

# SPONSORSHIP PROPOSAL ISAIAH JOHNSON



**2022/2023**

# SPONSORSHIP LETTER

Dear Potential Sponsor,

I would like to extend an opportunity to become a corporate sponsor for Isaiah Johnson. Your sponsorship investment will enable me to bear the per diem and monthly expenses of Isaiah Johnson for filming, and traveling, which will help me to focus on my practice and boost my career. Moreover, Isaiah is going to participate in Tampa Pro skateboarding contest in March 2023.

To ensure the success of Isaiah Johnson, I am seeking sponsorship in the form of financial support, and key stakeholders' involvement to support and promote my efforts. In return, I will advertise your brand throughout the marketing campaign and on social media platforms. In committing to becoming a sponsor, your company will be assured high-profile exposure to the audience. I take this opportunity to invite you to create an alliance with me.

I am grateful for your consideration of this proposal. Please take a look at the enclosed opportunities to support and generously consider supporting this initiative. I look forward to discussing partnership opportunities with your company and working with you to focus on my efforts and create the benchmark.

Sincerely,

Isaiah Johnson.

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# ABOUT ISAIAH JOHNSON

Isaiah Johnson is a Canadian professional skateboarder who is currently residing in San Diego, CA. His broad passion for skateboarding was ignited at the age of thirteen. Having acquired an impressive 19K followers base on Instagram, he has been fortunate to have an extremely engaged audience which has resulted in multiple partnerships.

He has represented brands such as Girl & Chocolate, Etnies, Cliché, DC Shoes, Osiris, Kruc Trucks, Neff Headwear, Rockstar Energy, Gecko Hawaii Clothing, Boys & Girls Club, Sonar Wheels, and Alien Workshop.

Isaiah Johnson represents brands globally from the US, Europe, Japan & Australia.



## STATS

**19K**

Instagram  
Followers

**6.7%**

Engagement  
Rate

**80%**

USA Based  
Audience



The next route to get into the Street League Skateboarding (SLS) circuit is through the Street League Skateboarding Pro Open, which is a contest where the worlds best Pros compete for 5 spots to join the SLS Championship Tour. The dates and location of this event for 2023 is TBD.

## HIS PLANS

In a skateboarder's career there are a few major benchmarks that need to take place to catapult their career to the next level.

One of these benchmarks are skate contests that not only get the attention of major sponsors and fans, but also are the gateways to participate in televised skateboard events such as DewTour, Xgames, and Street League.

In the beginning of March 2023 Isaiah plans to attend Tampa Pro which is major professional skateboarding contest and the winner gets a golden ticket into the Street League Skateboarding (SLS) contest series which is televised. Registration for the event begins December 5, 2022.

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# BENCHMARKS

The other major pivotal part of a skateboarder's career is getting a video part in Thrasher Magazine. This alone will transform a professional skateboarder's career. A Video In Thrasher Magazine is what all pro skateboarders strive for. Isaiah has already started collecting footage to put towards his 5 min video part. Isaiah will continue filming with a professional filmer starting in November 2022 and will continue weekly for approx. 6 months until the video is finished and ready for release in early summer 2023.



Not only will Isaiah be putting a focused effort on breaking through into the street league series, he will also be participating in various other major contests around the country in 2023, to not only receive exposure, but to also try to obtain an invite to the major invite only contests such as X-Games and DewTour

# BENCHMARKS

To reach these benchmarks and to take Isaiah's career to the next level, Isaiah will need financial support. Isaiah will need assistance with travel costs (airfare & accommodations) for contests, contest fees, funds for the filmer, car/gas funds for filming-related travel, and marketing costs for promotional ads.

Isaiah currently contributes to some of these costs by teaching today's youth how to skateboard. Isaiah's passion for skateboarding shines through with his students and he instills in them the values that have taken his skateboarding to the level it is today. He also actively gives back to the community by hosting skateboarding events for other up-and-coming skaters, as well as those experiencing tough times such as at-risk youth. Although very fulfilling, the income does not cover his financial needs to be the level of professional skateboarder he aspires to be.



# WHAT I CAN OFFER



## **PRODUCT TESTING: LET ME TRY YOUR PRODUCT:**

As a professional athlete, I put products through a tough evaluation. My comfort, health, fitness is highly dependent on the products I use. I can give you feedback on how it withstands my lifestyle, the good, the bad (I keep this strictly between you and I), what can be improved upon, and what's already perfect.



