

# SPONSORSHIP OPPORTUNITIES

**Official Partner of  
Players Sport & Social Group**

## 2016 SPONSORSHIP PROGRAM

Contact Info:

Krista Scyphers  
Director of Marketing & Sponsorship  
(o) 773.528.1999  
(c) 805.407.5230  
[krista@playerssports.net](mailto:krista@playerssports.net)



Tuesday, October 13<sup>th</sup>, 2015



[WWW.PLAYERSSPORTS.NET](http://WWW.PLAYERSSPORTS.NET)



# Why Players Sport & Social Group?

Interact and engage with thousands of affluent and connected Millennials on a daily basis through a partnership with Players Sport & Social Group.

- **EXPERIENCE** – We provide our players with a fun & active experience with friends after a hard days work.
- **PRESENCE** – Everywhere in Chicago. We are the #1 governing body for recreational sports leagues, tournaments & social events in the city of Chicago with over 61,000 members.
- **LOYALTY** - Our members are loyal. There is a trust. They join our leagues because our values and priorities are with the players, whenever humanly possible. ***Thus, they buy into the things we endorse.***
- **ACTION** – Our people act. Example: Our top sponsor asked us to run an event on Navy Pier (2013), which gets very little "local" traffic, in conjunction with their brand. Our sponsor said they would happy and surprised if we were able to attract 250 attendees out to Navy Pier. We brought out 1,650 people in year one, and have had to cut ticket sales at 3,200 in each of the 2 subsequent years.



*Players*  
Sport & Social Group

WWW.PLAYERSSPORTS.NET



# DEMOGRAPHIC INFORMATION

Our “Players” are educated, active, young men and women who can be hard to reach through traditional marketing methods.

## INCOME BRACKET:

**19%** \$100,000+  
**26%** \$75,000-99,999  
**34%** \$50,000-74,999  
**21%** \$25,000-49,999

Age range:

