companies with money to burn. For us there are only 3 or 4 ultimate events that justify cash based sponsorship because they have the critical mass & exposure to guarantee good return on our investment". So don't expect to receive a blank check from a sponsor. Rather, think about tangible sponsorship items as outlined in the 'Types of Sponsorship' section below.

Beach Ultimate is a growing sport, and is thus perfectly suited to 'grassroots' partnership. This is based on the idea of targeting local businesses and organizations with funds available and an interest to help out in the community. Here are some guidelines for approaching local businesses and organizations. You can find more helpful suggestions and resources later in this booklet, but the following tips are a useful starting point.

1. Write individually to each potential partner. Present an honest and realistic case and list any likely benefits to the partner.
2. Don't send "copy-and-paste" requests for partnership. It's very easy to detect a 'spam' request over one that someone has put together for a specific company.
3. Do not spend too much time customizing your request for a partner until you have contacted them to learn more about their sponsor/partnership programs – a simple phone call or email will save you a lot of time, since you may or may not fit into their donation goals.
4. Be flexible with your proposal. 'Packages' are a good guide but rarely fit the partner's values perfectly.
5. It is not uncommon to have individual partners for separate items. So, suggest figures of money or details of in-kind help or support. See the categories of partners defined in the 'types of partners' section below.
6. Give a full but brief description of your club and/or tournament and don't forget to mention the successful growth of Beach Ultimate; emphasize the increase in popularity of the game and show them online examples such as the [BULA website](#), or the [World Championships in Dubai](#).
7. Try to arrange an initial meeting; you will make a bigger impact talking face to face than through lengthy telephone calls. Ask questions; find out the sponsors' needs and show how your event or league can help them achieve these goals. If possible, invite them to meet your club or organizing committee.
8. Try to agree all partnership deals in writing, either by a letter of agreement or a written contract with authorized signatories of both parties.
9. Use partnership income or goods as a useful resource but don't rely on partnership as the success factor of your tournament or league. Any event should be capable of running without sponsorship.

10. Try to meet all requests for publicity ventures, for example photo opportunities with the partners. All publicity will be to the benefit of Beach Ultimate and the partner, so utilize every opportunity to publish the partner's name.
11. Obtaining an agreement for a partnership deal is the start, not the end of a relationship. Work hard to look after the partner's interests as this may reap future rewards. Create a personal relationship, and be sure to invite the partner to the tournament or league.
12. Go above and beyond for your best partners. You are competing with possibly hundreds of other organizations in and outside of ultimate for their attention and budgets. Those who do the most, get the most.
13. Don't wait too long in making an approach to partners. Send your request well ahead of the event. No matter how big your event is it's just one of many that the sponsor could choose from and needs to plan for. Be persistent and friendly in your follow-ups.
14. Remember the partner is associating its name with your tournament or league and its public image. It is important that the partner's name is enhanced and not damaged by the image of the event.
15. Reduce risk to the partner by negotiating to receive a percentage of event sales rather than cash up front. If they are successful, so are you. If not, work with them to make it better next time around.
16. Protect your players' privacy but remember that access to players is likely what most partners are banking on for success. If you don't allow access, either directly or indirectly, then your partners will quickly lose interest if they have any in the first place. Demographics of participants (e.g. age, income, education, sex, geography) is often THE most important factor when soliciting sponsorship from a potential partner.
17. Create a relationship. For proposals, focus on a multi-year approach. Sponsors may be wary of investing "too" much into a first-time event or on the first sponsorship occasion.

What advantages does a partnership bring to the sponsor?

It is highly beneficial to understand what you are offering a potential sponsor in order to properly present a partnership opportunity. There are a number of reasons for offering sponsorship to an event, which can vary as widely as the types of events that partners get requests from.

Regardless of the reasons for the partnership it's important for you as a director to know that the partner will be looking at your event as an investment and will be tracking its success to determine whether to repeat the partnership next time they are approached by you. Knowing what each partner hopes to achieve will help you to create the best Partnership request possible and to deliver the results they are looking for.

Generally a partner will look to benefit from an investment in your event on all/some of the following levels:

1. Generation of revenue (direct sales before, during and/or after the event)
2. Marketing of products/services (promotions, hand-outs, emails, program ads, etc.)
3. Brand recognition (banners, title sponsorship, etc.)
4. Community image (media coverage, title sponsorship, etc.)

