

SPONSORSHIP GUIDE

HOW CAN TOURNAMENT AND LEAGUE ORGANIZERS
GET THE SPONSORSHIP THEY WANT?



**Beach Ultimate
Lovers Association**

December 2006



TABLE OF CONTENTS

1	Introduction	3
2	About the Authors	4
3	What can tournament directors expect?	4
4	What are the advantages sponsorship brings to the sponsor?	7
5	Types of sponsorship	10
6	Sponsorship Options	14
7	Possible sponsors to contact	15
8	Example of sponsor invitation	18
9	Example contract	22



1 Introduction

Sponsorship is sometimes controversial in the world of Ultimate and Beach Ultimate. However sponsorship can enhance any tournament or league. Don't immediately think TV, shirt advertising, etc... It can simply be the local council that promotes the event in the area in return for flyers near the fields. However, if you want, sponsorship *can* be a whole bunch of companies that can get you money, TV coverage, and free beers :-)

If you are like many organizers... you have a passion about Beach Ultimate, you want to organize a tournament or a league but you don't know much about sponsorship, then this document is for you. 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' have shared information, discussed the various options, gotten feedback from other organizers, and created a document that will answer the following questions:

- What can you expect?
- What does a sponsor want?
- What types of sponsorship are there?
- How can you best approach sponsors?
- Who should you contact?

Furthermore, at the end we added a sponsorship invitation example letter, contract, and resources to help you get sponsorship and run a great tournament or city league! If you want to comment on the document you can add them to the blog entry:

<http://beachultimate.org/blog/2006/12/sponsorship.html>

Keep 'em flying

A handwritten signature in blue ink, appearing to read 'Patrick van der Valk'.

Patrick van der Valk
President
Beach Ultimate Lovers Association (BULA)
<http://beachultimate.org>
patrick@beachultimate.org



2 About the Authors

This guide was created by a great team:

1. Mike Palmer (Belgium) who worked for a Sports Marketing Firm
2. Matt Kass (Japan) who worked with many sponsors on live event productions
3. Brain Calle (US) who is the Tournament Director for Lei-out in Los Angeles
4. Rahim Resad (Singapore) who runs Singapore Frisbeesports
5. Bruce Heslop (Canada) who works for Gaia Sports
6. Adam Levy (US) who is the Tournament Director for Sandblast in Chicago
7. Patrick van der Valk (Portugal) who arranged sponsorship for the World Championships Beach Ultimate 2004.

3 What can tournament directors expect?

Sponsorship can be defined as the support of an event, activity or organization by providing money and/or other resources that are of value to the event. This is usually in return for advertising space at the event and/or as a part of the publicity for the event. The idea should be that both parties benefit from the arrangement and should look to future and further development of the arrangement. The tournament or league is provided with valuable resources in kind, in cash and in many other forms, while 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 that 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 favours. Sponsorship of any Frisbee event will involve hard work, a hard 'sell' to convince potential sponsors that this is a worthwhile experience, especially the relatively less-well-known beach version of the game.

It should also be acknowledged that many members of the 'frisbee community' are not entirely supportive of the concept of sponsorship, seeing as a potential threat to the commercial-free nature of our sport. There are plenty of tournaments that survive happily without sponsorship.¹

¹ For example: Porro Open (Spain), Bar do Peixe (Portugal), Britannia Beach (Canada), Longest Day (Australia), and others



Having said that, we believe that tournament directors and the sport of Beach Ultimate as a whole have much to gain from approaching potential sponsors, as will be outlined in the next section.

The first question that any TD looking for sponsorship should ask themselves is: why would a sponsor offer us money/goods? For what? You will need to be able to show any would-be sponsors the benefits of associating themselves with your tournament or league.

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 a 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 cheque from a sponsor, but rather think about tangible sponsorship items. These are outlined in the 'Types of Sponsorship' section below.

