

SPONSORSHIP OPPORTUNITIES



2015 SPONSORSHIP PROGRAM

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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 55,000 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 social events, bar crawls and European ski vacations to keep the fun going off the field!

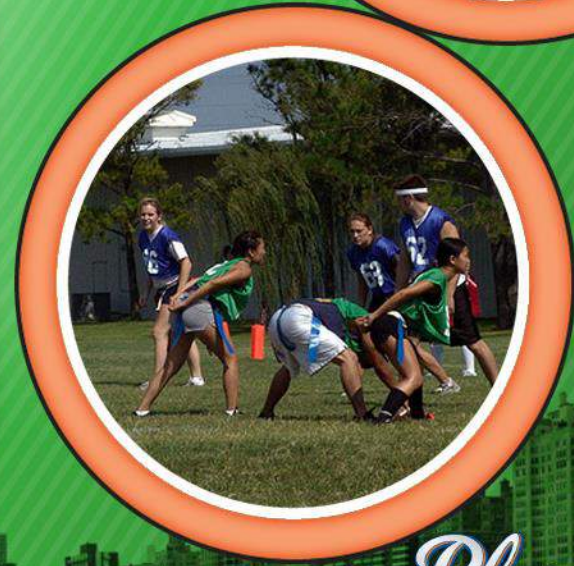
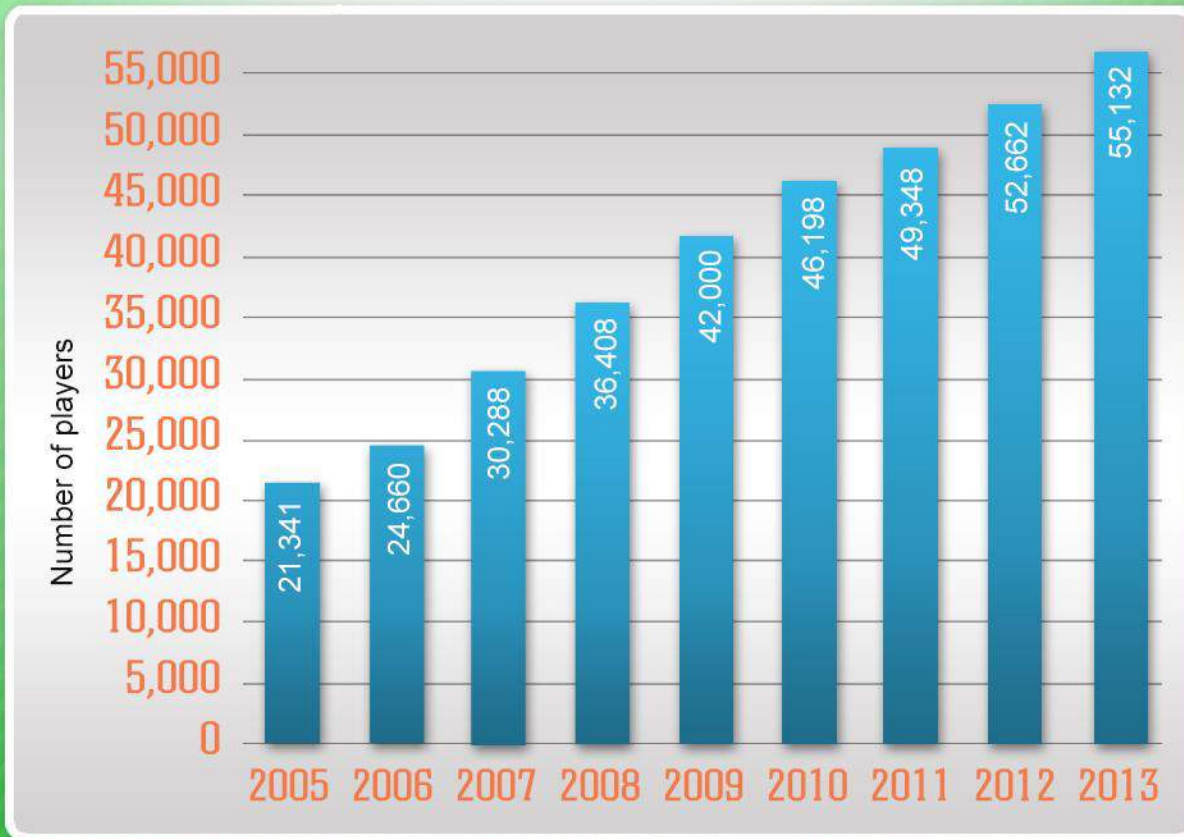


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VISIBLE GROWTH ON THE FIELD

Young, active Chicagoans love to ***Get Some Action*** with us! Since 2005, we have experienced growth at a clip of 150%! Our rapid growth stems from a commitment to run and offer the best sports leagues in Chicago. As of 2014, we have grown to over 55,000 players!



