

Sponsorship Opportunities



Hosted by
Meridian Sports Club
1535 Deerpark Drive • Fullerton, California

2011 US Nationals Event Facts

The 2011 US Nationals offers a unique marketing opportunity to reach a highly attractive demographic through intense on-site promotion, live Internet streaming, and broadcast television.

- 5 days of intensive exposure to a captive audience of 1,000+ racquetball players and fans, a highly attractive demographic (men in their 20's, 30's and 40's; 84% with income greater than \$50,000)
- Live video streaming to ~15,000 loyal racquetball fans
- Television broadcast to millions of homes
- Customer entertainment opportunities

Date: May 25-30, 2011

Location: Meridian Sports Club
Fullerton, California

Prize Money: \$30,000

Attendance: 1,000+ (including competitors)

Competitors: 100+ Men's Professionals
650+ Amateurs

Sanctioning Bodies: USA Racquetball (USAR) www.usaracquetball.com
International Racquetball Tour (IRT) www.irt-tour.com

Designated Charity: Wounded Warrior Project



#1 Player in the world - Kane Waselenchuk
All photos © Mike Boatman

Television: The Nationals will be recorded and edited for later broadcast on cable and satellite television. We are in negotiations with several networks regarding broadcasting this event.

Television Production: Royster Productions, a full-service television and production company (www.roysterproductions.com)

Video Streaming: Daily live Internet video streaming by the IRT Network (www.irtnetwork.com) to more than 15,000 viewers



Championship Stadium Court



**Championship Stadium Court
16th Street Mall - Downtown Denver**

The Nationals

2011 US National Championships

Overview

Over 1,000 participants and fans will descend on the Meridian Sports Club in Fullerton, California for the "The Nationals" from May 25 – 30, 2011. The Nationals is the most prestigious racquetball event of the year and will highlight the finest amateur, military and men's professional racquetball players in the world competing for National Championship gold medals in over 50 divisions.

The Nationals offer sponsors an opportunity for five days of intense marketing to a captive audience of racquetball's most loyal constituents, including:



#3 Ben Croft

- 1,000+ on-site fans and competitors
- 15,000 fans via live video streaming on the IRT Network
- The Nationals will be recorded and edited for later broadcast on cable and satellite television. We are in negotiations with several networks regarding broadcasting this event.

Demographics

Racquetball players represent an attractive demographic. Some highlights:

- 84% with incomes greater than \$50,000; 43% with incomes greater than \$100,000
- 49% between the ages of 31 – 50
- 72% male, 28% female
- 60% likely or extremely like to purchase from a sponsor of USA Racquetball

Venue

California's moderate climate, close proximity to some of the world's most beautiful beaches, and family-oriented entertainment like Disneyland and Knott's Berry Farm make the location ideal and provide an extra incentive for racquetball players across the country to attend the event.

The action at the Meridian Sports Club takes place on and around the stadium court arena. The portable, four-wall Lucite court sits center stage surrounded by VIP box seating and spectator bleachers. This amazing court was designed for 360° viewing capacity, television production and attractive branding opportunities. The stadium court arena features non-stop action of all high-profile matches. The matches are enhanced with dramatic pre-match player

introductions as well as high-energy music and light shows.

Included in the event are an industry trade show and a Player's Village with concessions, souvenir booths and entertainment.

Broadcast Media

The Nationals will be recorded and edited for later broadcast on cable and satellite television. We are in negotiations with several networks regarding broadcasting this event.

All professional matches on the stadium court will be broadcast live via video streaming on the internet by the

IRT Network (www.IRTNetwork.com). IRT Network anticipates over 100,000 hits and that 15,000 unique viewers will tune in to the broadcast during the course of the Nationals.