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

1. Write individually to each potential sponsor, on letterhead paper if possible, never send a hand written or duplicated note. Present an honest and realistic case and list any likely benefits to the sponsor.
2. Don't send "copy-and-paste" requests for sponsorship. It's very easy to detect a 'spam' request over one that someone has put together for a specific company. Also, do not spend too much time customizing your request for a sponsor until you have contacted them to learn more about their sponsorship program – you may or may not fit in to their donation goals and a simple phone call or email will save you a lot of time.
3. Be flexible with your proposal. 'Packages' are a good guide but rarely fit the sponsor's values perfectly.
4. Suggest figures of money or details of in-kind help or support. It is not uncommon to have individual sponsors for separate items. See the categories of sponsors defined in the 'types of sponsors' section below.



5. Give a full but brief description of your club and tournament and also the successful growth of Beach Ultimate; emphasize the increase in popularity of the game².
6. 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 how your event or league can help them achieve these goals. If possible invite them to meet your club or organizing committee.
7. Try to agree all sponsorship deals in writing, either by a letter of agreement or a written contract to be signed by authorized signatories of both parties.
8. Use sponsorship income or goods as a useful resource but don't rely on sponsorship as the success factor of your tournament or league. Any event should be capable of running without sponsorship.
9. Try to meet all requests for publicity ventures, for example photo opportunities with the sponsors. The publicity achieved will be to the benefit of Beach Ultimate and the sponsor, utilise every opportunity to publish the sponsor's name.
10. Obtaining an agreement for a sponsorship deal is the start, not the end of a relationship. Work hard to look after the sponsor's interests as this may reap future rewards. Create a personal relationship, and be sure to invite the sponsor to the tournament or league.
11. Go above and beyond for your best sponsors. You are competing with possibly hundreds of other organizations in and outside of ultimate for their attention and budgets. The groups who do the most, get the most.
12. Don't wait too long in making an approach to sponsors. 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.
13. Remember the sponsor is associating its name with your tournament or league and its public image. It is important that its name is enhanced not damaged by the image of the event.
14. Negotiate to receive a percentage of event sales rather than cash up front to reduce risk to the sponsor. If they are successful, so are you. If not, work with them to make it better next time around.
15. Protect your players' privacy but remember that access to players is likely what most sponsors are banking on for success. If you don't allow access, either directly or indirectly, then your sponsors will lose interest quickly if they have any to begin with. Demographics of participants (e.g. age, income,

² Some stats: In 2003 there were 42 tournaments worldwide, in 2006 that increased to 62. The game is played in 28 countries with more than 15000 participants. The 1st World Championships in 2004 drew 450 participants from 22 countries. In 2007 we are expecting 600 participants from 25 countries.



education, sex, geography) is often THE most important factor when soliciting sponsorship from a potential partner.

16. Create a relationship. For proposals, keep in mind and focus on a multi-year approach. Sponsors may be wary of investing "too" much into an event first in the first occasion.

4 What are the advantages sponsorship brings to the sponsor?

In order to properly present a sponsorship opportunity to potential sponsors it is beneficial to understand what you are offering to them. There are a number of reasons for offering sponsorship to an event, which can vary as widely as the types of events that sponsors get requests from.

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

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

1. Generation of revenue (direct sales before during and 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.)

As an 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 over brand recognition or community image (good will). A company providing portable toilets or fields may be far more interested getting their brand out to potential customers or enhancing their community image to generate future sales for their company. No matter which of these four benefits a sponsor is looking for most companies will be willing to provide sponsorship if the opportunity to meet their goals and recover their costs is presented clearly and properly.



Knowing a potential sponsor's typical donation patterns will also go a long way towards greater success in securing them as a sponsor. A request for cash sponsorship from an organization that primarily donates prizes will find the recycle bin very quickly.

Coordinator's Tip When presenting a sponsorship opportunity keep in mind that you are not the only group looking for support from any given company. There will be competition, limited sponsorship budgets, and an existing approval process that you will need to follow. Be prepared to seek your sponsorships 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.

Costs of Sponsorship

It's important for a TD to understand that there are significant costs associated with every sponsorship opportunity presented to an organization. Regardless of the sponsor's passion or willingness to help out with the event, the benefits will need to outweigh the costs of supporting that event in order for the sponsorship to continue year after year.

