



**US INDOOR**  
SPORTS ASSOCIATION

# 2012 Corporate Sponsorship Opportunities

- Year-Round Marketing Benefits
- Annual Membership
- Facility Operators Conference & Trade Show
- Online & Print Advertising
- GO Indoor Magazine

**GO INDOOR**

**US INDOOR**  
SPORTS ASSOCIATION

[USINDOOR.COM](http://USINDOOR.COM)



I would personally like to invite you to participate in the United States Indoor Sports Association's 2012 corporate sponsorship program—Now with its new partner, the Canadian Indoor Sports Association! Entering its fourth year, the program responds to the express needs of our valued corporate members and supporters and offers an excellent package of benefits allowing you to reach USIndoor's and CISA's vast audience of recreational indoor sports facility owners and operators through a variety of media and promotional outlets.

We realize that not all companies have the same staff and financial resources. The tiered structure we have created will allow your company to choose the level that works best for your budget and to feel confident that you are getting the most out of your marketing dollars.

I look forward to welcoming you as one of our corporate sponsors and helping you grow your business. Sincerely,



Don Shapero  
President, USIndoor

## Overview

Founded in 1998, the United States Indoor Sports Association is a member organization. As such, USIndoor functions as a trade association, through which its facility, startup, and corporate members (e.g., industry suppliers, consultants, program providers and leagues) can better achieve their business goals. Benefited by group buying power and the capabilities of a national association, USIndoor and CISA members can cut costs, increase revenue opportunities and improve the quality of operations, whether directly through USIndoor, CISA or its affiliates.

USIndoor, including now the CISA, serves as the premier industry resource through USIndoor.com, CanadaIndoor.com, *GO Indoor*, and a variety of electronic communications. Other popular offerings include education and training through USIndoor's Certified Arena Operator program, annual conference and trade show, and webinar series. Additionally, USIndoor and CISA offer nationally recognized referee certification programs and unique access to services in consulting, arena construction and equipment, insurance, marketing, youth programs, administrative software, credit card processing, shipping, player cards, background checks, and much more. USIndoor and CISA currently represents over 1,500 facility owner and operator members from across the United States and Canada.

## The Industry

With the total number of US indoor soccer facilities, alone, estimated around 850, the indoor sports industry, generally incorporating rink, turf and court sports, has witnessed average annual growth of 10% for the decade. Similarly, USIndoor has grown from 25 facility members in 2000 to over 325 such members today, and from 6 corporate members to 45, plus about 20 new startup members annually.

The Sporting Goods Manufacturers Association has named indoor soccer one of the country's Top-10 team sports with well over 4 million players. Lacrosse, baseball, basketball, flag football, volleyball and athletic training are just some of the other popular activities. The industry continues to grow—not just in the traditional commercial sector, but also among universities, municipalities and other non-for-profit organizations.

## Our Mission

To serve the interests of our diverse membership while promoting indoor sports and fitness for youth and adults.



**USIndoor and CISA offer many opportunities throughout the year for industry providers to reach members, including:**

- ★ "Corporate" Membership and lead generation **Page 4**
- ★ Annual Facility Operators Conference & Trade Show sponsorship and exhibit opportunities **Page 4**
- ★ Advertising in *GO Indoor*, official print magazine **Page 5**
- ★ Advertising on USIndoor.com and CanadaIndoor.com **Page 5**
- ★ Direct mail and e-mail promotions **Page 5**

For questions or customized packages, contact USIndoor at 703-820-2810 or [sales@usindoor.com](mailto:sales@usindoor.com).

## 2012 Corporate Sponsorship Levels and Pricing

\*See pp. 4-5 for detailed descriptions of benefits. Customized packages are also available by calling 703-310-6151.\*

### Elite Sponsor

#### Benefits:

- Corporate Membership, plus leads (no reporting requirement)
- Choice of: (a) Platinum Conference Sponsorship, including:
  - Top billing and naming rights to General Session
  - Two booth spaces in top priority booth location
  - Prominent signage plus full-page color ad in official program
  - Advance mailing list of attendees
- (b) Two-page color "advertorial" in *GO Indoor* (premium location)
- (c) One year full-page color ads in *GO Indoor* (4 quarterly issues)
- Rotating banner ad & Homepage features on official websites
- Prominent sponsor recognition in print and electronic media
- One-time blind mailing to facility owners and operators (sponsor to supply mailing materials; costs extra)
- Two e-mail blasts to members
- Additional Customized Benefits