For example, a food or apparel supplier will place a much higher value on direct sales at the event or the ability to promote their product to participants than on brand recognition or community image (good will). On the other hand, a company providing portable toilets or fields may be far more interested in generating future sales by getting their brand out to potential customers or enhancing their community image. Regardless of which four benefits a partner is looking for, most companies will be willing to provide partnership if the opportunity to meet their goals and recover their costs is presented clearly and properly.

Knowing the donation patterns of a potential sponsor will also go a long way towards greater success in securing sponsorship. For example, a request for cash sponsorship from an organization that primarily donates prizes will find the recycle bin very quickly.

Coordinator's Tip

Keep in mind that you are not the only group looking for support from any given company when presenting a partnership opportunity. Be prepared to seek your partnerships well in advance of your actual event date. The larger the request and the larger the company you are requesting it from, the further in advance you should prepare. There will be competition, limited partnership budgets, and an existing approval process that you will need to follow.

Costs of Partnership

Every partnership opportunity is associated with significant costs to the partnering organization. Therefore, regardless of the partner's passion or willingness to help out, the partnership benefits must outweigh the costs in order for partnership of a given event to continue year after year.

So how do partners measure the costs associated with an event?

1. A partner who donates prizes factors the value of donated goods, shipping, and all staff & administrative expenses related to the prizes into the total cost of the sponsorship. Goods donated are typically valued at the retail amount that for which they could have been sold. Since donating the goods means they cannot otherwise be sold, the donation reduces the partner's ability to generate revenue.

2. A partner who sets up a booth at an event factors staff, equipment and administration expenses related to the booth as well as any cash/donation costs into the cost of the partnership.
3. A partner who travels from out of town to attend an event also factors accommodation, food and travel expenses into the costs of partnership in addition to the costs of 1 & 2

Therefore, although the bottom line benefit of partnership may be \$200 in prize value, the partner's cost of support is often much higher. As a tournament or league director trying to develop relationships with partners, knowing this and working with the partner to ensure that they are getting good value for their support of the event is an important part of finding and securing long term partners.

Grassroots events versus Top-tier events

In the sport of Beach Ultimate there is really only one metric that an experienced sponsor will be interested in with regards to your event – the number of participants that will attend. The higher the number of player-participants, the more interest you will generate and the more you can demand in sponsorship. The reason is simple: The amount of time and resources required for a sponsor to support a 150-person event is generally the same as the time and resources required for a 1500 person event, where the latter obviously has much greater benefits to the sponsor..

Potential partners scrutinize all major events to assess viability. Regardless of the dimension of your event, there are always many great local companies & organizations willing to support it. Any company that can benefit from having your events' participants use their business will be great candidates for in-kind sponsorship.... and ... possibly even cash sponsorship if you're a little lucky.

Cash as Sponsorship

Not only does cash sponsorship exist in the world of (Beach) Ultimate, it can come from some surprising sources! However, 'in-kind' sponsorships are your best bet for success in generating a healthy stable of sponsors, the reason being that cash paid or donated as sponsorship has very unfriendly recovery rate. It is helpful to keep this in mind when attaching a dollar cost to any item for which you solicit sponsorship.

As a basic rule of thumb, the actual cost to the sponsor of paying cash for any item of sponsorship is approximately 2x the amount paid, which means that the break-even point on

\$500 for banner advertising is \$1000. If event related sales do not exceed the breakeven point, the sponsor is in a loss situation and will probably not return to your next event.

Let's look at this another way: For \$500 paid in banner advertising the sponsor could have purchased materials to produce goods that would sell for approximately \$1000 through his/her existing sales channels. By donating the cash, the sponsor has forfeited these potential sales in the hopes to make them back by association with the event.

Considering that this applies to any sponsorship request for cash, your request should enable the sponsor to generate revenue from the event and/or provide an equally valuable benefit in order to guarantee a long term relationship with the sponsor

Coordinator's Tip

There are definitely organizations who will provide cash for sponsorship. These are generally companies that have a national marketing budget and/or place a higher value on brand recognition than on event related sales or ability to market products directly to participants. So, for companies that do not place their logo on billboard advertising likely place more value on 'Revenue Generation' or 'Direct Marketing' and will not be very excited about donating cash.