So how do sponsors measure their costs associated with an event?

1. A sponsor 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. This is because by donating the goods they cannot otherwise be sold, reducing the sponsor's ability to generate revenue.
2. A sponsor 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 sponsorship.
3. A sponsor who travels from out of town to attend an event also has to factor accommodation, food and travel expenses into the costs of sponsorship in addition to the costs of 1 & 2

The bottom line benefit of sponsorship may be \$200 in prize value but the sponsor's cost of support is often much higher. As a tournament or league director trying to develop relationships with sponsors, knowing this and working with the sponsor 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 in attendance. The higher the number of player-participants attending your event, the more interest you will generate from sponsors and the more you can demand in sponsorship for specific items. 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 to support a 1500 person event. Obviously the benefits to the sponsor are much greater with the latter event.

All of the major events undergo intense scrutiny from potential sponsors to assess viability. No matter what size your event is there are many great local companies & organizations that are willing to support it. Any company that can benefit from having your participants patronize their business will be great candidates for in-kind sponsorship and if you're a little lucky possibly even cash sponsorship.

Cash as Sponsorship

Cash sponsorships definitely do exist in the world of (Beach) Ultimate events and they can come from some surprising places. However, the reality of sponsorship in general is that 'in-kind' sponsorships are your best bet for success in generating a healthy stable of sponsors. This is because cash paid or donated as sponsorship has a recovery rate that is very unfriendly to potential sponsors. It is helpful to keep this in mind when attaching a dollar cost to any item for which you solicit sponsorship.

A basic rule of thumb is that the actual cost to the sponsor of paying cash for any item of sponsorship is 2x the amount paid. Meaning that the break-even point on \$500 for banner advertising is \$1000. If event related sales do not exceed this then the sponsor is in a loss situation and will probably not return to your next event.

Here is how it works: For the same \$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 given up these sales and hopes to make them back by association with the event.

This applies to any part of your sponsorship request that has a cash payment aspect to it. If you are asking for cash in exchange for 'x' benefit of sponsorship and hope to build a long term relationship with the sponsor, then your request should enable them to generate revenue from the event and/or provide an equally valuable benefit.

Coordinator's Tip There are definitely organizations out there who will provide cash for sponsorship. These are generally companies who have a national marketing budget and/or who place a higher value on brand recognition than on event related sales or ability to market products directly to participants. If you don't see the company logo on billboard advertising around your community, they likely place more value on 'Revenue Generation' or 'Direct Marketing' and will not be very excited about donating cash.

5 Types of sponsorship

The key to being successful in acquiring quality sponsorships is creativity and flexibility. Sponsors are after various different things. Some sponsors want immediate return on investment, some want brand awareness, and others are just interested in seeing their products placed.

The most successful sponsor seekers are those people that listen to the needs of their potential sponsorships leads and adapt their sponsorship offerings to those needs.

To assist in starting the sponsorship process, here are a few helpful suggestions for sponsorship types.

Prize Sponsorships

If you are not able to get money from a sponsor, ask them what they are able to give to the event. (Remember, anything donated cuts the costs of what the event has to pay for.)

A good way of classifying this giving is 'Prize Sponsorships.' Prize Sponsors would give their product in exchange for recognition as a sponsor and the placement of the product in the hands of consumers.



For Example, **Beachfest** (UK) approached a local independent Kite Surfing shop, who provided a prize of a free kite surfing lesson for the winner of the best layout competition. They brought down a "try kitesurfing" demo session. In exchange the tournament organiser used their logo on printed material and the website.

Media/Merchandise Sponsorships

Media Sponsorships are one of the most powerful tools for an event organizer to utilize. Media Sponsorships can bring in revenue for the event in sponsorship money, but also garner free media publicity for the event. Basically, Media Sponsorship is an exclusivity agreement with a specific media channel in exchange for promotion of the event, and this promotion will also be welcomed by other sponsors.

