

PAN AMERICAN OLYMPIC QUALIFYING EVENT

at SENDER ONE



WILLTOPIA

senderOne

WILLTOPIA

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SPONSORSHIP PACKET

FEB 24-25, 2020 - Pre Qualification Event - SNA • 1441 Village Way Ave, Santa Ana, CA 92705

FEB 27-March 1, 2020 - Finals - LAX • 11220 Hindry Ave, Los Angeles, CA 90045

SENDER ONE

Founded in 2013, Sender One Climbing, Yoga, and climbing destination; and home to Sender City, our interactive climbing area for families and celebrations. Our facilities exist with a single purpose in mind: to provide our patrons with a place to discover themselves and connect with others—through climbing. Whether they are a member of one of our extensive youth team offerings; a parent celebrating a child's birthday; a working professional seeking a unique way to stay fit; or a dedicated climbing enthusiast needing a place to train—Sender One provides a locus of community and challenge for everyone.



PAN AMERICAN CHAMPIONSHIPS

For the first time ever, this summer at the 2020 Tokyo games, climbing will be an Olympic sport.

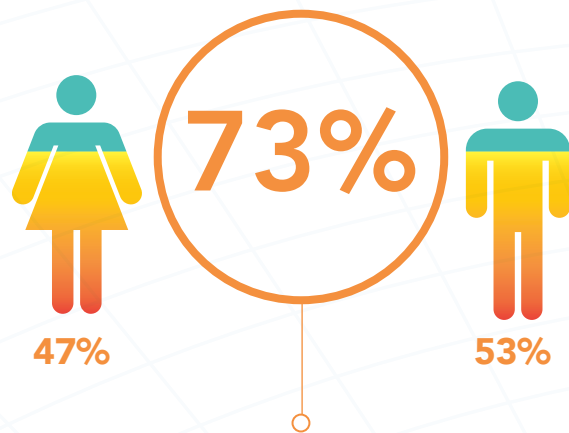
Sender One will host the combined Pan-American Championships / Olympic Qualifying Competition from February 24-March 1 2020 across its Santa Ana (SNA) and Los Angeles (LAX) locations. Athletes from all of the Americas--North, Central, and South--will compete for the Continental Championships. AND this will be the last chance for athletes from around the world to qualify for the Olympic Games in Tokyo.

Don't miss your chance to be a part of the only Olympic Qualifying event in the United States and the Western Hemisphere!