**21 to 42**

Median age: 26

## PLAYERS SOCIAL SCENE:

**75%** go out socially at least once a week

**80%** of our teams go to a bar after their league games

**68%** are single/not married

**56%** Male  
**44%** Female

## EDUCATION:

**92%** Graduated College

**32%** Post Graduate Degree

## FITNESS & NUTRITION:

**65%** have health club memberships

**60%** work out more than twice a week

**55%** consume a health food or drink more than twice a week



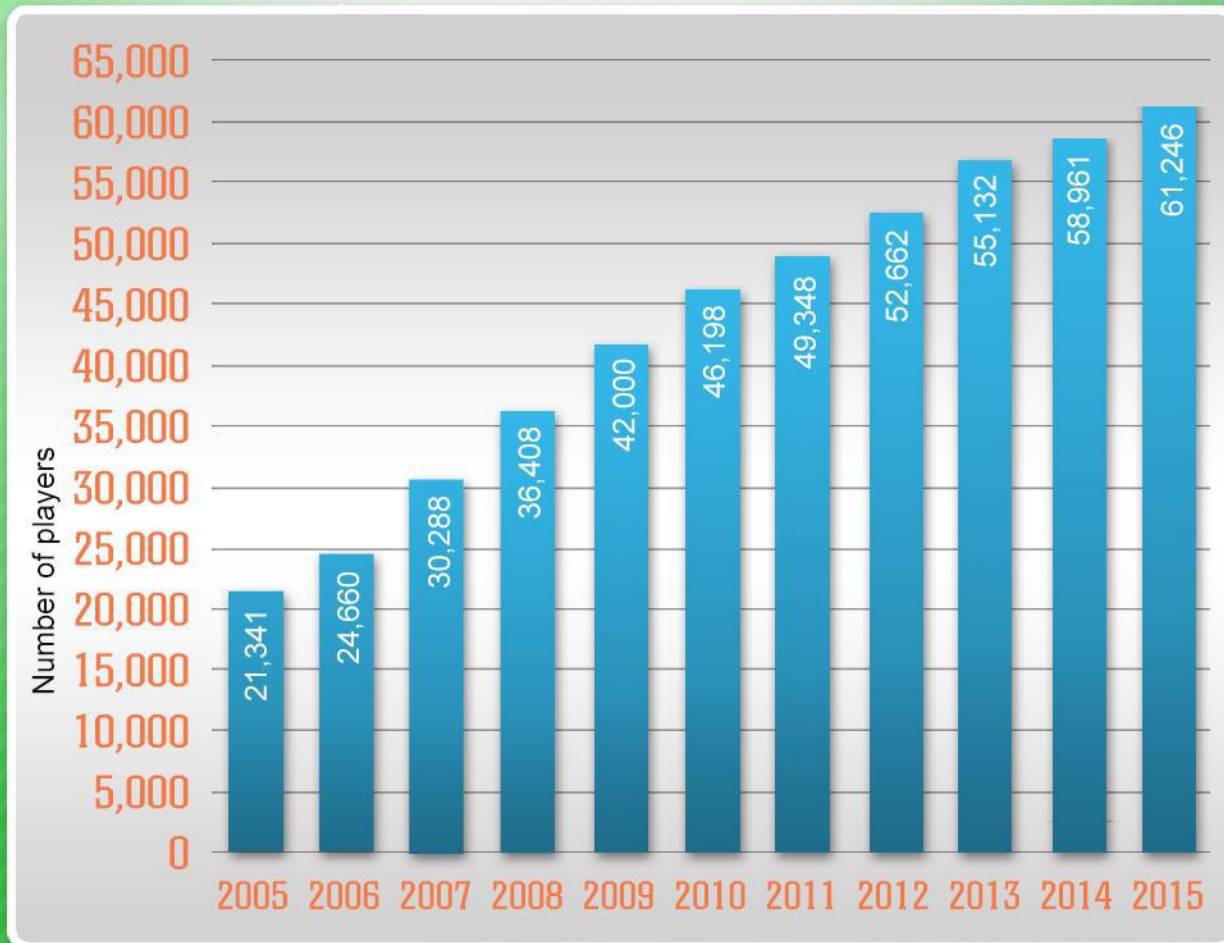
*Players*  
Sport & Social Group

[WWW.PLAYERSSPORTS.NET](http://WWW.PLAYERSSPORTS.NET)



# VISIBLE GROWTH ON THE FIELD

Young, active Chicagoans love to **Get Some Action** with us! Since 2005, we have experienced growth at a clip of 200%! Our rapid growth stems from a commitment to run and offer the best sports leagues in Chicago. As of 2015, we have grown to over 61,000 players!



*Players*  
Sport & Social Group

[WWW.PLAYERSSPORTS.NET](http://WWW.PLAYERSSPORTS.NET)