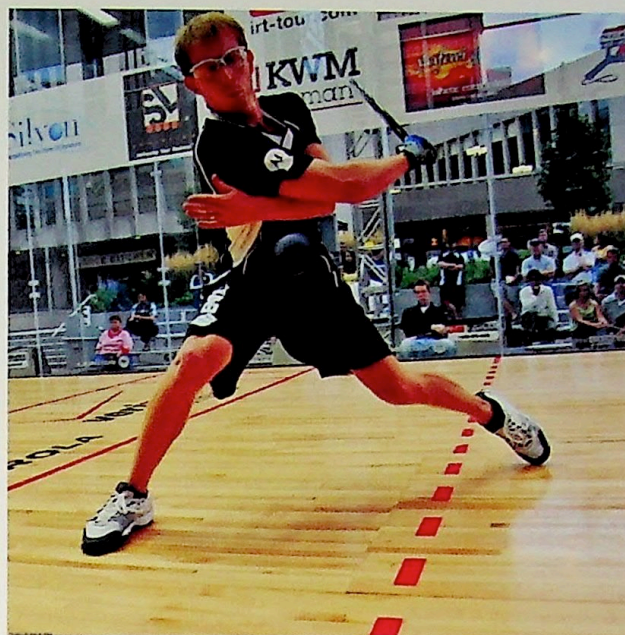
The event will receive on-going internet coverage throughout the week, including match updates, posts on Internet forums, Facebook and blogs. Specific attention is paid to receive extensive coverage in local media outlets including newspapers, radio, and television news broadcasts throughout the region. Local media is invited and encouraged to attend the event.

Industry Promotions

The Nationals will be heavily promoted through all relevant industry media – including leading industry websites, print publications, newsletters, Facebook, etc. From now until the event, the Nationals will be promoted on-site at major USAR sanctioned events, such as the Regionals and State Championships, as well as over a dozen IRT events. The IRT Network will be promoting the Nationals during its live broadcasts prior in the months leading up to the event.

Some relevant statistics for Internet traffic during the week of the US Open, a "Grand Slam" event comparable to the Nationals:

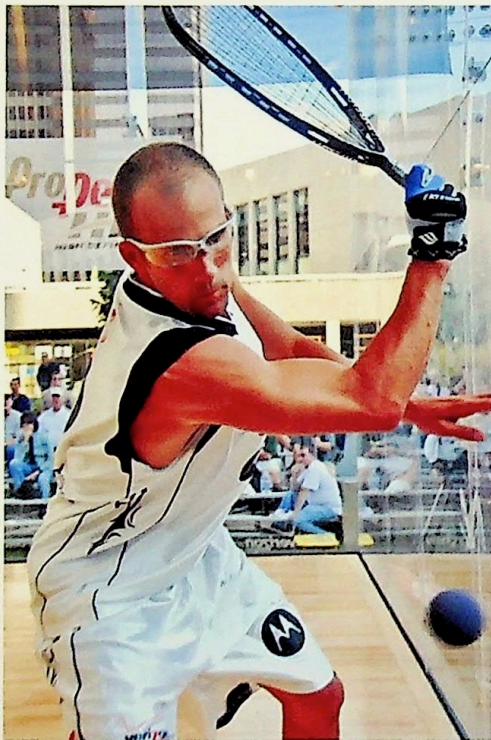
- 111,000+ hits on the IRT Network (www.IRTNetwork.com)
- 30,000+ hits on the IRT website (www.irt-tour.com)
- ~16,000 daily views on the Facebook IRT homepage
- 30,000 average visits per week on the Official website of USA Racquetball (www.usra.org)



