

# The sports Academy



Thank you for your time and consideration of investing your advertising dollars at The Sports Academy. The Sports Academy, LLC provides a venue for indoor sports and activities for children and adults of all ages. Our mission is to provide a safe, clean, first class facility which promotes the development, training, and sportsmanship of local recreational and select athletes.

Our 63,000 square foot indoor facility has two soccer fields, a children's play area, and two meeting/party rooms, so we can meet the needs of many different activities. Listed below are the various events and activities hosted at The Sports Academy over the last twelve months:



- **Sporting Leagues**

- o Youth Soccer
- o Co-ed Volleyball
- o Men's Soccer
- o Co-ed Soccer
- o Co-ed Kickball
- o Men's Flag Football

- **Fitness, Training, and Camps**

- o Soccer Skills
- o Strength Training
- o Cheerleading Camps
- o Baseball Training
- o Speed Training
- o Boot Camps
- o Football Skills Camp
- o Softball Training

- **Other Rental Activities**

- o MMA – Pro/Am Mixed Martial Arts (1900+ in attendance at each of the two events)
- o Dog Agility Trials – 6 in 2010, 6 in 2011, and 6 scheduled for 2012
- o Professional Wrestling
- o Remote Control Flying Group
- o Retirement Parties
- o Birthday Party Packages
- o College Parties



Located at the intersection of Interstate 270 and Highway 157 in Glen Carbon, Illinois, The Sports Academy is convenient and easily accessible from communities in the Metro East. Some of the Illinois communities within a 20 mile radius of our facility include:

Alton	Columbia	Godfrey	O'Fallon
Belleville	E. St. Louis	Granite City	Roxana
Bethalto	Edwardsville	Highland	Swansea
Caseyville	Fairview Heights	Madison	Troy
Collinsville	Glen Carbon	Maryville	Wood River



While we draw from a much larger geographic area for special events, over 95% of our patrons live, work, shop, dine, and buy goods and services from these communities.

[www.TheSportsAcademy.net](http://www.TheSportsAcademy.net)

[info@thesportsacademy.net](mailto:info@thesportsacademy.net)



**101 The Game Dr.  
Glen Carbon, IL 62034  
Tel: 618-288-6899**

 **Follow Us  
On Facebook!!**



# Make an **IMPRESSION** at *The sports Academy*

- **OVER 110,000 VISITORS TO THE FACILITY ANNUALLY**
- **OVER 64,000 VISITORS TO THE WEBSITE ANNUALLY**
  - **NEARLY 100,000 EMAILS SENT ANNUALLY**
  - **OVER 20,000 FLIERS HANDED OUT ANNUALLY**
  - **OVER 250 T-SHIRTS GIVEN AWAY ANNUALLY**



## AT THE FACILITY

During our peak winter season leagues, over 4,000 unique impressions occur each and every week for a period of 16 weeks. The typical participant along with his/her fans (a lot of moms, dads and grandparents) are inside the facility for an hour and a half, giving your company's advertisement a tremendous amount of exposure.

In our non-peak season leagues, we continue to have multiple adult leagues. Our adult leagues have been averaging close to 60 teams per session with a roster size of 12 people per team. This amounts to 720 impressions per week for adults, generally in the 25 year old to 42 year old range. Additionally, we have just begun a summer 3v3 league to enhance summer time utilization. This has amounted in an additional 500+ impressions per week for the months of July and August.

Rental activities are also an important part of our business and provide our advertising partners increased exposure. These activities bring in over 15,000 people per year to our facility.

## ELECTRONICALLY

In addition to the views advertisers receive from people inside our facility, we also have a very active website. The Sports Academy website received the following average unique visit activity:

2010 Q3 = 453 weekly visits  
2011 Q1 = 1,641 weekly visits

2010 Q4 = 1,272 weekly visits  
2011 Q2 = 788 weekly visits

We email special announcements regarding upcoming leagues and events to a data base of 1,350 members and growing. We have also recently added a Facebook page to keep our patrons up to date and engaged regarding current events, activities, and photos.

All of our advertisers will receive recognition on the sponsorship tab of our website. Our Platinum through Bronze packages contain special recognition throughout our social media. The detail of each plan can be found on the enclosed pricing page.

## PRINT

Throughout the year, The Sports Academy uses fliers to promote upcoming activities. The logos of our Platinum and Gold sponsors will be printed on the fliers to provide additional advertising. We expect to print in excess of 20,000 fliers in the fall/winter 2011 for distribution at area schools, camps, trainings, and rentals.