In-kind partners

The key to being successful in acquiring quality partners is creativity and flexibility. Partners end goals can vary widely, including immediate return on investment, brand awareness, or even simply seeing their products placed. The most successful partner seekers are therefore the ones that listen to their potential partners and adapt their partnership offerings to them.

Below are some suggestions for partner types to help you start the partnership process.

Prize Partners

Always consider asking a potential partner what they are able to give to the event in the form of prize partnership (Remember, anything donated cuts the costs of what the event has to pay for.). Prize Partners offer their product in exchange for recognition as a partner and the placement of the product in the hands of consumers.

For example, one tournament approached a local independent Kite Surfing shop, who provided free kite surfing lesson for the winner of the best layout competition. In exchange the tournament organizer used their logo on printed material and the website.

Media/Merchandise Partners

Media partnership generally involves an exclusivity agreement with a specific media channel in exchange for promotion of the event, these types of partnerships can be powerful tools, as they can bring in revenue for the event in partnership money as well as garner free media publicity for the event.

Media outlets look to support various community events for a number of reasons (increase viewership, bolster image, publicity). To acquire a media partnership, start with local media organizations and [propose exclusive media partnership- you will likely get a few bites. Keep in mind that media partnership is a competitive business so make sure that your proposal is extremely professional proposal and offers a lot of bang for only a few bucks.

Here is the example of **Beachfest (UK)**, where a local radio station provided media partnership. *"They gave about 1 weeks publicity. The DJs talked about the event and ran competitions with tickets to our party as the prizes. They supplied a free DJ for the party. We used their logo on all printed material and website It was worth it for us. The DJ was good and it raised the profile of the sport. We didn't really see a huge amount of extra spectators but had some extra people at our party! It kept the other sponsors happy since the tournament profile was higher."*

Clothing Partners

Apparel partners are often the easiest to get as placing their logo on clothes is cost effective publicity. So, give potential partners (apparel companies and otherwise) the option to pay for clothing you intend to have at your event for sale or giveaway in exchange for placing their logo on the clothing.

Another possibility is sponsorship of merchandise, although sponsor references on "for sale merchandize" may be put off potential paying clients. One way to get around this is to have sponsors' logos on volunteer shirts. In this way, the company gets branding by associating with the tournament without worries about the impact on sales.

Example: The **BULAFLOW Beach Ultimate tournament** in Israel was sponsored by BUFF (Special Bandana Headwear), who provided 120 BUFFS in exchange for:

- Publishing in area of the event
- Logos on various tournament related material, including; street sign, web, mailing lists, flyers, programs and event movie
- Selling BUFF on site at the event store
- 2 Displays in the beach shop

By the way, players were very happy with these 'cool' bandanas.

Food and Drink Partners

Food and drink can be a significantly expensive part of an event and a partner that either pays for food costs or provides food is an ideal way to offset this cost. Restaurants are usually the best place to go for this type of partnership - especially fast food restaurants. Note: It is sometimes challenging to get this type of partnership from franchised eateries because they lack resources (depending on the size of the organization and the size of the event).

The Colombian **Beach Tournament** was sponsored by Pony Malta, a malt sports drink, who contributed money, product and advertisement in exchange for tents and banners. From the TD: *"We have been running our tournament for three years. The first year we did not look for sponsors, because that year it was just a matter of opening a space with a new beach sport. Since it was a great success, I began to think of it as a real event. For that it was just necessary to look for sponsors, so I fixed up a team for this. A group of specialists, to have the best image before these very important enterprises who we wanted to sponsor our idea. So a good publicist and a good marketing director were the key to get credibility. I got some accessories and prepared a good clear and eloquent book to begin this enterprise. So we have been sponsored by different enterprises, mainly, food and drinks, but also an internet company and others. With clothes enterprises we don't have any relation yet, but still trying. Ultimate is a new sport and it takes time for these people to understand the great possibility it has to promote their products, but we are on the way."*

At the World Championships Beach Ultimate in Portugal, the national Beer Brewery Sagres gave away 1000 liters of free beer and allowed the organizers to buy more beer at almost cost. This allowed the organizers to sell beer at a good price to the players while generating money for the tournament.

A restaurant and/or bar can also be great tournament partner by providing a venue for dinner and/or the party. This is advantageous to the partner, who gets advertizing on tournament material as well as a bar full of consumers.