# GROUP LEAGUES / SPORTS

Kickball



Softball



Football



Soccer



Volleyball



Cornhole



Bowling



Volleyball



Basketball



Dodgeball



Bubble Soccer



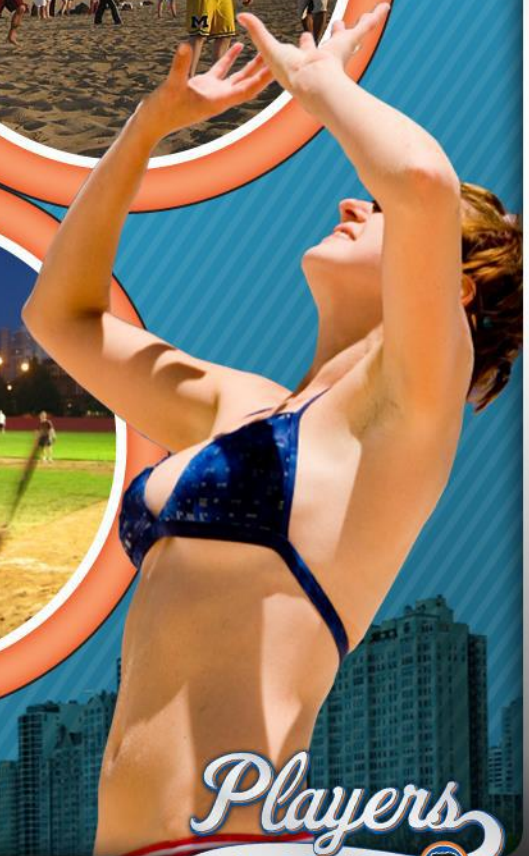
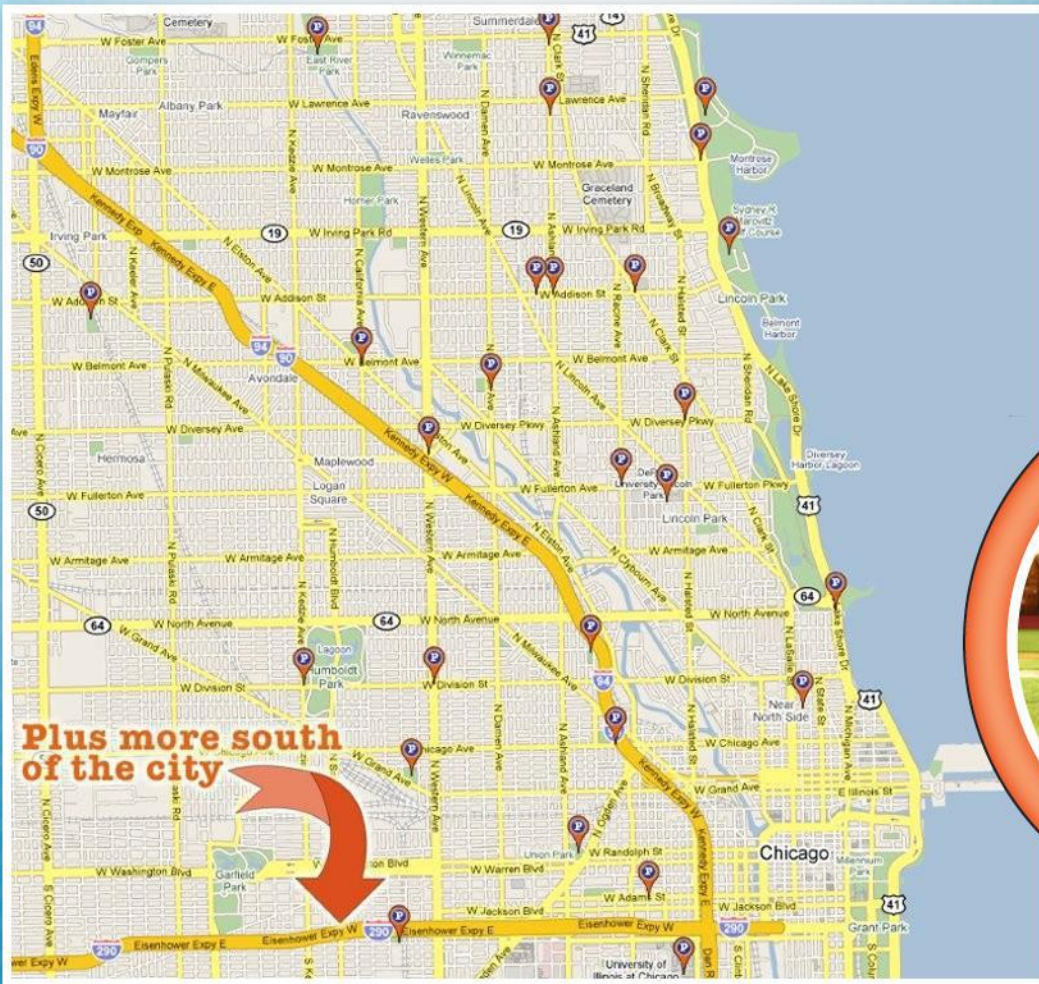
*Players*  
Sport & Social Group 

[WWW.PLAYERSSPORTS.NET](http://WWW.PLAYERSSPORTS.NET)



# WHERE OUR PLAYERS PLAY

Players Sport & Social Group runs sports leagues in over 30 locations across Chicago.