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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: 29

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 our 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



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GROUP LEAGUES / SPORTS

Kickball



Soccer



Volleyball



Cornhole



Volleyball



Basketball



Softball



Dodgeball



Football

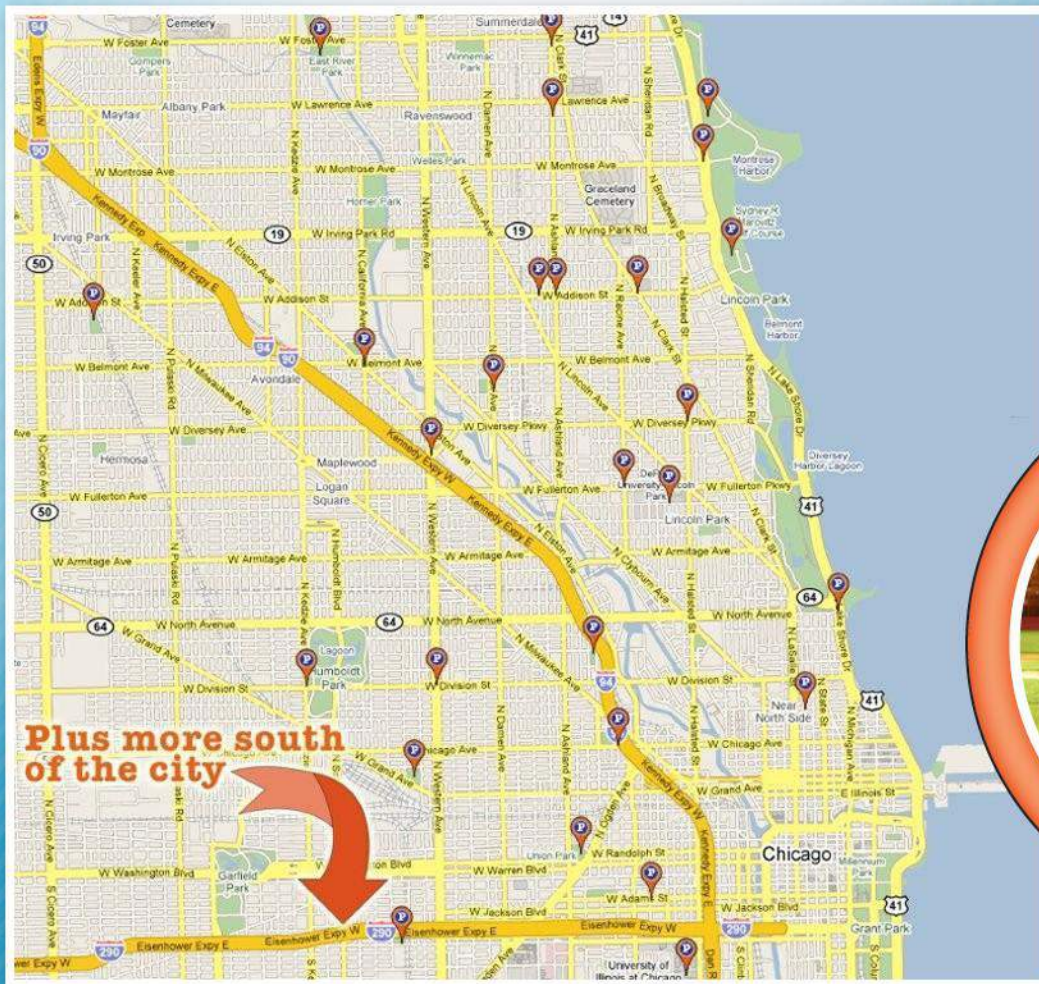


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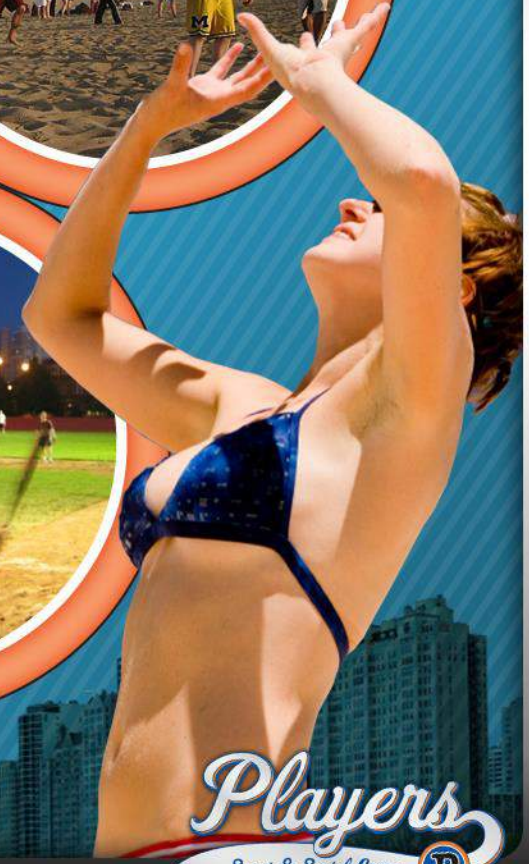
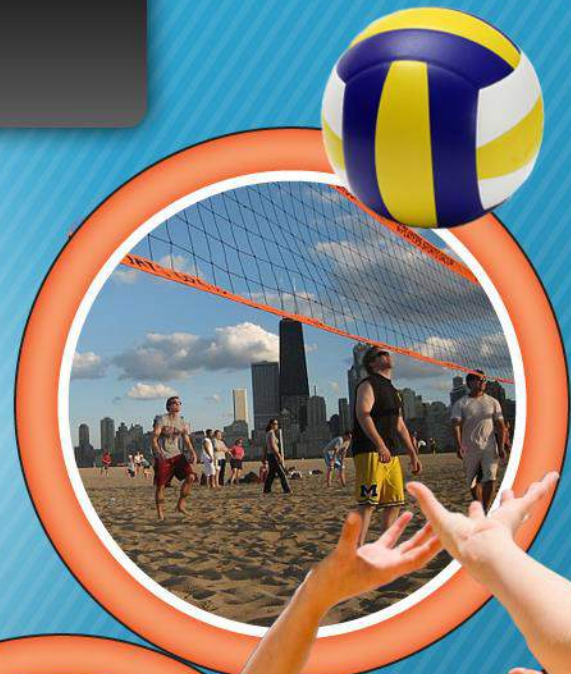
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WHERE OUR PLAYERS PLAY

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



Plus more south
