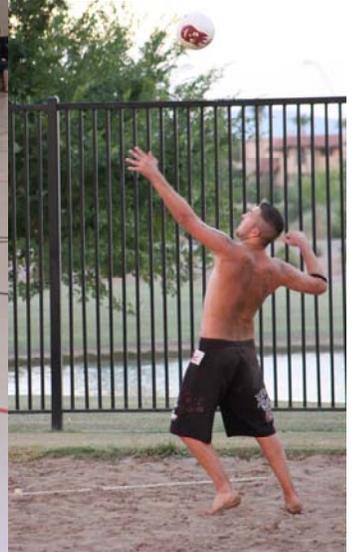


PEORIA SPORTS PROGRAM SPONSORSHIP & ADVERTISING





Dear Potential Partner,

Have you ever wished you could gain access to the valuable youth and adult sport's participant demographic? Nationally, the combined buying power of kids ages 8-14 has surpassed \$43 billion and over 72% of children currently participate in in organized and team sports*. Young adults ages 18-35 (which make up the vast majority of our adult sport's participants) will spend over \$1 trillion dollars in 2012**. What if we told you that we could help your organization reach these target demographics? The City of Peoria Sports Program is interested in teaming your organization with one of one of the strongest sports programs in Arizona.

A partnership with the City of Peoria Sports Program can be one of the most cost-effective, and rewarding, ways to advertise your company or service. City of Peoria Sports offer an extensive array of partnership opportunities to fit every taste and budget. You have the ability to target specific groups and demographics, including a youth sports population of over 8,400 and more than 11,200 adult sports participants annually. As many sports organizations have seen numbers decline or be entirely cut, City of Peoria Sports continues to see explosive growth. In the past 7 years the number of participants in our sports program has more than doubled, with the majority of that growth occurring in the past 3 years!

Rio Vista Community Park is the home of many of our programs. Approximately 500 attendees play organized sports each weeknight, while 1000 or more are at the sports fields each weekend, resulting in 225,000 potential viewers of your signage annually.

In this packet we have included a copy of our standard sponsorship opportunities and information about our programs. There are numerous ways to support the Sport Program as a whole or to focus on individual sports. Please feel free to be creative in designing a partnership package of your own. We welcome any companies that desire to partner with us regardless of size.

If you have any questions feel free to contact me at 623-773-7186 or jeff.crane@peoriaaz.gov. Furthermore, we encourage you to visit our webpage at www.peoriaaz.gov/sports for further information about our programs. We are very excited to form an ongoing partnership with you and eagerly await your response.

Sincerely,

Jeff Crane
City of Peoria Sports
Recreation Coordinator

* U.S. Census Bureau, 2007

* Women's Sports Foundation, *Go Out and Play: Youth Sports in America*, October 2008

** Villing & Company, 2012

YOUTH SPORTS PROGRAM MISSION

The City of Peoria's Youth Sport program strives to provide a positive recreational sports experience that develops youngster's physical, mental, emotional and social well being. We consider Youth Sports to be a vital part of the educational process for children which teaches teamwork, respect, sportsmanship and "FUN". Our goal is to provide the best possible youth sports environment through experienced and dedicated professional staff, trained and certified coaches and educated parents who desire and promote a positive youth sport experience for all children.

OVERALL PROGRAM DESCRIPTION

Peoria offers a comprehensive, community based, year-round youth sports program targeting boys and girls ages 3-18. Since 2002, the number of participants in our programs has more than doubled. The diverse program features the following sport leagues and activities:

Major Sport	Ages	Seasons	Participants	Minor Sport	Ages	Seasons	Participants
Soccer	5-17	2	1756	Tee Ball	4-6	2	395
Volleyball	7-16	3	1662	Kick Ball	3-5	2	80
Basketball	5-15	2	1447	Itty Bity Golf	3-5	1 event	120
Girl's Softball	7-17	2	533	Machine Pitch Baseball	6-8	2	340
Flag Football	6-13	2	859	Summer Sport Camps	9-17	1	216
				Hershey Track and Field	7-15	2 meets	1027