Entertainment Partners

Entertainment is another important part of an event and it's often a waste of time to try and get entertainers (bands, DJs, MCs) to donate their time to an event—after all, this is the way they make a living. A better approach is to try and find a partner to cover the costs of entertainment in return for advertizing on tournament material.

Accommodation Partners

Every event needs lodging facilities close by and it is a huge advantage for tournament organizers to strike an agreement with a few local hotels.

Hotels love to set aside blocks of rooms for events and conventions, as it is a way for them to fill their rooms on days they may otherwise remain unoccupied. And, although it is unlikely that you will get direct funding from a hotel for this type of partnership, hotels often offer group discounts and give financial kickbacks back to the event for every room booked.

For example, **Ocean Beach** tournament's accommodation in New Zealand was partially partnered by the Surf Life Saving Club. \$10/player was donated to the club in return, since the club is non-profit.

Advertising Options

The best way to maximize partnership appeal is to have a lot of options organized creatively.

Since there are many potential partnership options, it is important to organize them in different categories or levels. For example, Platinum, Gold, Silver, and Bronze are all commonly used levels of partnership. Depending on the event, sometimes it's better to use more specialized categories related to the theme of your event— for example for a beach event, you can use things like Beach Partner, Big Kahuna Partner, or Title Wave Partner and make it more appealing to your audience.

The best way to offer benefits to partners is through a tiered approach where there are several tiers of partnership each with different and/or exclusive benefits. Remember though, some benefits such as being mentioned on partnership webpage or event program, will overlap into many or even all categories. Here is a list of possible advertising options for sponsors:

- Title Sponsorship
 - Title Sponsorship is probably the best way to get a company to donate a large sum of money to an event. A Title Sponsorship essentially gives the sponsor exclusive mention anytime the event is referenced. Title sponsorships give the impression that the sponsor “owns” the event. We see this all the time with advertising; The Staples Center, Pepsi Smash, the Lexus Open, etc. Title sponsorship is a premium benefit, so make sure to price it accordingly.
- Wifi Sponsorship
 - Nowadays, most events greatly benefit from accessibility to wireless internet. Naming the Wifi network name is valuable commodity and it can tie in with sponsorship of the online experience. At ECBU2013 in Calafell Spain, live scoring

allowed for favorite teams and players to be followed by fans around the world. There was also live streaming of important games such as the finals. The wireless service on the beach was guaranteed by the municipality, and glitches due to too many users at one time were quickly resolved!

- Banner Display
 - At event and/or on website
- Booth Display
 - Ability to exhibit at event
- Inclusion in all print materials
 - If the event has any handout for the players, this is valuable space for the partners
 - Offers sponsors the ability to be mentioned in all outgoing materials
- Full ad in Tournament or league program
 - Offer sponsors the ability to advertise directly to event audience
- Article reference in Ultimate-based publication
 - Offer sponsors mention in all press releases
- Custom Email
 - Allow sponsor to create a custom email to be sent to all event registrants
- Sponsor's Logo Merchandise
 - Allow sponsors to have their logo on Frisbees, shirts, etc
- Press Release
 - Custom press release announcing sponsorship
- Product Sampling Exhibit / Placement Packs
 - Allow product placement at booths at the event
 - Allow samples given in packs to participants
- Prize Sponsorships
 - Allow sponsors the ability to donate prizes
- Video Production
 - Allow sponsors the ability to support the creation of a video with their logo, production credits, perhaps allow them to add a chapter on the video, etc
- Sponsorship at Party/Banquet
 - Give a sponsor the exclusive title of party sponsor

This list is by no means exhaustive - be creative!

Possible partners to contact

The first partnership target for a TD should be to start LOCAL and then expanding to regional and then national. On this note, it is always a good idea to start looking for support of your

event at local municipality where the event will be held. Important items such as field licenses, beach safety, and tents are examples of what the municipality often provides. Regarding companies, although Budweiser might be the bigger brand name, but a local microbrew may be more excited about helping locally.

Another important starting thought is to review the historical budget for the most costly items. Getting a partner to provide sunscreen is great value to the participants, but it does not save any dollars for the event and therefore is of limited benefit to the organization. Focus on items such as beverages, food, party, alcohol, snacks, programs, etc.

In addition to local partners (where there is a greater partnership possibility) here are a few ideas of potential partners you can contact. Don't forget that you will not be the only event organizer asking for partnership, so do a great job in presenting yourself.