**WWW.PLAYERSSPORTS.NET**



# WEBSITE MARKETING

PlayersSports.net offers invaluable marketing and promotional opportunities. Exposure on [www.PlayersSports.net](http://www.PlayersSports.net) will provide consistent exposure and an unprecedented opportunity to get your message in front of a key influential audience.

Banner Ads

Printable  
Coupons

Flash Ads

**32,000**  
unique visitors  
per month

**65,000**  
website visits  
per month

Section  
Sponsorship

**2,400,000**  
pageviews  
per year



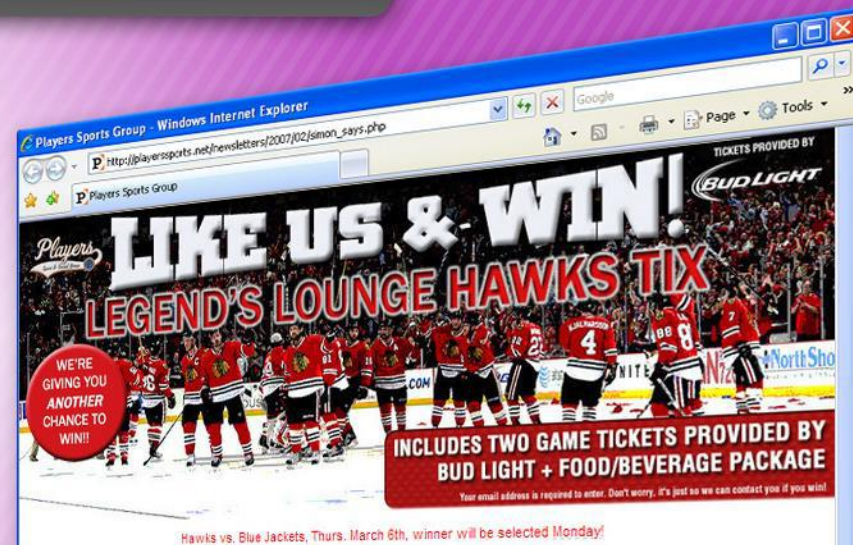
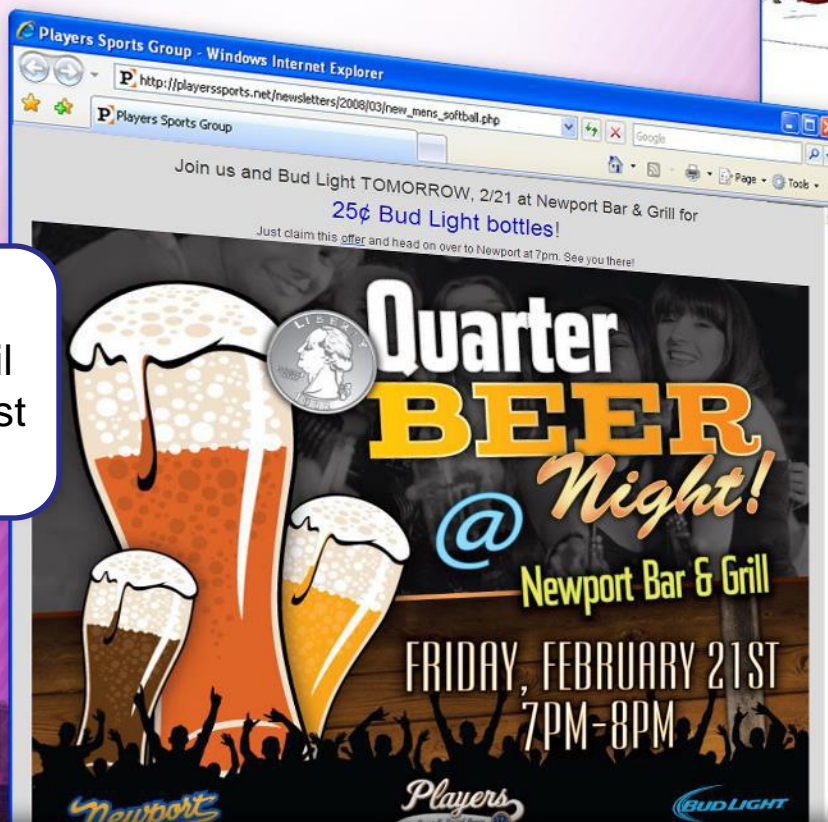


# EMAIL MARKETING

**E-Newsletter Campaigns:** Our weekly e-newsletters offer our sponsors a direct way to reach our 91,000 person (and growing) distribution list. Our e-newsletter keeps our members informed of leagues, tournaments and upcoming special events.