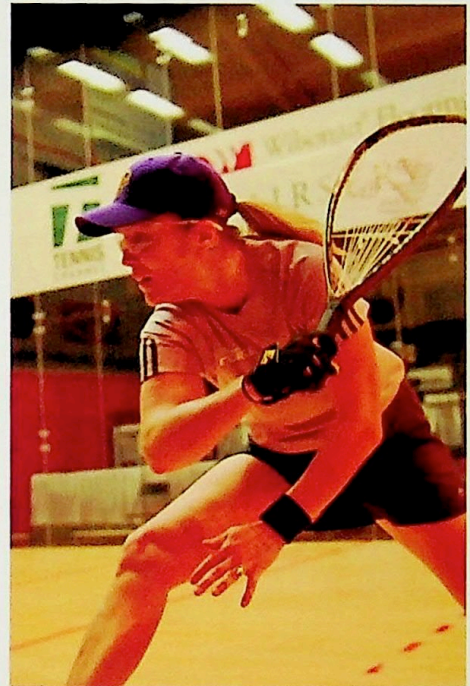
#9 Andy Hawthorne

The Nationals History

A 43-year-old tradition began in 1968 with the first Nationals tournament in Milwaukee, Wisconsin where a national champion was named for the first time since the sport's inception in 1949. The sport has seen many changes over the years with a formal men's pro tour emerging in the early 70's. The National Singles Championships became the crowning event of men and women's amateur athletes. For the next fifteen years, various cities across the country hosted the event. The Nationals found a long-term home in Houston, Texas in 1983, and for twenty-seven years, the Houston Downtown YMCA hosted USA Racquetball's premier event.



2010 National Singles
Defending Women's
Champion
Cheryl Gudinas



2010 National Singles
Defending Men's
Champion
Rocky Carson

A new era in the sport begins in 2011. For the first time in forty years, the amateur racquetball governing body, USA Racquetball (USAR) and the professional equivalent, the men's International Racquetball Tour (IRT) will partner to bring an annual mega-event to California - the **Nationals**.



Meridian Sports Club

Amateur National Championships and US Team Qualifier

The Nationals will draw 650+ male and female racquetball players from across the country to compete in more than fifty age and skill divisions. Their ages will range from the teens to players approaching the century mark. The skill levels will range from Novice players who are new to the sport to the Open players who compete at a semi-professional level.

The highlight of the amateur competition is the US Team Qualifier. Top performers in this division have the opportunity to earn a spot on the US Racquetball Team and represent the United States in International competitions.

Military National Championships

The popularity of racquetball among our men and women in uniform has resulted in the inclusion of Military divisions. These determined competitors have the opportunity to claim a championship medal in a number of divisions, and perhaps even more importantly, bragging rights for their branch of service. We are honored to include the military in this event.

IRT Men's Professional Championship

The IRT Professional National Championship event will attract the top ranked men's professional players in the world. Unlike the amateurs, this division is open to international participants, including Canadian Kane Waselenchuk, the reigning #1 ranked player in the world. The men of the IRT represent the best in the sport. If you have never seen men's professional racquetball in action, you will not believe your eyes. The pace is fast and intense, and the fitness level of these athletes is beyond compare. These dedicated professionals will pull out all the stops to claim the title of 2011 Pro Champion and one of the largest prize money purses of the season.



#5 Chris Crowther

Title Sponsor 2011 Nationals - \$50,000

Highlights of the Title Sponsorship Package:

Signage

- Title Sponsor corporate name to precede name of the event (e.g. the "Ektelon Nationals")
- Title Sponsor will receive the dominant logo position on the front wall of the stadium racquetball court, ensuring continuous exposure during television and video streaming Internet broadcasts
- Title Sponsor's corporate logo will be exhibited on the front wall of the additional 24 courts used for event matches
- Title Sponsor will receive extensive on-site signage for the duration of the event
- Title Sponsor will receive dominant logo placement on the large on-site spectator draw board
- Title Sponsor will receive dominant logo placement on on-line drawsheets

Media Coverage

The Title Sponsor will receive the dominant logo position on the following event media:

- Posters
- Event tickets
- Spectator and VIP credentials
- Online entry form
- Event program cover
- Promotional advertisements
- Media releases and press kits
- Tournament Shirts

In addition, the Title Sponsor will receive the following:

- Four, thirty-second spots during each hour of broadcast
- One full-page, four-color advertisement located in a premium position in the event program
- Regular public address announcements acknowledging the Title Sponsor's support of the event
- Significant exposure, including feature article on Title Sponsor, in official USA Racquetball and IRT publications, including major recognition in racquetball's leading print medium, *RACQUETBALL* Magazine, in the USA Racquetball eNewsletter, the IRT newsletter, and IRT Facebook homepage, and the announcement of title sponsorship on the home pages of USA Racquetball and the IRT
- Entry form to be posted on the home pages of USA Racquetball and the IRT and remain there until the event begins

