



Players

Sport & Social Group



2019

SPONSORSHIP DECK

Founded in 1992, Players Sport & Social Group has grown into one of the largest and best providers of adult recreational sports leagues, tournaments and social events in the country with 80,000+ participants!

2018 STATS



32%
HAVE A POST
GRADUATE
DEGREE



92%
GRADUATED
COLLEGE



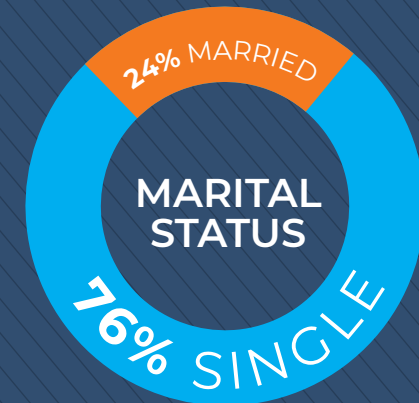
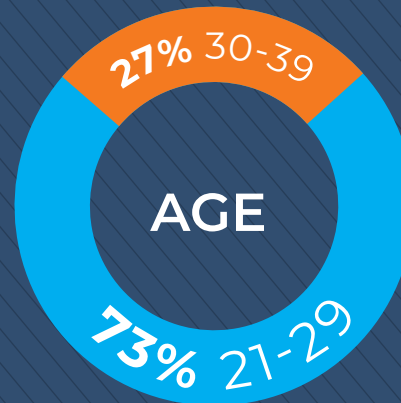
65%
HAVE A
HEALTH CLUB
MEMBERSHIP



60%
WORKOUT
MORE THAN
2X PER WEEK



55%
CONSUME A HEALTH FOOD/
DRINK MORE THAN 2X PER WEEK



\$ INCOME BRACKET

21%: \$25-49K

34%: \$50-74K

26%: \$75-99K

19%: \$100K



56%



44%

SPORTS LEAGUES & TOURNAMENT SPONSORSHIP OPPORTUNITIES

- ◇ Presenting level naming rights to the leagues
- ◇ On-site activation space
- ◇ Sampling rights
- ◇ Rights to provide branded equipment
- ◇ Sponsor's logo on all shirts distributed to all league participants year round.
- ◇ Individual team sponsorship.
- ◇ Signage displayed in primary locations
- ◇ Inclusion in our "Perks Packages" to all players at the start of each league
- ◇ Rights to provide prizes for league/tournament champions



66,000+
SPORTS PARTICIPANTS



650+
LEAGUES OFFERED



30+
LOCATIONS



25+
TOURNAMENTS OFFERED

SOCIAL EVENTS SPONSORSHIP OPPORTUNITIES

- ◇ Presenting level naming rights
- ◇ Customized events
- ◇ On-site activation space
- ◇ Sampling rights
- ◇ Rights to sell products on-site
- ◇ Signage displayed in primary locations
- ◇ Logo displayed on event marketing materials
- ◇ Rights to provide branded swag

16,750+
SOCIAL EVENT PARTICIPANTS



15+
SOCIAL EVENTS ANNUALLY



11%+
GROWTH FROM PREVIOUS YEAR



TENTATIVE 2019 SOCIAL EVENTS

- ◇ **Get Plowed Ski Weekend**
January 25 – 27 @ Alpine Valley Ski Resort
- ◇ **Chicago Whiskey & Wine Festival**
February 23 @ Old Crow Wrigleyville
- ◇ **Chicago Tequila & Sangria Festival**
April 27 @ Alhambra Palace
- ◇ **The Beach Slap Tournament & Party**
June 8 @ North Ave Beach
- ◇ **Chicago Whiskey & Wine Beach Festival**
July 20 @ Montrose Beach
- ◇ **Big Dig Tournament & Beach Party**
August 3 @ North Ave Beach
- ◇ **The Luau Grass Volleyball Championships
& Chicago Field Day**
September 7 @ Sydney R. Marovitz Golf Course
- ◇ **Boos & Booze Halloween Party**
October 26 @ TBD
- ◇ **Chicago Tequila & Sangria Festival**
November 9 @ TBD
- ◇ **NYE Party**
December 31 @ TBD – December 31 @ TBD



More events to be added!

DIGITAL SPONSORSHIP OPPORTUNITIES



- ◇ Dedicated emails to our 120,000+ email database
- ◇ Inclusion in PSSG's weekly E-newsletter
- ◇ Ad space on PSSG's website
- ◇ Sponsor to have logo placement at top of homepage
- ◇ Rights to list an offering on PSSG "Perks" tab of the website
- ◇ Social Media inclusion
- ◇ Sponsor's logo will be included on the majority of league and participating event collateral



120,000+
PERSON EMAIL DATABASE

65,000+
WEBSITE VISITS PER MONTH

32,000+
UNIQUE VISITORS PER MONTH

 **22,000+**
LIKES

 **2,000+**
FOLLOWERS

 **2,100+**
FOLLOWERS

CONTACT US



For more information on sponsorship opportunities please contact

Ike Murov

Ike@playerssports.net

(773) 528-1999

