

SPONSORSHIP OPPORTUNITIES

2015 BAR SPONSORSHIP PROGRAM

Contact Info:

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COMPANY PROFILE

Players Sport & Social Group has been in business since 1993 and has an exceptional reputation of providing thousands of young, active adults with the excitement they crave! That's why over 56,000 Chicagoans a year *Get Some Action* with us!

Players Sport & Social Group is Chicago's premier recreational sports and social club for adults. We plan and organize leagues citywide for soccer, football, softball, volleyball, basketball, kickball, dodgeball and cornhole (bags). We do all the planning and you show up and play. Players Sport & Social Group plans events and European ski vacations to keep the fun going off the field!



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DEMOGRAPHICS

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

Age range:
21 to 42
Median age: 26

56% Male
44% Female

INCOME BRACKET:

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

EDUCATION:

92% Graduated College
32% Post Graduate Degree

PLAYERS SOCIAL SCENE:

75% go out socially at least once a week
80% of teams go to a bar after their league games
68% are single/not married

TECHNOLOGY OWNERSHIP:

96% cell phone
82% home computer
79% digital camera
68% MP3/iPod players

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



GROUP LEAGUES / SPORTS

Kickball



Soccer



Volleyball



Cornhole



Volleyball



Basketball



Softball



Dodgeball



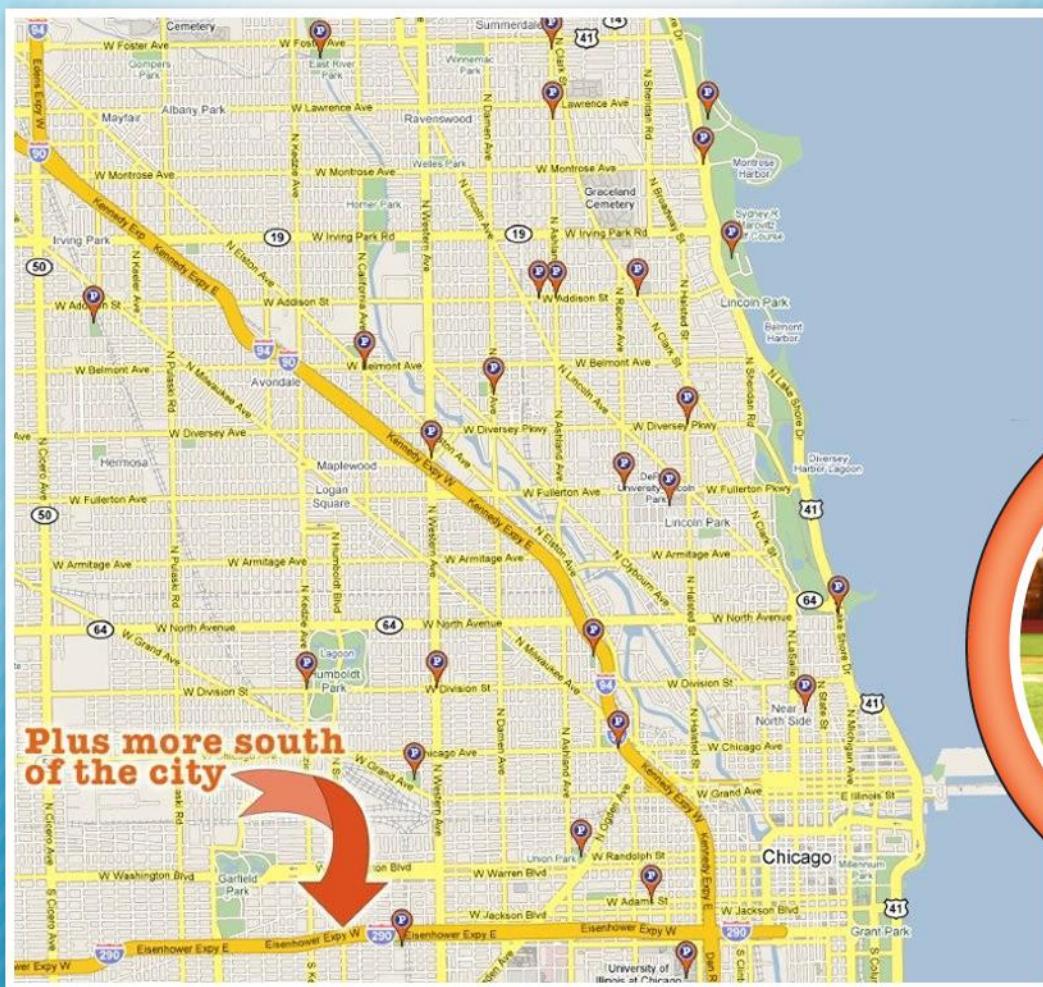
Football



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WHERE OUR PLAYERS PLAY

Over 30 locations citywide! From Humboldt Park in the West, the Lakefront on the East, Loyola Park on the North and UIC in the South.



