



Building a partnership with the UBT Sports Complex means your company will reach customers in ways other marketing entities cannot. The over 1100 teams attracting over 500,000 visitors from various walks of life throughout region who connect with our teams on many different levels. When fans arrive at the 134,000 Sq. ft UBT Sports Complex on game days and tournaments, they experience a total fun athletic environment, and as a partner, your company could be a part of every OSA and Elite teams, families and fans experience.

Economy of Youth Sports \$17 Billion industry

Sources: Ohio University Master's Program (2016); University of Florida Online (2015) WinterGreen Research (2018)

SPEND

\$671

The average amount parents spend annually on sports-related activities



\$7 Billion

Traveling youth athletes and their families generated economic impact (travel expenses only)

PARTICIPATION

36,250,000

Children ages 6 to 10 play organized sports in the U.S.





53,000,000

Traveling athletes participate in youth sporting events

FAMILY INCOME



Households making over \$100,000 average age of entry

6.3 YEARS

OLD

Less than \$35,000

8.1

YEARS OLD Sports participation rate for grades 3-8 whose household annual income is over \$65,000

Household income:

OVER \$65,000

of sports participated:

3 OR MORE

Sports participation rate by gender:

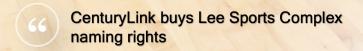


34% Female



Notable Youth Partnerships

Stadiur	ns	Sponsor	Term	Spend
Katy ISD		Academy S&O	10 years	\$2.5 million
Cypress	Fairbanks ISD	Cy-Fair FCU	10 years	\$1.5 million
Conroe I	SD	Woodforest National Bank	10 years	\$1 million
New Car	ney ISD	Texan Drive Dealership	5 years	\$300,000
Allen ISI)	Multiple	N/A	\$500,000
Grand P	ark Sports Campus	Pepsi	10 years	\$2 million
Art Van	Sports Complex	Art Van Furniture	N/A	\$1.8 million
Kaukaur	a Youth Baseball	Unison Credit Union	N/A	\$375,000

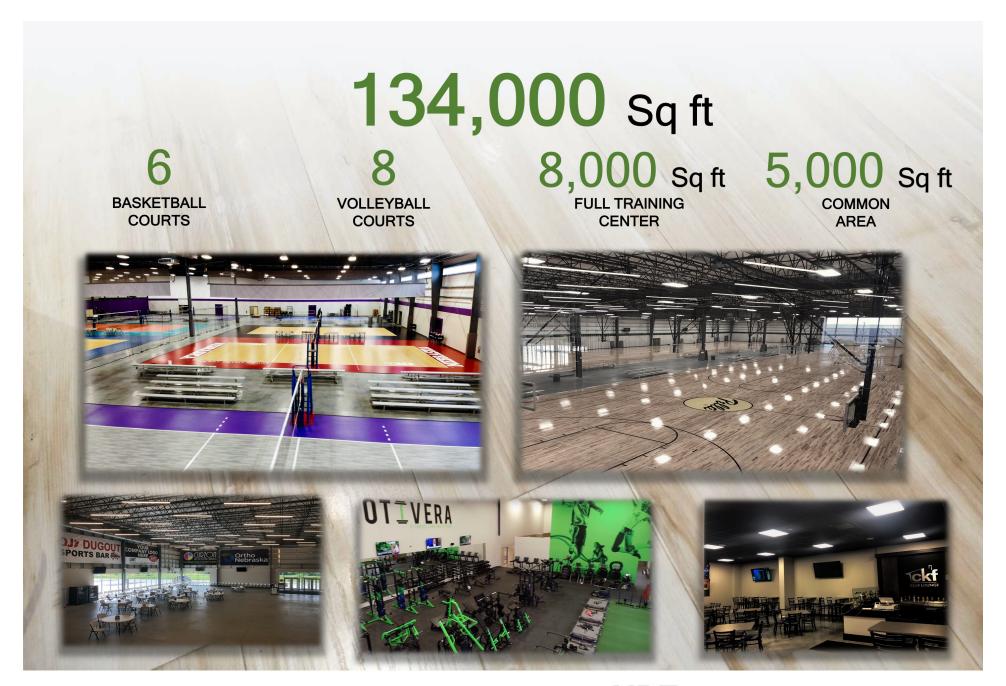


Scheels buys naming rights to Overland Park Soccer Complex

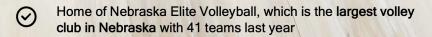
Youth Sports Complex Scores Millions in Pepsi 'Pouring Rights' Deal











- Home of Next Level Volleyball, which host 26 Volleyball Tournaments annually
- Host site for ASICS Presidents Day Classic which had 420 teams in 2019 and generated \$7.1M for the city of Omaha per the Convention and Visitors Bureau in 2018
- Next Level Volleyball host over 90 summer camps over 200 participants in its youth development programs
- Nebraska Elite Beach Volleyball club has over 200 participants and hosted 5 beach events in 2019 including a USA Volleyball National Beach Qualifier in 2019
- Host site for Midwest Grand Prix Championships which is a new event for 2018 that will grow to the size of ASICS Presidents Day Classic



- Home of the Pella Youth Basketball League, 500 teams annually each fall and 600 teams annually each winter
- Will host 15-20 local, regional and national level basketball tournaments per year
 - Average 150 team per tournament
- 40 plus competition weekends per year
- Home of the OSA Crusaders AAU program, the only shoe sponsored program in Nebraska and viewed as the top basketball program in Nebraska
 - 60 winter teams and 60 summer teams compete regionally and nationally
- Largest summer 3 on 3 league in the Midwest with over 250 teams
- Will offer 18-20 summer camps for ages 5-14 boys and girls





Brand Placement Guide (Slots Available)



Pricing

(per year/min 3 years)

15 Slots Available

Level 1	Level 2	Level 3	
\$25,000 (per year/min 3 years)	\$15,000 (per year/min 3 years)	\$10,000 (per year/min 3 years)	
1 Slot Available	2 Slots Available	1 Slots Available	
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Level 4	Level 5	Level 6	
\$5,000	\$2,500	\$1,500	

(per year/min 3 years)

35 Slots Available



Note: Signage cost not included with sponsorship. All levels include logo and link on both OSA and UBT Sports Complex Websites and UBT Sports Complex Mobile App.

(per year/min 3 years)

3 Slots Available





Brand Placement Samples









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