- Links to the Title Sponsor's corporate website on usaracquetball.com, the event website at usaracquetballevents.com, and irt-tour.com

Tournament and Entertainment Benefits

- Title Sponsor may program four "special events" to be held on the stadium court at various times throughout the Nationals
- Live video streaming coverage of high profile matches by the IRT Network
- Eight VIP passes for unlimited access to the VIP Player's Lounge, all matches, and special functions throughout the event
- Courtside box seating for eight
- One 20x10 trade show booth in the Player's Village
- The opportunity to provide promotional literature for insertion in registration packages
- Eight invitations to the Sponsor Appreciation Party
- Two complimentary event entries, including the Pro division

Additional National Benefit

The Title Sponsor will have their corporate logo attached to the US Nationals Regional Qualifying events. Aside from Title Sponsorship recognition, the Title Sponsor will receive front wall signage on the Championship Court at each Regional Qualifying event.



#1 Player in the world - Kane Waselenchuk

Presenting Sponsors - \$25,000

(Two available)

Highlights of the Presenting Sponsorship Package:

Signage

- Presenting Sponsor will receive a prominent logo position on the front wall of the stadium racquetball court, ensuring continuous exposure during television and Internet video streaming broadcasts
- Presenting corporate logo will be exhibited on the front wall of the additional 24 courts used for event matches
- Presenting Sponsor will receive extensive on-site signage for the duration of the event
- Presenting Sponsor will receive prominent logo placement on the large on-site spectator draw board at the event

Media Coverage

The Presenting Sponsor will receive a prominent logo position on the following event media:

- Posters
- Event tickets
- Spectator and VIP credentials
- Online entry form
- Event program cover
- Promotional advertisements
- Media releases and press kits

In addition to print media, the Presenting Sponsor will receive the following:

- Two each, thirty-second spots during each hour of broadcast
- One full-page, four-color advertisement in the event program
- Regular public address announcements acknowledging their support of the event
- Significant exposure in official USA Racquetball publications, including major recognition in racquetball's leading print medium, *RACQUETBALL Magazine*, and in the USA Racquetball eNewsletter
- Links to the Presenting Sponsors' corporate website on usaracquetball.com, the event website at usaracquetballevnts.com, and irt-tour.com

Tournament and Entertainment Benefits

- Live video streaming Internet coverage of high profile matches
- Four VIP passes for unlimited access to the VIP Player's Lounge, all matches, and special functions throughout the event
- Courtside box seating for four
- One 10x10 trade show booth in the Player's Village
- The opportunity to provide promotional literature for inclusion in registration packages
- Four invitations to the Sponsor Appreciation Party



Clockwise from top left:
#6 Mitch Williams,
#7 Shane Vanderson, and
#10 Alvaro Beltran

Co-Sponsor - \$10,000

(Five available)

Highlights of the Co-Sponsor Package:

Signage

- Co-Sponsor will receive a prominent logo position on the side wall of the stadium racquetball court, ensuring continuous exposure during television and video streaming broadcasts
- Co-Sponsor will receive on-site signage for the duration of the event

Media Coverage

The Co-Sponsor will receive a premium logo position on the following event media:

- Online entry form
- Event program
- Promotional advertisements
- Media releases and press kits

In addition to print media, the Co-Sponsor will receive the following:

- One half-page, four-color advertisement in the event program
- Regular public address announcements acknowledging their support of the event
- Exposure in official USA Racquetball publications, including major recognition in racquetball's leading print medium, *RACQUETBALL* Magazine, and in the USA Racquetball eNewsletter
- Links to the Co-Sponsors' corporate website on usaracquetball.com, the event website at usaracquetballevnts.com, irt-tour.com, and irtnetwork.com