**Sponsored Email:** Dedicated sponsor emails are available to entire distribution list or can be segmented to reach a particular target market.

91,000+  
person email  
distribution list



## Round the Corner

Days are coming to an end. It's time to come out of hibernation and join the fun! As Chicago's King of Softball, we have a lot of great spring events all over Chicago! Get your team ready for the season in our Spring Swing on Sat. 4/12, men's & coed divisions available. Along with we also have awesome kickball leagues now open for registration.

Move outdoors just yet? It's last call for Dodgeball, indoor soccer & leagues. We also have late winter bowling starting soon! Space is limited to your team and sign up today.

me

Best Indoor Mardi Gras Craw is THIS SATURDAY! With over 3000 people, there are only a few left! You won't want to miss the biggest Mardi Gras go!

Play in Old Town on Sat. March 8th - tickets, specials & St. Patty's Day at the best bars in Old Town!

Just like our facebook page for your (2) tickets to the game next Thursday. Access to Bud Light Legends Lounge & beverages included! Winner selected Monday. Thank you to Bud Light for the tickets!



WWW.PLAYERSSPORTS.NET



# HANDS ON MARKETING

Promotional  
T-Shirts

Prizes &  
Give-a-ways

Banners  
& Signs

Literature

Couponing

Sampling/  
Brand  
Ambassadors



SPORTS  
AUTHORITY



LUAU

THE  
BIG DIG



*Players*  
Sport & Social Group

WWW.PLAYERSSPORTS.NET



# SPECIAL EVENTS

Signage

Sampling

Branding

Brand Ambassadors



WWW.PLAYERSSPORTS.NET



# PSSG MARQUEE EVENTS

- **Winter Whiskey Wine & Swine** – January 30th, 2016 @ Location TBD
- **World's Largest Indoor Mardi Gras Crawl** – February 6, 2016 @ Navy Pier
- **Taco Tequila Margarita** – July TBD, 2016 @ Location TBD
- **The Beach Slap Tournament & Party** – June 4, 2016 @ North Ave Beach
- **Whiskey Wine & Swine Pig Roast & Tasting** – June 18, 2016 @ Montrose Beach
- **The Big Dig Tournament & Party** – August 6, 2016 @ North Ave Beach
- **The Luau Grass Volleyball Championships** – September 10, 2016 @ Sydney Marovitz Golf Course





# WORLD'S LARGEST MARDI GRAS CRAWL

With over 3,200 Mardi Gras Partiers, 7 bars on Navy Pier, thousands of beads and masks, The World's Largest Indoor Bar Crawl was the biggest Mardi Gras Party in Chicago!

Participants enjoyed complimentary drink tickets, fun Mardi Gras giveaways & live entertainment and activities at each bar along the crawl!

**The World's Largest Indoor Bar Crawl will take place on February 6<sup>th</sup>, 2016**

Website and Email Marketing

Sampling

Booth space

Couponing and Literature Distribution

Promotional Displays

Logo Inclusion on Promotional Materials

Gain Brand Exposure!



WWW.PLAYERSSPORTS.NET

*Players*  
Sport & Social Group



# THE BEACH SLAP

The Beach Slap Volleyball Tournament and Beach Party is Chicago's kick-off to the beach volleyball season. It's a huge event with sand volleyball, dodgeball, bags, live DJ and over 2,500 participants! In addition to the active participants, there were hundreds of spectators and beach party attendees.

Sponsorship of The Beach Slap provides prime access to tournament participants and the general public on North Avenue Beach and lakefront path!