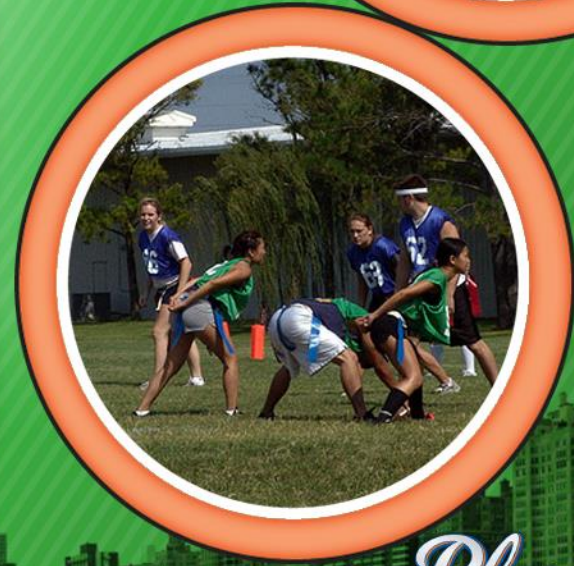
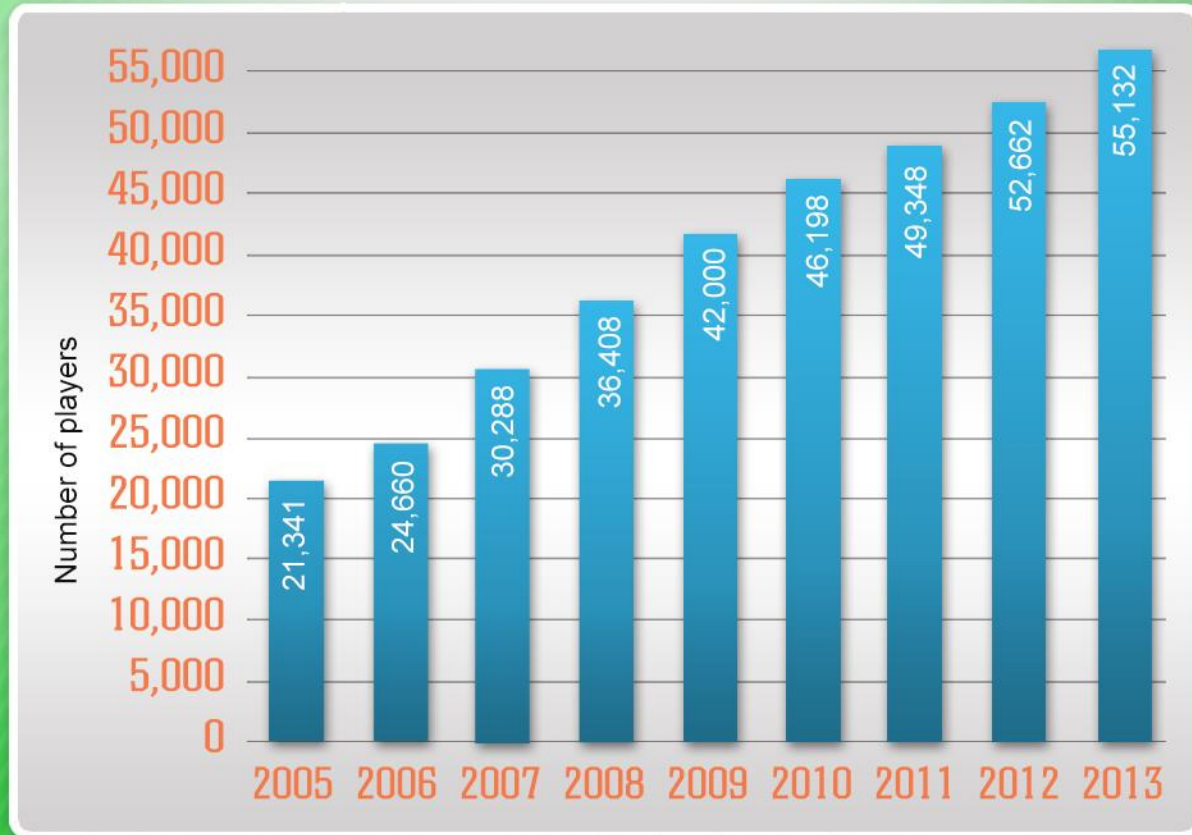
**Plus more south
of the city**



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VISIBLE GROWTH ON THE FIELD

Young, active Chicagoans love to ***Get Some Action*** with us! Since 2005, we have experienced an almost 100% growth rate! The rapid growth stems from our commitment to run and offer the best sports leagues in Chicago. As of 2014, we have grown to over 56,000 players!



Players
Sport & Social Group

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SPONSORSHIP PROGRAM

Players Sport & Social Group Bar Sponsor Program – Get MORE Teams to Sponsor!

Need *more teams* to sponsor?!

Players Sport & Social Group has the teams and the way to help you with over 1,200 softball teams alone!

Check out our Bar Sponsor Program which offers the power of the PSSG website where players register for leagues and are directed to your bar for team sponsorship info!