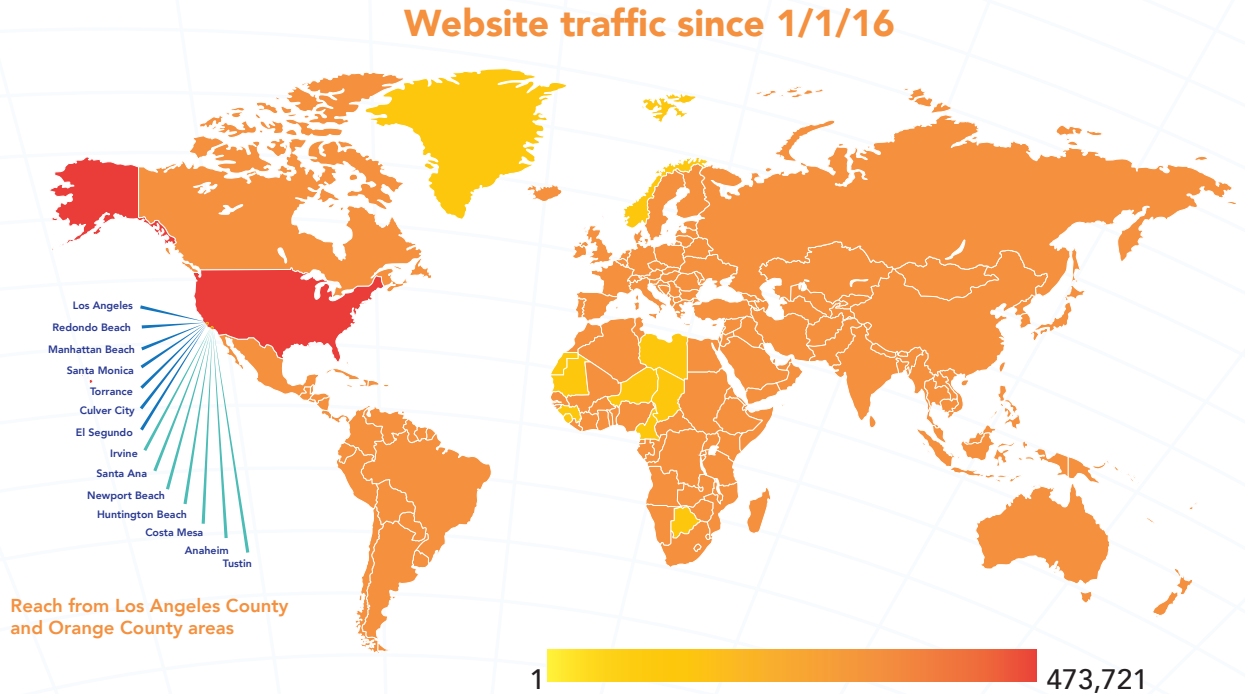


ABOUT OUR AUDIENCE

Sender One's members and guests are passionate about discovering themselves and connecting with others in the community through climbing.



Between the ages of 25 - 44



Social Following

30k+

1.25M

Subscribe Emails

32.5k

40k

Visits from 50k
in Customer Database

Average Monthly
Website Visits

SPONSORSHIP LEVELS

PRESENTING SPONSOR

TITLE SPONSOR

CONTRIBUTING SPONSOR

SUPPORTING SPONSOR

ASSISTING SPONSOR

IN-KIND SPONSOR



SPONSORSHIP LEVELS OVERVIEW

	Presenting Sponsor	Title Sponsor	Contributing Sponsor	Supporting Sponsor	Assisting Sponsor	In-Kind Sponsor
Investment	\$35,000	\$20,000	\$10,000	\$5,000	\$2,500	Product or Service
Webpage and Blog mentions	X	X	X	X	X	Sponsorship level of in-kind gifts will be determined by the wholesale value of the total donation
Swag Bag Inserts	X	X	X	X	X	
Email Blasts	X	X	X	X	X	
Membership & Day Pass Credit	\$3,500	\$2,000	\$1,000	\$500	\$250	
Booth (Sat. & Sun. during Finals at LAX)	10x15	10x10	10x10	10x10	6ft Table	
Social Media mentions	X	X	X	X		
Logo Placement on giveaway and jersey	Primary Logo	Secondary Logo	Limited			
Hanging Banners	8	4	2			
Banner Location	Field of Play	Field of Play	In the Building			
National and International Livestream (including broadcast to ESPN or NBC)	X	X				
Exclusivity in Category	X					

PRESENTING SPONSOR

\$35k

- Exclusivity in category (ie., clothing, shoe, drink)
- National and International Livestream
(including broadcast to ESPN or NBC)
- (8) Hanging Banners in Field of Play
- Primary Logo Placement on tote bags, event webpage, promotional material, event apparel and competitor jersey
- Social Media mentions
- 10x15 booth
- \$3,500 in Membership or Day Pass Credit at Sender One
- Email Blasts
- Swag Bag Inserts (150 Competitors, 1,000 Spectators)
- Webpage and Blog mentions

TITLE SPONSOR

\$20k

- National and International Livestream
(including broadcast to ESPN or NBC)
- (4) Hanging Banners in Field of Play
- Secondary Logo Placement on tote bags, event webpage, promotional material, event apparel and competitor jersey
- Social Media mentions
- 10x10 booth
- \$2,000 in Membership or Day Pass Credit at Sender One
- Email Blasts
- Swag Bag Inserts (150 Competitors, 1,000 Spectators)
- Webpage and Blog mentions

CONTRIBUTING SPONSOR

\$10k

- (2) Hanging Banners in Field of Play
- Logo Placement on tote bags, event webpage, promotional material, event apparel and competitor jersey
- Social Media mentions
- 10x10 booth
- \$1,000 in Membership or Day Pass Credit at Sender One
- Email Blasts
- Swag Bag Inserts (150 Competitors, 1,000 Spectators)
- Webpage and Blog mentions

SUPPORTING SPONSOR

\$5k

- Social Media mentions
- 10x10 booth
- \$500 in Membership or Day Pass Credit at Sender One
- Email Blasts
- Swag Bag Inserts (150 Competitors, 1,000 Spectators)
- Webpage and Blog mentions