of the city



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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

32,000
unique visitors
per month

65,000
website visits
per month

Section
Sponsorship

2,400,000
pageviews
per year

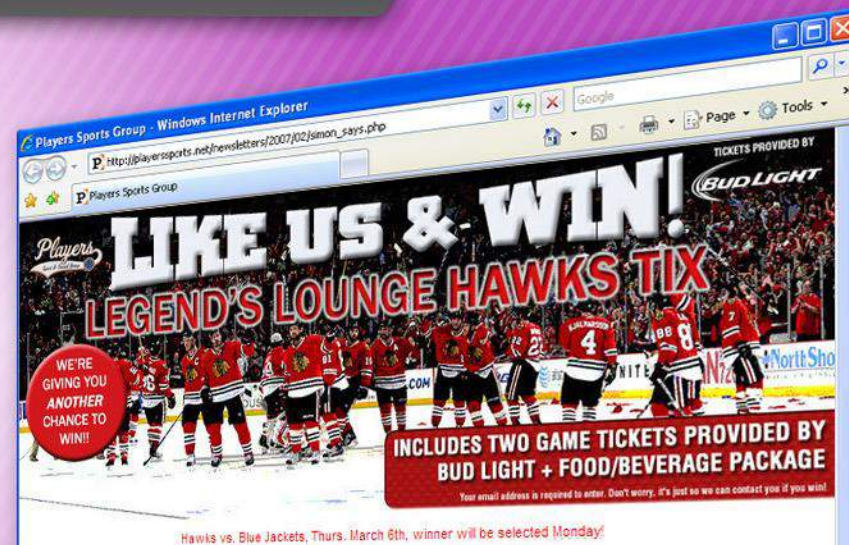


EMAIL MARKETING

E-Newsletter Campaigns: Our weekly e-newsletters offer our sponsors a direct way to reach our 55,000 person (and growing) distribution list. Our e-newsletter keep 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.

55,000
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.

Love 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 Crawl is THIS SATURDAY! With over 3000 people 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!