Media outlets look to support various community events for a number of reasons (new viewership, bolster image, publicity). To acquire a media sponsorship, start with local media organizations. Propose exclusive media sponsorship- you will likely get a few bites. Remember, media sponsorship is a competitive business so submit an extremely professional proposal that offers a lot of bang for only a few bucks.

Again using the example of **Beachfest**, they used a local radio station as a sponsor. "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 Sponsorships

Apparel Sponsors are often the easiest sponsors to obtain. Many organizations like to have their logo placed in front of the public, and using apparel to achieve this is one the most cost effective approaches.

Offer organizations 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. This can be done with apparel companies or not.

Another consideration is sponsorship of merchandise. One challenge with including sponsor references on "for sale" merchandise is that participants may be put off



paying money for it. One idea is to have sponsors' logos on volunteer shirts because they associate the tournament's branding with the company, but you don't have to worry about the impact on sales. This is also an opportunity for you to attach higher value to the 'for sale' merchandise than volunteer merchandise in sponsor proposals.

Example: The **BULAFLOW Beach Ultimate tournament** in Israel was sponsored by BUFF (Special Bandana Headwear)

They provided 120 BUFFS in exchange for:

- publishing in area of the event
- Logo on street sign
- Logos on web and mailing lists
- Logos on flyers and programs
- Logo on the event movie
- Selling BUFF on site at the event store
- 2 Displays in the beach shop

The players were apparently very happy with these 'cool' bandanas.

Food and Drink Sponsorships

In some instances, food may be the most expensive part of an event. One of the best ways to offset this cost is by acquiring a sponsor to either pay for the food costs, or provide the food.

Restaurants are usually the best place to go for this type of sponsorship - especially fast food restaurants. Note: It is sometimes challenging to get this type of sponsorship from franchised eateries because they lack resources (depending on the size of the organization and the size of the event).

The recent **Columbian 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 player while generate money for the tournament.

Entertainment Sponsorships

Entertainment is another important piece of an event. It is 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 sponsor to cover the costs of entertainment in return billing with the entertainment.

For example **Beachfest** in the UK used a free DJ from their radio station media sponsor.

Logistics Sponsorships

The "Logistic Sponsorships" are a place to get creative. These types of sponsorships can range from anything to merchandise booth sponsor, field sponsor, or first aid sponsor.

These are usually appealing to many organizations especially if they feel the sponsorship fits their mission. Theses sponsorships can be facilitated as easily as placing a placard near the sponsored areas (e.g. a field, a first aid tent, etc).

Accommodation Sponsorships

Every event needs facilities close by for participants to lodge. Why not strike an agreement with a few local hotels to facilitate this?

Hotels love to set aside blocks of rooms for events and conventions. It is a way for them to fill their rooms on days they may otherwise remain unoccupied. It would be difficult to get direct funding from a hotel for this type of sponsorship, however, it is



customary for hotels to 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 sponsored by the Surf Life Saving Club. \$10/player was donated to the club in return, since the club is non-profit.

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.

This is a premium benefit so make sure to price it accordingly.

6 Sponsorship Options

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

Since it is possible to come up with an endless number of potential sponsorship options, it is important to focus sponsorships and organize them in different categories or levels. For example, Platinum, Gold, Silver, Bronze are all commonly used levels of sponsorship. Depending on the event, it is better to use more specialized categories related to the theme of your event—if your event has a beach then use things like Surf Sponsor, Big Kahuna Sponsor, or Title Wave Sponsor. This type of creativity is more appealing to your audience.

The best way to offer sponsorship is a tiered approach. Create several tiers of sponsorship, each with different, exclusive benefits. Remember though, some benefits will overlap into many or even all categories - benefits such as being mentioned on sponsorship webpage or event program.