ASSISTING SPONSOR

\$2.5k

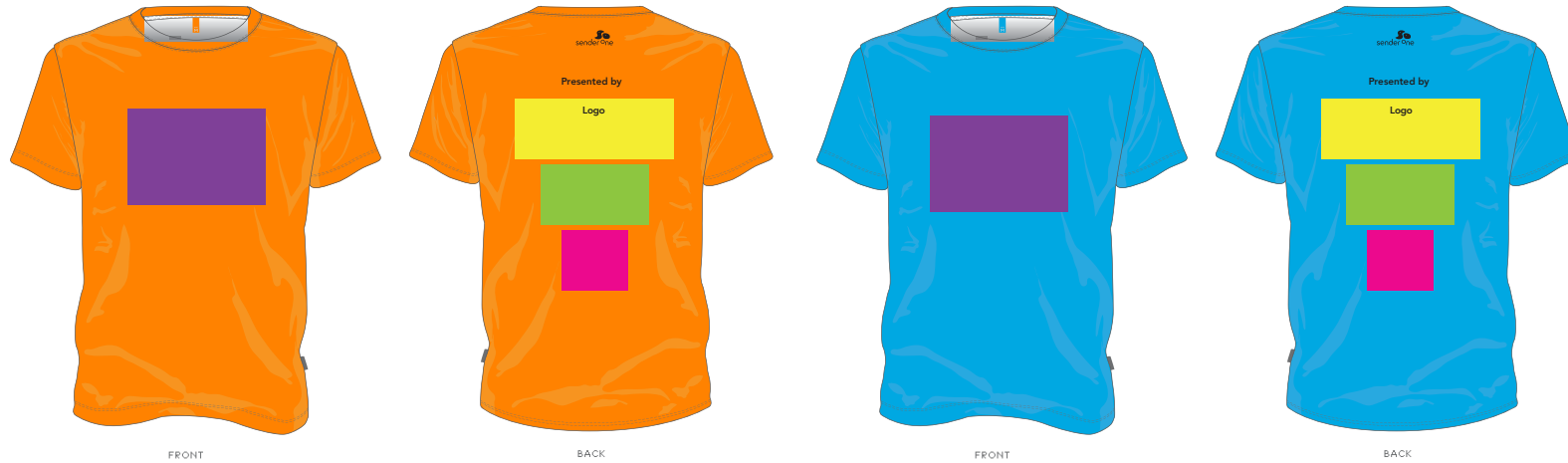
- 6ft Table
- \$250 in Membership or Day Pass Credit at Sender One
- Email Blasts
- Swag Bag Inserts (150 Competitors, 1,000 Spectators)
- Webpage and Blog mentions

IN KIND SPONSOR

PRODUCT OR SERVICE

Sponsorship level of in-kind gifts will be determined by the wholesale value of the total donation.

PROMOTIONAL SPECIFICATIONS



Competition Design



Presenting Sponsor



Title Sponsors

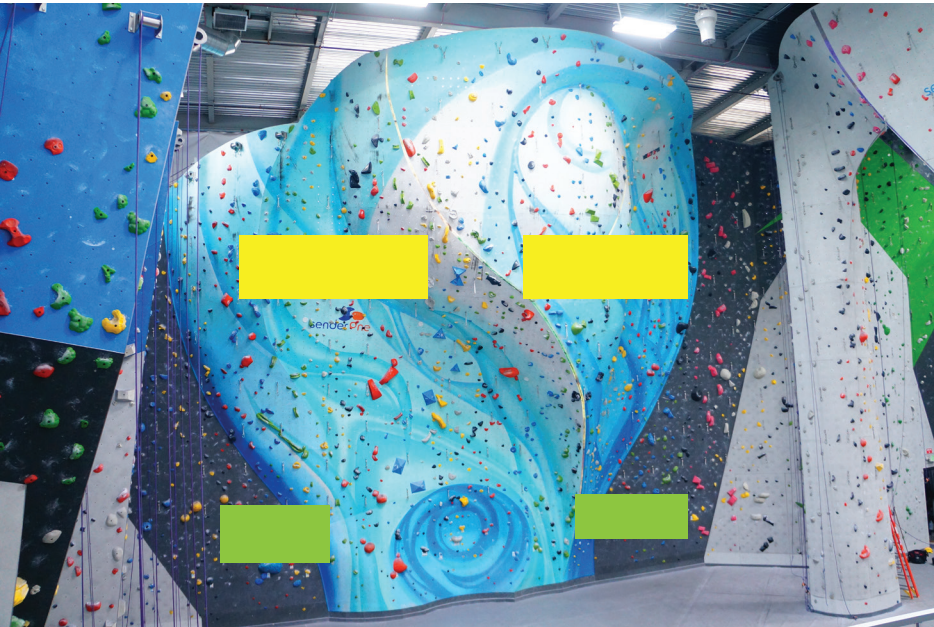


Contributing Sponsors



FIELD OF PLAY (ROPES)

Santa Ana



LAX



Presenting Sponsor



Title Sponsor

FIELD OF PLAY (BOULDERING)



Banners

LAX



Santa Ana