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HANDS ON MARKETING

Promotional
T-Shirts

Banners
& Signs

Prizes &
Give-a-ways

Literature

Couponing

Sampling/
Brand
Ambassadors



SPORTS
AUTHORITY



LUAU

THE
BIG DIG



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SPECIAL EVENTS

Signage

Sampling

Branding

Brand Ambassadors



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BIG DIG VOLLEYBALL TOURNAMENT

The 2015 Big Dig Volleyball Tournament and Beach Party is Chicago's premiere beach volleyball event with sand volleyball, dodgeball, bags, live music, beer and over 3,500 participants!

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

The 2015 Big Dig will be held on Saturday, August 8th

Promotional Displays

Couponing and
Literature Distribution

Website and Email
Marketing

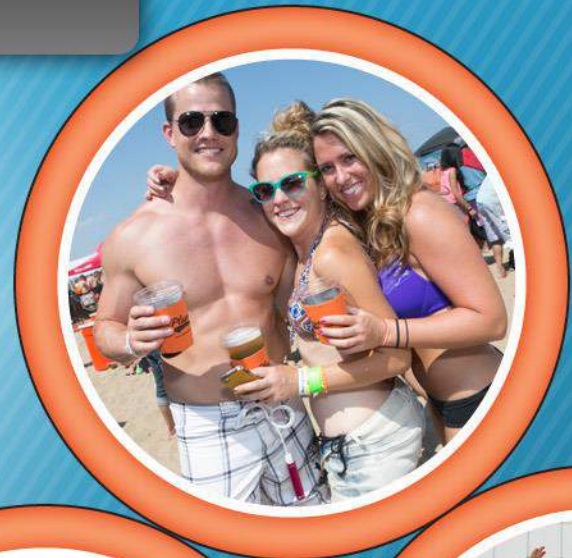
Booth space

Sampling

Logo Inclusion on
Promotional Materials

Product Inclusion in
Participant Bags

Gain Brand Exposure!



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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 2,500 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 2015 Luau will be held on Saturday, September 5th

Website and Email
Marketing

Sampling

Booth space

Couponing and
Literature Distribution

Promotional Displays

Logo Inclusion on
Promotional Materials

Gain Brand Exposure!



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THE BEACH SLAP

The 2015 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 2015 Beach Slap will be held on Saturday, June 6th

Website and Email
Marketing

Sampling

Booth space

Couponing and
Literature Distribution

Promotional Displays

Logo Inclusion on
Promotional Materials

Gain Brand Exposure!



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WHISKEY WINE & SWINE

Get in front of thousands of people at the 2nd 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 2015 Whiskey Wine & Swine will be held on a Sat in June (TBD)

Booth space

Sampling

Website and Email Marketing

Couponing and Literature Distribution

Logo Inclusion on Promotional Materials

Gain Brand Exposure!

Promotional Displays



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THE WORLD'S LARGEST INDOOR PUB 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 in Feb or March, 2015 (TBD)

Website and Email Marketing

Sampling

Booth space

Couponing and Literature Distribution

Promotional Displays

Logo Inclusion on Promotional Materials

Gain Brand Exposure!