Here is a list of ideas for sponsorship options:

- Ads in Publications



- Many publications give free space for Ultimate Tournaments, like the UPA Magazine. Include a sponsor's logo with these ads as a benefit
- Title Sponsorship
 - Name include in the title of the event
- Banner Display
 - At event and/or on website
- Booth Display
 - Ability to exhibit at event
- Inclusion in all Print Materials
 - 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
- DVD Production
 - Allow sponsors the ability to support the creation of a DVD with their logo, production credits, perhaps allow them to add a chapter on the DVD, etc
- Sponsorship at Party/Banquet
 - Give a sponsor the exclusive title of party sponsor

*This list is by no means exhaustive - be creative!

7 Possible sponsors to contact

The first thought for each TD should be to start LOCAL and then expand to region and then national. Budweiser might be the bigger brand name, but a local microbrew may be more excited about helping locally.



Another starting point is to review the historical budget for the most costly items. Getting a sponsor to provide sunscreen is great value to the participants, but it does not save any dollars for the event and therefore help control registration. Things like beverages, food, party, alcohol, snacks, programs, etc.

In addition to local sponsors (where the possibility is larger to get any sponsorship) here are a few ideas of potential sponsors you can contact. However you will not be the only event organiser asking for sponsorship, so do a great job in presenting yourself.

Ultimate-related organizations, for obvious reasons!

www.GAIUltimate.com

www.lookfly.com

www.vcultimate.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.

<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>

In Canada a great water sponsor is Canadian Springs. They are national and definitely have a sponsorship budget for larger events, and have supported ultimate friendly events and many charities. They may get involved at some level with a beach tournament, especially if there is a charity aspect to it. Or perhaps look to any similar national bottled water company 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 could well be attracted to the athletic nature of this sport

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

Worldwide players in telecom infrastructure, mobile services and computer oriented businesses have deep pockets and may be ultimate-friendly, e.g:

www.Apple.com
www.Microsoft.com,
www.HP.com
www.Oracle.com
www.SAP.com
www.Lucent.com
www.Cisco.com
www.telemundo.com
www.google.com
www.yahoo.com
www.ask.com
www.sony.com
www.ericsson.com
www.motorola.com
www.nokia.com
www.blackberry.com

Major sunscreen companies might donate sample packages to hand out to players at tournaments, e.g:

www.solarsunblocker.com
www.mexicantancanada.com
and many more...



8 Example of sponsor invitation

Greetings Potential 2006 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 2006 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 – 2003 beach towel and 2005 dry-erase boards. This project for 2006 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 in 2006 and beyond!

Sincerely, Adam

A handwritten signature in black ink that reads 'Adam J. Levy'.

Adam J. Levy
Event Director, Chicago Sandblast
<http://www.chicagosandblast.com>
adamlevy@chicagosandblast.com
(773) 447-8022



Win/Win Marketing...Chicago Sandblast Delivers:

Heightened Communication

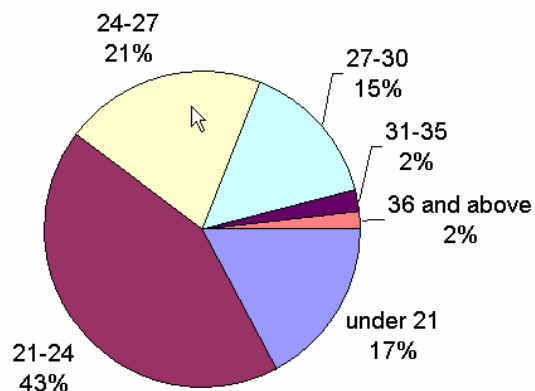
With Chicago Sandblast, you'll be speaking *with* your targets and not *at* them. Unlike a commercial interruption or no commercials at all (16% percent own TIVO/DVR), your message is woven into the action, reaching consumers while they are engaged. And, rather than a standard 30-second spot, you have 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, 2005



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 2006 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 in 2005
466 participants and 35 teams in 2004
283 participants and 25 teams in 2003

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 2006 campaign. We are interested in collecting specific recommendations from your organization in that evaluation process.



9 Example contract

Good afternoon Accelerated Rehabilitation Centers,

Thank you very much for your time and interest in Chicago Sandblast 2006 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 2006, Accelerated 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