Ultimate-related organizations

- www.vcultimate.com
- www.fiveultimate.com
- www.lookfly.com
- www.GAIultimate.com
- www.discraft.com

Drinks Companies

<http://www.redbull.com>

Redbull could be candidates for in-kind sponsorship...the budgets that they work with are unknown but they have attended some ultimate events in Canada and Dubai.

<http://www.sharkenergy.com>

Along those same lines, Shark Energy Drink is another company trying to get more brand presence in local areas.

<http://www.canadiansprings.com>

Canadian Springs is a great water sponsor in as they have a sponsorship budget for larger events and have supported Ultimate friendly as well as many charities. Considering this, they may be interested in getting involved with a beach tournament, especially if there is a charity aspect to it. Other options may be national bottled water companies who might want to contribute to quench beach players' thirst, just make sure no bottles are left on the beach.

*Other **food and drink** ideas include*

- www.clifbar.com

- www.powerbar.com
- www.gatorade.com
- www.powerade.com
- www.odwalla.com
- www.ANYBEERHERE.com
- www.Coca-cola.com
- www.Pepsi.com
- www.Powerade.com
- www.Mars.com
- www.MandMs.com
- www.Snickers.com

Clothing companies

Sports clothing manufacturers/distributors could well be attracted to the athletic nature of this sport, for example;

- www.patagonia.com
- www.quiksilver.com
- www.adidas.com
- www.nike.com

Sunscreen companies

These companies may donate sample packages to hand out to players at tournaments.

- www.solarsunblocker.com
- www.mexicantancanada.com

and many more...

Example of partner invitation

Greetings Potential Chicago Sandblast Event Sponsorship Partner,

From creating brand awareness and increasing sales, Chicago Sandblast is the ideal marketing platform for reaching a unique and lucrative community of ultimate Frisbee players.

Now in our sixth year, this high-profile two-day weekend beach ultimate frisbee tournament features a sponsorship village, promotional booths, medical treatment professionals, two evening events and a blue-chip list of national sponsor partners including Whole Foods, Naked Juice, Chipotle, Flat Top Grill and Panera Bread and regional sponsor partners like Accelerated Rehabilitation Centers and more.

Based on our increasing success, we have earned significant media exposure on a national and regional level. Last summer, we were included in the July 11th summer special double-edition of *Sports Illustrated*, the May 26th online edition of *Time Out Chicago*, and in partnership with XRT Radio, included on their website, a weekly email blast and featured in on-air promotional advertising with event partner Chipotle. We have already exchanged preliminary agreements with “The Mix” WTMX 101.9 radio and *The Onion* for a media campaign and are pursuing others with B96 radio and publications like *The RedEye* and *Time Out Chicago*.

We would like to invite your company to tap the sales and marketing power of Sandblast scheduled for the weekend of July 8th and 9th by becoming a General Event Sponsor with these great opportunities:

- **Player/Captain Packs (included).** Each of the 750 registered participants and 48 captains will receive a collection of specifically donated product and promotional items from our sponsor partners. The pack will also include a tournament program and schedule, food vouchers and tournament party credentials.
- **Electronic and Print Material Promotion (included).** Historically tracking more than 10,000 hits in less than four months around event. With a new redesign to streamline access to tournament event and sponsor information, it serves as a great advertising vehicle online and via printed tournament programs.
- **Tournament Prizes.** We will crown a Tournament Champion and a Spirit of the Game Champion. Each time will have 15 players on their team and presents an opportunity to compensate them for their great efforts over the event weekend with product and/or promotional item donations.

We would also like to invite you to upgrade your participation to a Premier Event Sponsor Partner by participating in some of the following areas of Chicago Sandblast:

- **Right to Host Core Event Activity (\$1,000).** There are several key events to the weekend

open to your participation. The weekend begins with a Friday night Welcome Party, beach breakfasts and lunches, the Saturday night Tournament Party and the Sunday afternoon Championship and closing ceremonies.