It is simple, cost-effective and offers a great return on investment at just \$79/month!!

We look forward to working with you to increase the number of teams that your bar sponsors!!



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SPONSORSHIP TERMS

A Cost Effective Way to Reach Teams Looking for Bar Sponsors

Website Bar Sponsor Page

List your bar and the details of what you offer to teams' as a bar sponsor. This highly successful program has brought great return on investment for current participants is only \$950 for 12 months (multiple bar discount available).

Each registered captain also receives a dedicated email highlighting the bar sponsor program, which encourages them to check out all of the PSSG sponsor bars and what they each offer!

"Since working with PSSG we have seen a dramatic increase in our weeknight crowds. The added exposure & opportunities for social events has been great for us!" – Steve, Stretch Bar & Grill

"We love this program! We saw a 150% increase in the number of teams that we sponsor the year after we started with Players!" – Becky, Cubby Bear



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WEBSITE MARKETING

PlayersSports.net offers invaluable marketing and promotional opportunities. Exposure on 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

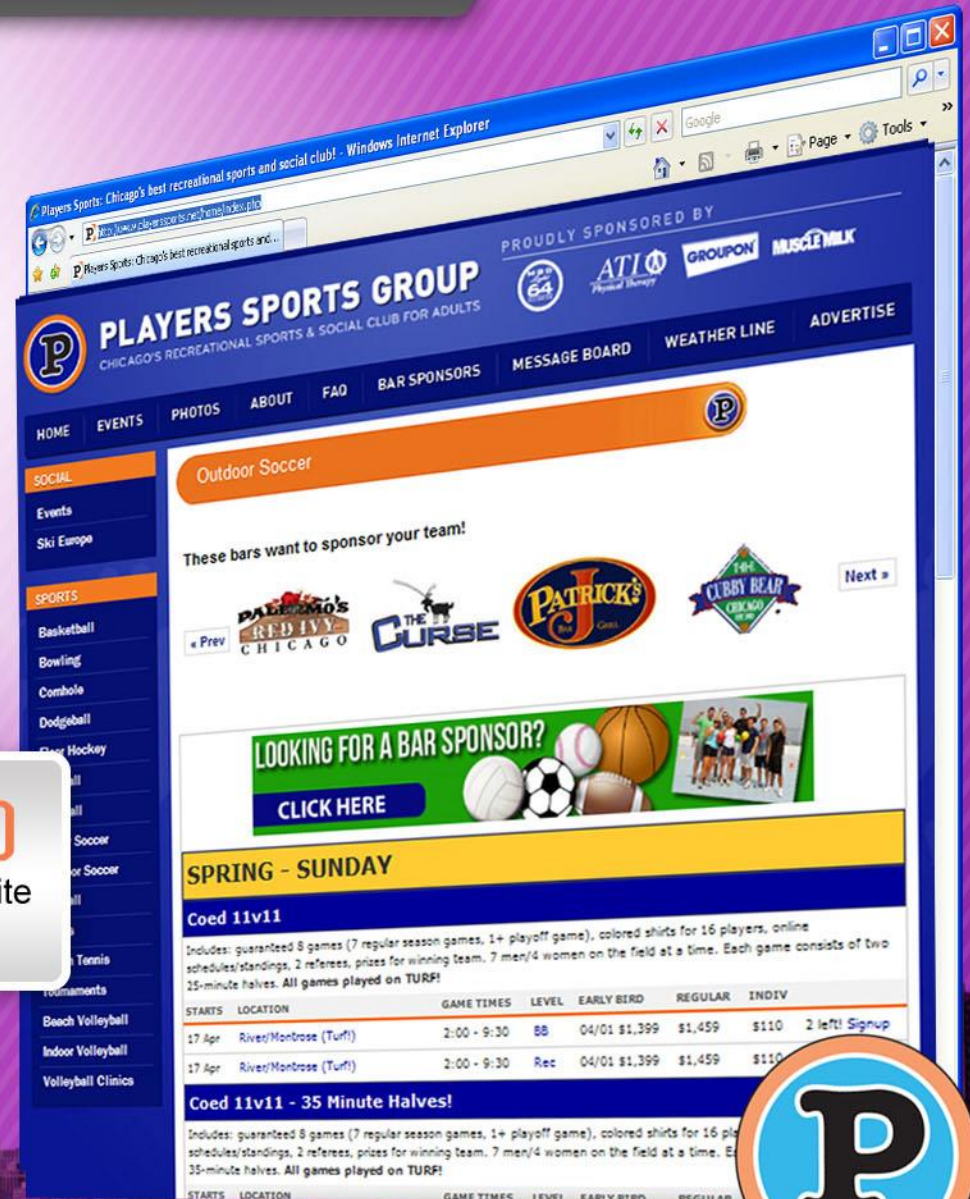
Flash Ads

24,000
absolute unique
visitors a month

91,000
visits to website
monthly

Section
Sponsorship

1,100,000
visits to website
annually



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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 young, affluent, active audience.

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



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