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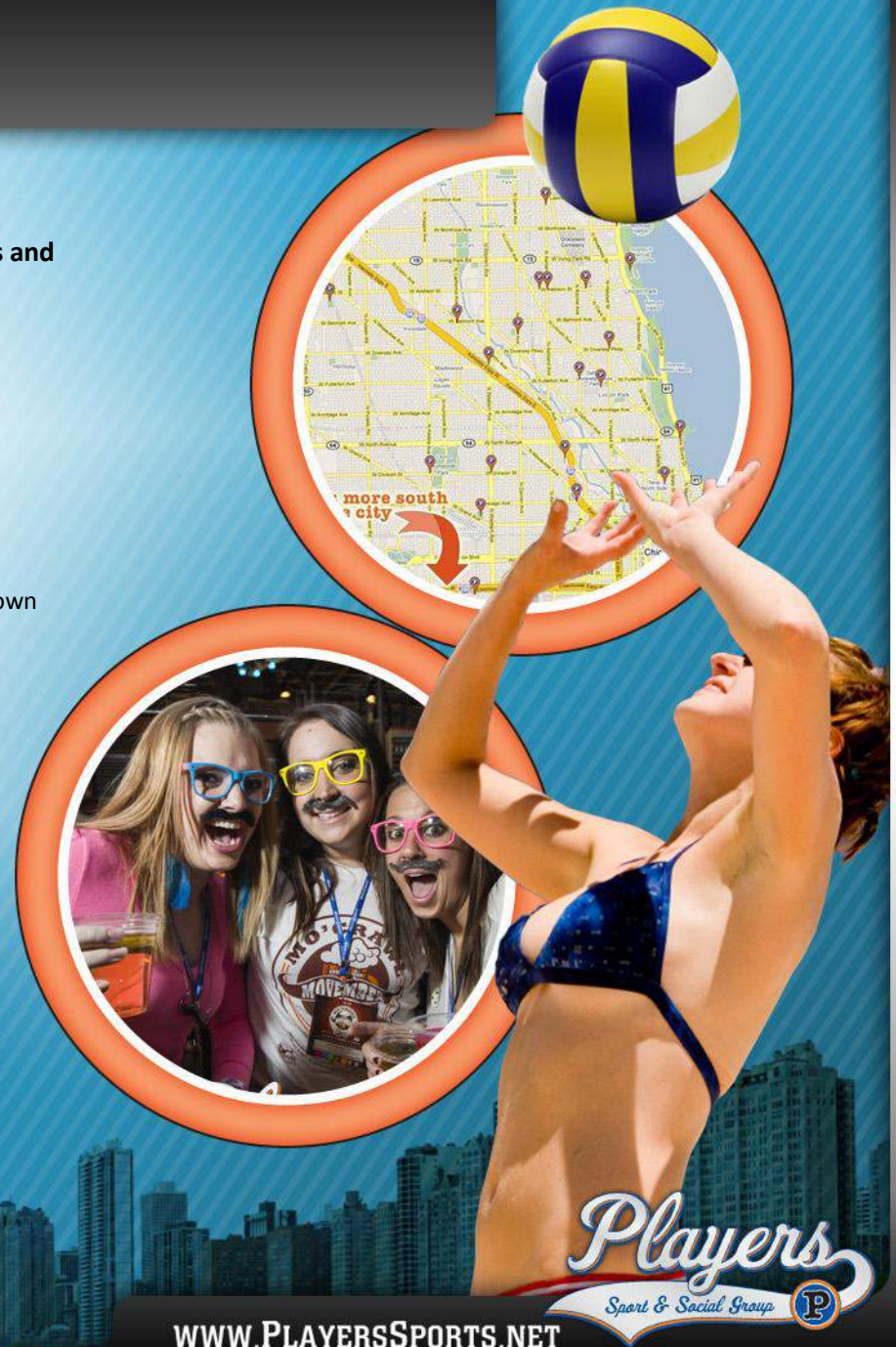
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SOCIAL PLATFORM

EVENTS/ SOCIAL PROGRAM

The Client will be an exclusive and featured partner of all PSSG parties, outings and special events

- The Big Dig Beach Volleyball Tournament (and Beach Party)
 - The 2015 Big Dig (Saturday in August)
 - Annual attendance has been between 1,000-3,500 (weather)
 - Good weather garners 35,000-50,000 in lake-front eyeballs.
 - Branded tent and sampling service on North Avenue Beach
 - 2012 entertainment - Vanilla Ice; 2013 entertainment - Coolio
- The Luau Grass Volleyball Tournament (and all day Social!)
 - All day grass volleyball tournament that attracts 1,500-2,500 players downtown Chicago (every September)
- Additional Tournaments
 - The Beach Slap
 - The Mother Kicker
- All social events (a few examples below)
 - Quarter Beer Nights
 - Spring Kickoff Party
 - Worlds Largest INDOOR Pub Crawl
 - Summer Rock On Rock Out party
 - Pre and post season parties
 - Hawks & Bulls Legends Lounge Suite Parties
 - Budweiser Party Deck Party
 - Cornhole Bowl
 - Blackhawks/Bulls Buses
 - Holiday/Seasonal parties/crawls



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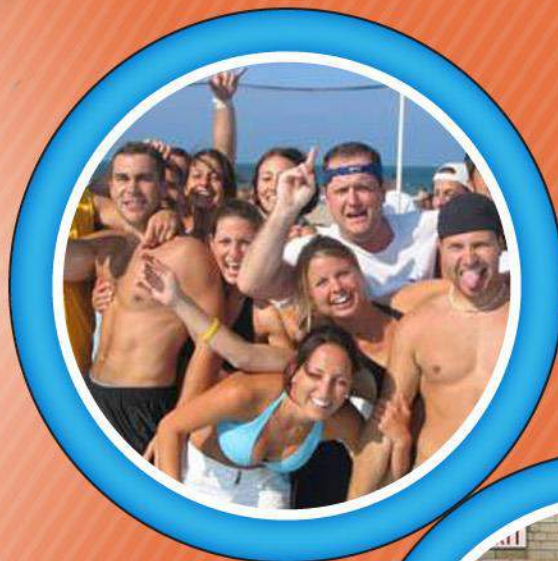
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PLAY BALL!

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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