- **Home Page Corporate Representation.** The General level will display your company logo and hyperlink from within one of the sub-tabs of the website. The Premier status will post you on the home page for direct access from every page every time anyone hits the website.
- **Print Materials Representation.** The Premier level will also provide additional call-outs to your participation within the program potentially on the cover or back pages with logo representation. The General level will be represented through a standard text list of player pack contributions.
- **Product Sampling.** The 2005 edition featured a “sponsor village” area that was very successful and offered high-quality traffic from our player participants. Our expectation is to expand this next year along with an extended window with player bye times corresponding with lunch service.
- **Event signage.** Montrose beach is the site of the event with the opportunity to post banners and tents at the site on Saturday and Sunday. As locations are identified for Friday and Saturday night, there will also be opportunities for signage at the post-beach events.
- **Official Event Keepsake Item (\$500).** It has become tradition to provide a “keepsake” item to each one of player participants to remember our event – one year beach towel and another year dry-erase boards. This project will again provide an opportunity for prominent branding and exposure.
- **Volunteer T-Shirt Display (\$400).** Each tournament volunteer will be provided a t-shirt to wear over the weekend that will prominently display your logo. This will be a group of at least 30 volunteers on the beach and at the event party.
- **Team Support (\$300).** This is an opportunity to endorse a Sandblast team as co-selected with you via a creative application process. Your contribution would help cover jersey production costs with your name/logo/theme that will provide a lasting marketing presence over the weekend and beyond.

The tremendous popularity of Chicago Sandblast and participant growth create the perfect vehicle for creating brand awareness; give a community profile to a nationally marketed brand and increasing sales with a unique, powerful and untapped demographic.

As a community event, Chicago Sandblast is going to be positioned and priced to encourage participation by businesses of all sizes. The fee for this package is being finalized and we would appreciate your early interest and participation in fully designing the right plan for your company and your specific marketing budget.

Please consider this proposal as a starting outline and there obviously are additional opportunities that can be explored. I know that once we meet and I learn more about your objectives we can tailor the program to your exact goals and priorities.

I look forward to your comments and will contact you in the near future to follow up on the opportunity to be a part of Chicago Sandblast and beyond!

Sincerely, Adam

A handwritten signature in black ink that reads "Adam J. Levy". The signature is fluid and cursive, with the first name "Adam" being more prominent than the last name "Levy".

Adam J. Levy
Event Director, Chicago Sandblast
<http://www.chicagosandblast.com>
<email here>
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Win/Win Marketing...Chicago Sandblast Delivers:

Heightened Communication

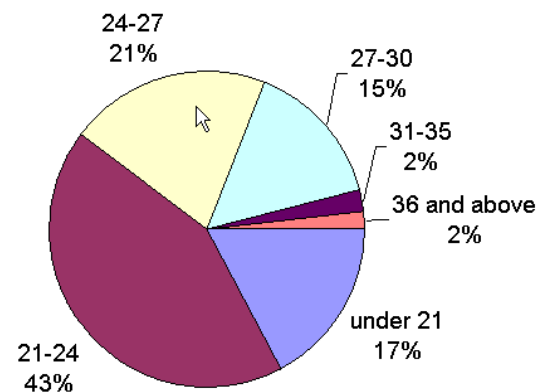
With Chicago Sandblast, you'll be speaking *with* your targets and not *at* them. Unlike a commercial interruption or no commercials at all (16% percent own TIVO/DVR), your message is woven into the action, reaching consumers while they are engaged. And, rather than a standard 30-second spot, you have an entire weekend to establish a key relationship with your audience as you support their recreational lives.

Category Exclusivity

Yours can potentially be the only company within your category to create event-themed promotions and receive on-site visibility.

Chicago Sandblast Attendee Profile*:

- 41% of Chicago Sandblast attendees have an income in excess of \$50,000; with 26% of all attendees with income in excess of \$75,000.
- 97% are single and 72% have earned at least a bachelors degree with the remaining 28% of our audience currently enrolled in college
- 64% percent of our participants are between 21 and 27, over half (53% percent) are male
- 93% percent own their own computer
- 14% percent own their own homes
- 64% percent own an automobile
- 34% percent own a health club membership



Chicago Sandblast Attendees Support Sponsors

- ***"We had a great time and again, your players were all so appreciative of us being there and providing the food. It was a great event! I look forward to seeing the results of your survey and hopefully working together again in the future."* – from one of our premier sponsor partners**
- "Great stuff- heard of it, never tried it, and now will definitely buy it for being good and also for supporting my sport." – regarding Naked Juice
- "Our team...was so happy to eat and fill ourselves absolutely full with your delicious offerings. You have made customers for life out of all of us." – regarding Chipotle
- "BIG BIG BIG ups to them hot dogs from Leon's. That was the best dog I've had in a long time and if I can find them in DC I'm going to buy some." – regarding Sausage's By Amy/Leon's Sausages