Tournament and Entertainment Benefits

- Four VIP passes for unlimited access to the VIP Player's Lounge, all matches, and special functions throughout the event
- Courtside box seating for four
- One 10x10 trade show booth in the Player's Village
- The opportunity to provide promotional literature for inclusion in registration packages
- Four invitations to the Sponsor Appreciation Party

Gold Sponsor - \$6,500

(Four available)

- Logo placement on the side wall of the stadium court skirt
- Corporate name on select advertising
- Courtside box with seating for four
- Four Gold passes for universal access to the VIP Player's Lounge, all matches and special functions throughout the event
- Four invitations to the event Sponsor Appreciation Party
- Sponsor provided banner placement throughout the event
- One half-page advertisement in the event program
- Logo placement on media releases
- Regular announcements acknowledging their support of the event throughout the event
- Links to the Gold Sponsor's corporate website on usaracquetball.com, the event website at usaracquetballevents.com, irt-tour.com, and irtnetwork.com
- Booth availability at a discounted rate
- One complimentary entry fee to participate in the event, including the Pro division

Silver Sponsor - \$3,500

- Corporate name on select advertising
- Courtside box with seating for four
- Four Gold passes for universal access to the VIP Player's Lounge, all matches and special functions throughout the event
- Four invitations to the event Sponsor Appreciation Party
- Sponsor provided banner placement on-site throughout the event
- One quarter-page advertisement in the event program
- Links to the Silver Sponsors' corporate website on usaracquetball.com, the event website at usaracquetballevents.com, irt-tour.com, and irtnetwork.com
- Regular announcements acknowledging their support of the event throughout the event
- One complimentary entry fee to participate in the event, not including the Pro division

Trade Show Booths - \$2,500

10 trade show booths available

Booth Size: 10' x 10'

8' table and 2 chairs included

110V power available

Gold Box Sponsor - \$1,750

- Gold Box sponsors receive courtside box seating for four
- Four Gold passes for universal access to the VIP Player's Lounge, all matches and special functions throughout the event
- Four invitations to the event Sponsor Appreciation Party

VIP Sponsor - \$550

- One Gold pass for universal access to the VIP Player's Lounge, all matches and special functions throughout the event
- One invitation to the event Sponsor Appreciation Party

Value-In-Kind Sponsor

Product or service sponsors are welcome. Value-In-Kind Sponsors will receive the level of sponsorship comparable to the value of their goods or services.

Program Advertisement Rates

All rates are based on sponsor-provided artwork.

- One full-page, four color advertisement - \$1,000
- One half-page, four color advertisement - \$500
- One quarter-page, four color advertisement - \$250
- One eighth-page, four color advertisement - \$125

Special Events

There will be several special events throughout the week of the Nationals. Opportunities are available to sponsor select festivities tailored to fit your needs, offering a differentiated way to connect with event attendees.

- Sponsor Appreciation/VIP Luncheon
- ProAm Doubles to Benefit the Wounded Warrior Project
- Hall of Fame Ceremony
- Evening Parties

Important Contacts

We welcome the opportunity to discuss these sponsorship levels with you. For more information regarding sponsorship opportunities, please contact:

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Eddie Meredith, National Events
Director, USA Racquetball
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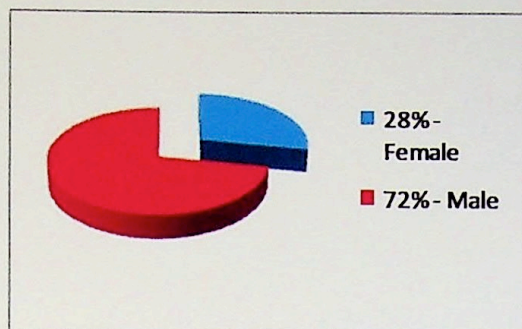
Jason Mannino, President
International Racquetball Tour
858-668-6950
Jason@irt-tour.com

Heather Fender, Exec. Assistant
USA Racquetball
719-635-5396, extension 129
hfender@usra.org