## **PROFESSIONAL PHOTOGRAPHS AND VIDEOS**

Professional Hi-Res pics and videos to share on your social channels, for use in your product catalogs or any of your advertising needs. Imagine your product featured in a skate video or mini commercial.



## **SOCIAL MEDIA COVERAGE:**

Your brand as a protagonist on my social media channels. Reach thousands of hi-targeted followers by being featured on Instagram. Gain traffic to your website and social media through links and tags,

# BENCHMARKS-CONTESTS FOR CAREER GROWTH OF ISAIAH

- » **TAMPA PRO 2023:** Tampa Pro 2023 is a skateboarding event that will be held on March 2023. Isaiah Johnson aims to win the contest and get the golden ticket into the Street League Skateboarding (SLS) contest series.
- » **STREET LEAGUE SKATEBOARDING PRO OPEN:** Street League Skateboarding Pro Open is a skate event that can help Isaiah Johnson qualify for the SLS contest series. Date for event in 2023 is not decided yet.
- » **SLS 2023 SERIES:** Street League Skateboarding is a televised skateboarding event. The league features 25 professional street skateboarders competing for the largest monetary prize in the history of skateboarding. Participation in this event can bring great career development opportunities to Isaiah.
- » **TELEVISED SKATING EVENTS- DEWTOUR, X-GAMES AND STREET LEAGUE:** These televised events have a large audience that is quickly growing due to the exposure of skateboarding in the Olympics. As per the nature of these events, he can develop his professional brand and achieve his desired career goals.



# WHY SPONSOR ME

In return for your support, you will be prominently promoted throughout the event and marketing campaigns, as well as on various social media platforms, as an official sponsor of Isaiah Johnson.

My following and popularity is growing consistently. I have reached a total following of well over 19k organically, with a network of over 50K. My audience and network of followers are smart, innovative consumers who look to me as a trusted source and influencer.



## 01.

### ***Brand Recognition***

Increase the visibility of the company and brand. Enhance your corporate image through partnership and embrace the opportunity to demonstrate customer appreciation.

## 02.

### ***Return on Investment***

Traditionally, marketing is perceived as an expense though it's an investment. Your Sponsorship will get you the marketing spot that will not only grow your organization but also, it will provide promising returns for your organization.

## 03.

### ***Unparalleled Flexibility***

The power of your sponsorship is only limited by your input, with opportunities to be included in a variety of advertising mediums including on the ground marketing, print, digital and social.

# BENEFITS TO SPONSORS

Partner with me to support Isaiah Johnson so that I am able to reach these benchmarks and take my career to the next level while promoting your brand.

In return for your support, you will be promoted throughout training sessions and marketing campaigns, as well as various social media platforms, as an official sponsor of Isaiah Johnson .



## ACCESS

Associate your brand with Isaiah Johnson and his team of professionals who are teaching and developing skills.



## EXPOSURE

Create a pipeline with our audience.



## PROMOTION

Promote your products and services to an engaged, captive audience through a multitude of platforms



## ENHANCE IMAGE

Sponsoring Isaiah gets you in front of our audience who are decision makers and influencers that help shape buying attitudes.



## BRANDING

Promote your brand among our audience and create positive association with your services and products.



## TOTAL MEDIA ACCESS

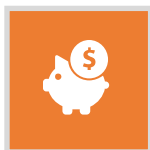
Be a part of our marketing and promotions online, in print, by email and onsite.

# FUNDS REQUIRED

SECTION	COST
Film Production	\$12,000
Travel and Accommodation	\$10,000
Contest Entry Fees	\$2,500
Ad Buys "Promotion of brand in endemic Magazines"	\$8,500
Total Expenses For a Year	\$33,000



# HOW YOU CONTRIBUTE



## Funds

You can provide funds for covering different costs such as traveling, accommodation, marketing, and purchasing equipment.



## Travel and Accommodation

You can sponsor travel and accommodation costs for attending contests, and events.



## Promotion

You can support in promotion or cover marketing costs which will help in engaging massive audiences.





# CONTACT US



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[www.youtube.com/isaiah602AZ](https://www.youtube.com/isaiah602AZ)