- “What a great idea! With so many competitors out there (Odwalla, etc.), knowing that I like Naked Juice (and that they helped sponsor this tournament would certainly make my choice between juices in the future easier. Yummy Mango!” – regarding Naked Juice
- “The burritos on Sunday - ROCKED! Chipotle was your best sponsorship - hands down.” – regarding Chipotle
- “Last year's tourney got me hooked, I've been buying it ever since.” – regarding Monster energy drink
- “I had never heard of Naked Juice before, but now I'd buy it on my own.” – regarding Naked Juice

*Source: Chicago Sandblast, Event Survey,

Chicago's Most Popular Beach Ultimate Frisbee Event

Who: Chicago Sandblast

What: Co-ed beach ultimate Frisbee tournament going into it's sixth year bringing together participants from across the United States and the globe to enjoy this ultimate Frisbee experience. Our experience brings participants together for athletic exhibitions, entertainment by performers and demonstrations by food purveyors and craftspeople.

Where: Montrose Beach, one of the largest beaches in Chicago, located East of Lake Shore Drive and North of Irving Park Road

When: July to be scheduled for Friday, July 7th to Sunday, July 9th. Beach activity begins at 9 am Saturday and Sunday.

Attendance: 720 registered participants (projected for 48 teams of 15 members)
595 participants 42 teams last year
466 participants and 35 teams two years ago

Tickets: There is no charge for anyone to attend the event as a spectator. Team registrations will cost \$400 per team.

Benefits: We are in the process of evaluating potential charitable groups for contributions from the campaign. We are interested in collecting specific recommendations from your organization in that evaluation process.

Example contract

Good afternoon Accelerated Rehabilitation Centers. Thank you very much for your time and interest in Chicago Sandblast scheduled for July 7-9. As requested, the following documentation will serve as an official contract of our event marketing partnership.

Sandblast would provide Accelerated premier status as the exclusive provider of rehabilitation and athletic services of our event. Please advise if invoicing is necessary for your accounts payable departments.

- **Right to Host Core Event Activity (\$1,000).** Provide for beach presence on Saturday, July 8th and Sunday, July 9th with at least four staff from 8 am to 11 am and at least two staff from 11 am to 6 pm or approval from Event Director. Supply tent, tables and all materials. **Payment Due: May 15**
- **Official Event Keepsake Item (\$500).** Currently evaluating a high-quality player pack backpack as 2006 item with and other contributing sponsor co-branding. **Payment Due: May 15th.**
- **Team Support (\$300).** Contribution towards production costs of one team's co-branded technical jersey. Multiple-team discounts are still available. **Payment Due: May 15th.**
- **Volunteer T-Shirt Display (\$200).** Each of the approximately 30 tournament volunteers will be wearing their shared co-branded t-shirt to wear over the weekend. **Payment Due: May 15th.**

Based on the above contributions to Chicago Sandblast, you will have access to the following marketing opportunities and more. As we discussed, the only limitation is your imagination.

- **Player/Captain Packs (included).** Each of the 750 registered participants and 48 captains will receive a collection of specifically donated product/promotional items from our sponsors. The pack will also include a tournament program and schedule, food vouchers and tournament party credentials.
- **Electronic and Print Material Promotion (included).** With a new redesign and historical hit rates of 10,000 over three months, it's a great online vehicle in addition to the printed tournament programs.
 - **Home Page Corporate Representation.** The Premier status will post you on the home page for direct access from every page every time anyone hits the website.
 - **Print Materials Representation.** The Premier level will provide additional call-outs to your participation within the program potentially on the cover or back pages with logo representation.
 - **Event signage.** Opportunity to post banners and tents at the beach site on Saturday and Sunday and party location Friday and Saturday nights.
- **Tournament Party Presence.** Banners, promotional branded items, and drink sponsorship for Friday or Saturday night are all options for Accelerated.
- **Tournament Prizes.** Two teams of 15 players will be crowned as champions at the end of the weekend. There is an opportunity to reward them with product and/or promotional item donations.

Name
Accelerated

Date

Adam Levy
Chicago Sandblast

Date