#### Total Value:

**THANK YOU!**

*Monument Sports Group  
Hasty Awards*

**\$7,500+**

#### Value:

\$ 650+  
\$ 5,000+

\$ 2,000

EXCLUSIVE

\$ 1,125

\$ 3,000

\$ TBD

\$11,775+

### Premier Sponsor

#### Benefits:

- Corporate Membership, plus leads (no reporting requirement)
- Choice of: (a) Gold Conference Sponsorship, including:
  - Naming rights to Wednesday or Thursday Tradeshow
  - Conference badges or bags with company logo
  - 2nd Priority booth location
  - Prominent signage and 1/2-page color ad in official program
- (b) *GO Indoor*: One year of 1/2-page color ads (4 quarterly issues) and a full-page "advertorial" (premium location)
- Rotating Banner ad & Homepage features on official websites
- Prominent visibility in print and electronic media (including company name, logo and link) with lists of sponsors or other corporate members
- One-time blind mailing to facility owners and operators (sponsor to supply mailing materials; costs extra)
- Two e-mail blast to members

#### Total Value:

**THANK YOU!**

*Becker Arena Products*

**\$5,500**

#### Value:

\$ 650+  
\$ 3,500

\$ 1,800

EXCLUSIVE

\$ 1,125

\$ 1,500

\$ 8,575+

### Supporting Sponsor

#### Benefits:

- Corporate Membership
- Silver Conference Sponsorship
  - Naming rights to (1) CAO Class meals, (2) Facility Bus Tour, (3) Thursday Breakfast, or (4) Thursday's Post-Conference Party
  - 3rd Priority booth location
- One year quarter-page color ads in *GO Indoor* (4 quarterly issues)
- Rotating Banner ad & Homepage features on official websites
- Prominent visibility in print and electronic media (including company name, logo and link) with lists of sponsors or other corporate members

#### Total Value:

**THANK YOU!**

*Bollinger Insurance  
Arena Sports  
National Indoor Championship*

**\$4,000**

#### Value:

\$ 650  
\$ 2,500

\$ 1,600

\$ 1,600

EXCLUSIVE

\$ 6,350+



## UPGRADES:

- ★ Business leads, optional, for an additional 2% commission on resulting business
- ★ Advertising upgrades (*GO Indoor*), 30% off Rate Card
- ★ Additional Booth Space at Annual Conference, only \$500.

**Sponsorship packages include the following benefits, unless otherwise specified...**

### **Corporate Membership**

Almost all of USIndoor's and CISA's provider relations start with Corporate Membership, through which industry providers gain recognition from indoor athletic facilities and USIndoor's and CISA's core members. In addition, Corporate Members receive discounts and other marketing advantages including:

- Corporate logo, link and program description in USIndoor's and CISA's online "Resources" areas, regularly utilized by USIndoor and CISA members and startups
- Business referral program, providing frequent and targeted leads (subject to special terms at member's option)
- Inclusion in USIndoor and CISA marketing and resource manuals
- Deep discounts towards advertising and exhibiting (e.g., in *GO Indoor* and at USIndoor's Annual Facility Operators Conference & Trade Show)
- Corporate Member E-Newsletter—covering a variety of new business developments
- Representation on USIndoor's Board of Directors

### **Twelfth Annual Facility Operators Conference and Trade Show—Indianapolis, IN, June 11-14, 2012**

**T**he United States Indoor Sports Association's Annual Facility Operators Conference & Trade Show is the premier event for public and private indoor recreational sport facility operators. The USIndoor Conference attracts approximately 250 facility operators and 40 exhibitors from the US, Canada and abroad. From startup to veteran, attendees represent the full range of experience levels. They come to the Conference with a keen desire to share their knowledge and visions and to learn from colleagues, vendors and other experts.

Attendees are the primary decision-makers for their facilities. In fact, reaching decision-makers with budgetary authority is the most-cited reason exhibitors give for returning year after year. Exhibitors also enjoy the one-on-one interaction with virtually every attendee who walks the floor, as well as the social events and annual facility bus tour, which provide informal settings for networking with prospective customers.