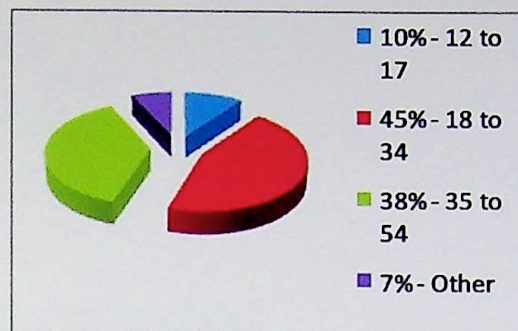


#4 Jack Huczek

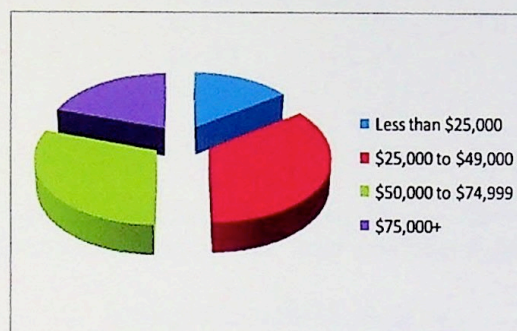
Racquetball Demographics



Participation by Gender



Participation by Age



Participation by Income

- Racquetball is a popular fitness activity.
- 5,600,000 Americans over the age of six played racquetball at least once in 2009.
- Men in the general racquetball population outnumber women by a 72% to 28% margin.
- The racquetball population is dominated by men in their 20's, 30's, and 40's.
- More than three out of four players (79%) are in the 21-49 age group.
- There was a 23% increase in the number of racquetball players with household incomes over \$75,000 from 2001 to 2009.
- 55% of today's racquetball players have been playing for five or more years.
- 42% of today's racquetball players expect to play more frequently in the next twelve months.

Demographics Source: American Data Sports, Inc. 2009

USA Racquetball

General Sponsorship Information



Demographic Information

Opportunities – Highest demographic is in population with high purchase potential.

Age of players:

6-19	1%
20-30	12%
31-50	49%
51-65	29%
66+	9%

Opportunities – Our highest membership states Texas, California, and Florida are very diverse populations from which new members could be drawn.

Annual Household Income:

125,000+	27%
100,000 - 124,999	18%
75,000 - 99,999	20%
50,000 - 74,999	19%
Below \$50,000	16%

Opportunities – Highly affluent group is great target market for sponsors

Education:

Some College	56%
College Educated	40%
Graduate School	24%

Status:

Married	69%
Own a home	82%

Loyalty

Member of USA Racquetball:

10+ years	39%
6 - 9 years	15%
3 - 5 years	21%
1 - 2 years	25%

Opportunities – members are loyal and are likely to purchase products endorsed by USA Racquetball (see purchase intention).

Play in Sanctioned Event/year:

6 or more	25%
2 - 5	57%
0 - 1	1%

Opportunities – Events are excellent opportunities to reach membership.

Purchase Intention

Likely to purchase on-line:

Yes	91%
No	9%

Will purchase from sponsor or USA Racquetball/USOC:

Likely - Extremely	83%/60%
Not Likely	17%/40%

Amount spent on Racquetball each month:

\$300 - \$500+	5%
\$100 - \$299	55%
\$0 - \$99	0%

Rent a Car:

1 - 4 times per year	52.9%
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Stay in a Hotel:

3 + times a year	69.3%
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Opportunities – Members (90.7%) made purchases on-line through the internet and members (47.7%) spent 8 or more hours a week on the internet and 64.7% watch television 5 to 8 hours per week. This would indicate that sponsors and USAR would benefit from utilizing USAR online services.

Cross – Tabulations

Over 20% regularly participate in the following:

Fitness/Aerobics	52.1%
Weight Training	47.9%
Walking/Running	41.3%
Travel	35.7%
Golf	33.9%
Biking	31.7%
Concerts/Music	31.5%
Festivals/Speed	25.8%
Art/Theatre	23.8%
Hiking	22.2%
Fishing/Hunting	20.2%