We will also include our Platinum and Gold sponsors on the t-shirts given to our Turkey Bowl 3 v 3 participants. At the inaugural Turkey Bowl in 2010, we hosted over 250 participants. We expect this number to grow in 2011.



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Borders/Margin Usage:

Top 3"

Right 2"

# PLATINUM SPONSORSHIP PACKAGE INFORMATION

**\$10,000**

**As a Platinum Sponsor, your company will receive the highest level of advertising exposure including:**

- **Field naming rights – Signage at the field entrance**
- **Banner under scoreboard – 18' X 7'**
- **Up to 6 times a year you may have a booth at league play to display/demonstrate your products and services. (Booths will be given on a first come first served basis. Dates for Platinum Sponsors may be reserved up to 8 weeks in advance of the date.)**
- **Company logo of EACH page of the website with link to your website**
- **Company logo on all fliers**
- **Company logo on the Turkey Bowl t-shirts**
- **Company logo included in all email blasts**
- **Monthly recognition on Facebook**
- **Recognition at the top of the sponsors page of the website with link**
- **Company logo in napkin holders in The Stadium Bar & Grill**
- **One slot in the brochure center for the year**



Borders/Margin Usage:

Top 4"

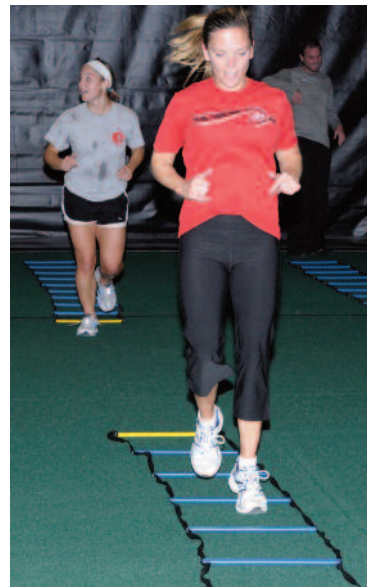
Right 2"

# GOLD SPONSORSHIP PACKAGE INFORMATION

**\$5,000**

**As a Gold Sponsor, your company will receive the following advertising exposure:**

- **Banner over a players bench – 15' X 5'**
- **Up to 4 times a year you may have a booth at league play to display/demonstrate your products and services. (Booths will be given on a first come first served basis. Dates for Gold Sponsors may be reserved up to 6 weeks in advance of the date.)**
- **Company logo of EACH page of the website with link to your website**
- **Company logo on all fliers**
- **Company logo on the Turkey Bowl T-shirts**
- **Company logo included in all email blasts**
- **Quarterly recognition on Facebook**
- **Recognition in the Gold section of the sponsors page of the website with link**
- **Company logo in napkin holders in The Stadium Bar & Grill**
- **One slot in the brochure center for the year**



Borders/Margin Usage:

Top 5"

Right 2"

# SILVER SPONSORSHIP PACKAGE INFORMATION

**\$2,400**

**As a Silver Sponsor, your company will receive the following advertising exposure:**

- 10' long dasher board decal
- Up to 2 times a year you may have a booth at league play to display/demonstrate your products and services. (Booths will be given on a first come first served basis. Dates for Silver Sponsors may be reserved up to 4 weeks in advance of the date.)
- Company logo of various pages of the website with link to your website. This does not include the home page or the schedules/standings page.
- Company logo included in 2 email blasts
- Bi-annual recognition on Facebook
- Recognition in the Silver section of the sponsors page of the website with link
- Company logo in napkin holders in The Stadium Bar & Grill
- One slot in the brochure center for the year



Borders/Margin Usage:  
Top 6"  
Right 2"

## BRONZE SPONSORSHIP PACKAGE INFORMATION

**\$1,700**

**As a Bronze Sponsor, your company will receive the following advertising exposure:**

- 7.5' long dasher board decal
- One time per year you may have a booth at league play to display/demonstrate your products and services. (Booths will be given on a first come first served basis. Dates for Bronze Sponsors may be reserved up to 3 weeks in advance of the date.)
- Company logo included in 1 email blast
- 1 Facebook shout-out
- Recognition in the Bronze section of the sponsors page of the website with link
- Company logo in napkin holders in The Stadium Bar & Grill
- One slot in the brochure center for the year