**Sponsors** receive, subject to level and priority:

- Exclusive Naming Rights over our most popular Conference events
- Logo Recognition on specialty items (e.g., badges, bags, etc.)
- An Exhibition Booth in a priority location
- Highly visible on-site signage in multiple locations
- Two Admissions of company personnel to Thursday wind-down social event
- Publicity in pre-Conference collateral (email blasts, printed materials), as well as Conference website
- Advertising in the Official Conference Program, provided to all attendees
- Advance Mailing List of pre-registered attendees
- Verbal recognition in General Session
- A Promotional Insert in Conference bags
- A Choice of a variety of *ala carte* Conference giveaways
- Additional customizable benefits

\* *subject to deadlines and availability*

For a detailed Conference Exhibition or Sponsorship Prospectus, visit [www.usindoor.com](http://www.usindoor.com) or [www.canadaindoor.com](http://www.canadaindoor.com) and click "Conference."



**USIndoor** has been a key organization to the growth and prosperity of our business, as well as the entire indoor soccer community. Our involvement with USIndoor has enabled us to network with other business professionals, as well as gain valuable exposure for our business and strengthen our position in the market. We look forward to our continued association with USIndoor for many years to come.

— Eric Willin, Vice President & Co-Founder, EZFacility.com



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## GO Indoor

**G**O Indoor is the Official Magazine of USIndoor and CISA and ONLY trade publication exclusively dedicated to indoor recreational facility operators, startups and other professionals in the US and Canada. Entering its twelfth year, GO Indoor is distributed quarterly to over 800 startup and existing facilities and over 1,500 facility managers and startups throughout the United States, Canada and abroad.

Regular features include general management, ancillary revenue programs, risk management, legal topics, product reviews, best practices, grand openings, USIndoor and other industry updates, facility profiles, individual profiles, referee management, corporate member news, league development, marketing and sponsorship. For a detailed Media Kit visit *GO Indoor* (<http://www.usindoor.com/publications>).

## Electronic Advertising

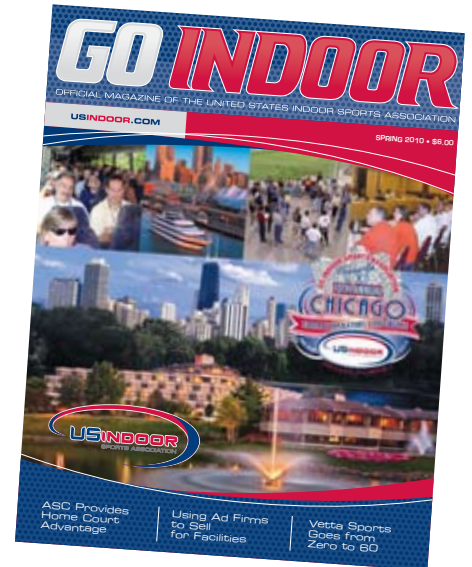
**U**SIndoor and CISA offer limited advertising on their websites ([www.usindoor.com](http://www.usindoor.com) and [www.canadaindoor.com](http://www.canadaindoor.com)) and other electronic media. Attracting 10,000 visits per month, facility members, startups, other industry professionals visit USIndoor.com and CanadaIndoor.com for the latest news and happenings in indoor athletics. The website also allows facility members access to benefits such as electronic newsletters, webinars, USIndoor's Certified Arena Operator Program, business forms and guides, surveys, research and other archives.

Regular e-mail blasts of newsletters and industry notices are distributed to over 1,500 startup and existing facility owners and operators—members and non-members alike.

## One-to-One Communication with Members

To protect its members, USIndoor does not rent or sell its mailing or e-mail lists. Nonetheless, USIndoor will gladly execute a targeted mailing or e-mail campaign and ensure that it does not compete with other association communications.

USIndoor has access to approximately 1,500 top-level facility operators *via* mail and e-mail and almost twice as many startups. You create the message, and we will get it in their hands.



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## Corporate Sponsor Reservation Form

### Company Information

COMPANY NAME AS IT SHOULD APPEAR IN PRINTED MATERIALS

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CONTACT

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TITLE

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ADDRESS

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CITY/STATE/ZIP

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TELEPHONE

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FAX

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E-MAIL

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### Corporate Sponsorship Package

Indicate options (if applicable):

- Elite Sponsor            \$ \_\_\_\_\_
- Premier Sponsor        \$5,500
- Supporting Sponsor     \$4,000

### Payment Information

Please mail this completed form along with payment in full by check made payable to "USIndoor," to 1340 N. Great Neck Road, Suite 1272-142, Virginia Beach, VA 23454-2268, or fax this form with credit card information to 509-357-7096.

Please include the following if paying by credit card (Visa, MasterCard, Discover, Amex):

NAME ON CARD

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CARD NUMBER

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EXPIRATION DATE

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BILLING ADDRESS

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SIGNATURE

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