**The 2016 Beach Slap will be held on Saturday, June 4<sup>th</sup>**

Website and Email  
Marketing

Sampling

Booth space

Couponing and  
Literature Distribution

Promotional Displays

Logo Inclusion on  
Promotional Materials

**Gain Brand Exposure!**



WWW.PLAYERSSPORTS.NET

*Players*  
Sport & Social Group



# WHISKEY WINE & SWINE

Get in front of thousands of people at the 3rd annual Whiskey, Wine & Swine Pig Roast and Tasting! This event provides attendees with a fun and unique experience with over 40 wines and whiskeys, along with a pig roast right here in the city! Attendees receive 20 tasting tickets, pig roast sample with light sides, souvenir tasting glass, entertainment, raffles & more!

The 2016 Whiskey Wine & Swine will be held on Saturday, June 18<sup>th</sup> at Montrose Beach

Booth space

Sampling

Website and Email Marketing

Couponing and Literature Distribution

Logo Inclusion on Promotional Materials

Gain Brand Exposure!

Promotional Displays



WWW.PLAYERSSPORTS.NET

*Players*  
Sport & Social Group



# THE BIG DIG BEACH TOURNAMENT & PARTY

The 2016 Big Dig Volleyball Tournament and Beach Party is Chicago's premiere beach volleyball event with sand volleyball, dodgeball, bags, live music, beer and over 3,000 participants!

Sponsorship of the Big Dig provides prime access to tournament participants and the general public on North Avenue Beach and lakefront path!

**The 2016 Big Dig will be held on Saturday, August 6<sup>th</sup>**

Promotional Displays

Couponing and  
Literature Distribution

Website and Email  
Marketing

Booth space

Sampling

Logo Inclusion on  
Promotional Materials

Product Inclusion in  
Participant Bags

**Gain Brand Exposure!**



[WWW.PLAYERSSPORTS.NET](http://WWW.PLAYERSSPORTS.NET)

*Players*  
Sport & Social Group 



# THE LUAU

The Luau Grass Volleyball Tournament is Chicagoland's oldest and largest grass volleyball tournament held along the lake at Sydney Marovitz Golf Course! This inclusive food and beverage event boasts more than 2,000 participants annually, in addition to hundreds of spectators.

Sponsorship of The Luau provides branding, sampling and exposure to highly competitive participants and the spectators.

**The 2016 Luau will be held on Saturday, July 23rd**

Website and Email  
Marketing

Sampling

Booth space

Couponing and  
Literature Distribution

Promotional Displays

Logo Inclusion on  
Promotional Materials

**Gain Brand Exposure!**



*Players*  
Sport & Social Group

WWW.PLAYERSSPORTS.NET



# SOCIAL PROGRAM

## EVENTS/ SOCIAL PROGRAM

**PSSG client will be an exclusive and featured partner of all PSSG parties, outings and special events**

- All PSSG Marquee Events
  - World's Largest Mardi Gras Crawl
  - The Beach Slap
  - The Big Dig Tournament & Party
  - The Luau Grass Volleyball Tournament & Party
  - Whiskey Wine & Swine Pig Roast & Tasting Event
  - Taco Tequila Margarita Tasting Event
- All additional social events and tournaments (when permitted). Including, but not limited to:
  - Indoor Luau Series (Holiday, Winter & Spring Luaus)
  - Captain's Appreciation Parties
  - Pre and Post Season Parties
  - Hawks & Bulls Legends Lounge Suite Parties
  - Budweiser Party Deck Bash
  - The Cornhole Bowl
  - Blackhawks/Bulls Buses
  - Holiday/Seasonal Parties/Crawls





# PLAY BALL!

Players Sport & Social Group takes pride in building strong and lasting relationships with sponsors. We want to understand your needs! We will customize a program to stay within your budget and meet your marketing objectives.

Players Sport & Social Group can provide many unique opportunities to present your brand to a young, affluent, active audience.

Become a Players Sport & Social Group Sponsor and see what our “Players” can do for your “team”!



*Players*  
Sport & Social Group 

[WWW.PLAYERSSPORTS.NET](http://WWW.PLAYERSSPORTS.NET)