Total Youth Participation: 8435

YOUTH SPONSORSHIP OPPORTUNITIES

We are always looking for partners to enhance the experience we can provide to our participants. With the strong registration numbers that our program continues to receive, City of Peoria Youth Sports is an excellent venue for you and your company to promote your products. We have three levels of sponsorship for your company:

LEVEL 1 - *Minor Sports* - \$1000

- Company name on the back of all sport uniforms
- Banner (provided by company) displayed at sport venue
- Opportunity to present flyers/promotional materials to sport participants
- Company advertisement included in our seasonal sports newsletter and school flyer which is distributed to over 26,000 Peoria and Deer Valley Unified School District students.

LEVEL 2 - *Major Sports* - \$2500

- Company name on the back of all sport uniforms
- Banner (provided by company) displayed at sport venue
- Opportunity to present flyers/promotional materials to sport participants
- Company advertisement included in our seasonal sports newsletter and school flyer which is distributed to over 26,000 Peoria and Deer Valley Unified School District students.

LEVEL 3 - *Entire Youth Sports Season* - \$3500 (Fall, Winter, Spring, and Summer seasons)

- Company name on the back of all sport uniforms
- Banner (provided by company) displayed at sport venue
- Opportunity to present flyers/promotional materials to sport participants
- Company advertisement included in our seasonal sports newsletter and school flyer which is distributed to over 26,000 Peoria and Deer Valley Unified School District students.
- 1/4 page add in Peoria Community Services Brochure which is received by every household in Peoria.

ADULT SPORTS SPONSORSHIP OPPORTUNITIES

The City of Peoria offers numerous Adult Sports and Special Events throughout the year. In the past year, over 11,200 participants played in our Adult Programs. Adult Sport Sponsorship Opportunities include:

LEVEL 1 - \$500 - Team Sports of 10 – 40 teams & Road Races

Includes: Basketball, Indoor Volleyball, Sand Volleyball, Soccer, Flag Football, and Running Events

- Company name on team awards/medals.
- Banner (provided by company) displayed at sport venue
- Opportunity to present flyers/promotional materials to sport participants
- Company advertisement included in our seasonal sports newsletter and school flyer which is distributed to over 26,000 Peoria and Deer Valley Unified School District students.
- Opportunity to address team captains at preseason meeting

LEVEL 2 - \$1000 – Team Sports of More than 40 Teams

Includes: Softball

- Company name on team awards/medals.
- Banner (provided by company) displayed at sport venue
- Opportunity to present flyers/promotional materials to sport participants
Company advertisement included in our seasonal sports newsletter and school flyer which is distributed to over 26,000 Peoria and Deer Valley Unified School District students.
- Opportunity to address team captains at preseason meeting

LEVEL 3 - Entire Adult Sports Season -\$2000

- Company name on team awards/medals (trophy and shirt)
- Banner (provided by company) displayed at sport venue
- Opportunity to address team captains at preseason meeting
Company advertisement included in our seasonal sports newsletter and school flyer which is distributed to over 26,000 Peoria and Deer Valley Unified School District students.
- 1/4 page add in Peoria Community Services Brochure which is received by every household in Peoria.

RIO VISTA COMMUNITY PARK SPONSORSHIP OPPORTUNITIES

Rio Vista Community Park has 7 fields utilized year around for adult and youth baseball and softball leagues and tournaments. Approximately 500 attendees play each weeknight while 1000 or more are in the complexes on weekend days, resulting in 225,000 potential viewers of your signage annually.

- **Rio Vista Outfield Signage - Full Year \$1500/field**

OTHER SPONSORSHIP OPPORTUNITIES

Along with the options above, we are always looking to be creative in the sponsorship opportunities we give to our partners. If you have an idea on how we can work together to improve the experience of our participants and to build exposure for your company, please do not hesitate to let us know.