



**USIndoor Sports has your
sponsorship solution!**

Contact us today.

marketing@usindoor.com • 405.517.5106



STAAR Solutions and USIndoor Sports

USIndoor Sports has engaged STAAR Solutions to sell national sponsorships to support the mission and services of USIndoor Sports. As a core component of its services, STAAR is offering the following sponsorship campaign listed below to individual facilities at a member discount.

Sponsorships are not easy, and in this economy with even stricter sponsor requirements, they are especially hard to obtain without proven strategies and techniques. Indeed, STAAR's 20-year track record demonstrates success in showing sponsors the tremendous value of grass-roots efforts through recreation centers due to their deep-rooted connection with the community, with sports, with families, and with other participating groups. For a list of recent clients and sponsors see www.staarsolutions.com.

STAAR works with USIndoor member facilities to create a sponsorship campaign that is manageable, sellable, and profitable and will provide far greater returns on investment for participating facilities and the sponsors.

An evaluation of the elements that STAAR will review and incorporate as part of the overall campaign includes the following:

- 1) The actual spaces and activities within each sports complex, with social amenities, attendance, etc.
- 2) The local economy, economic status of the facility, and current condition of the facility
- 3) Local and regional businesses available, area corporate headquarters, area population and density
- 4) Competitors for sponsorship (including any professional or collegiate programs), as well as competing facilities within the same community, who may also be offering a sponsorship campaign
- 5) The status of any existing sponsorship or advertising campaign and marketing plan
- 6) Opportunities for growth of the facility, facility enhancements, new venues, etc.
- 7) Staffing, including the number of dedicated sales and sponsorship staff



Photos courtesy of Plex Indoor Sports



USIndoor / STAAR Solutions Sponsorship Support Goal

A customized campaign for your facility will include many of the following elements:

Sponsorship Benefits: Creation of total sponsorship benefits and property value. In the event the facility has an existing campaign, services include a sponsorship audit and most oftentimes a restructuring and rebuild of each sponsorship property, sellable package, as well as pricing restructure.

Sponsorship Values: STAAR will work with facility leadership to establish approximate sponsor benefit values based on nationally accepted valuation schedules in which to collectively create a series of sponsorship packages.

Sponsorship Packages: Creation of a series of sponsorship tiers and benefit packages to include pricing structure based upon individual sponsorship packages, valuation schedules, local conditions, and market acceptance.

Sponsorship Prospectus: Creation of a professionally designed and printed sponsorship prospectus. The prospectus is an overview of the opportunity and is an essential sales document.

Sales Materials: Creation of collateral materials and sales sheets.

Note: This program does not include actual printing costs. These costs will be assumed by the respective facility unless negotiated separately.

Proposals That Sell: STAAR will provide templates for customized sales proposals for individual sponsors.

Contract Forms: STAAR provides a series of proven contract templates that have passed legal scrutiny and which STAAR has used for years. Contracts incorporate a variety of provisioning depending upon the complexity of the agreement and the sophistication of the sponsor.

Initial Sales Campaign: STAAR will develop sales targets that relate specifically to indoor and outdoor sports facilities and work with facility leadership to cultivate a series of initial leads. STAAR will assist with the first series of sponsorship sales, including sales training, activation ideas, negotiation strategies, sales templates and more. Each facility is ultimately responsible for the sale and activation of the sponsorships and will ultimately take over the entire campaign.

Contract Execution: Support with oversight of the contractual agreement is available upon request.

For a FREE and Confidential Assessment:

Contact Chris Moler, USIndoor Sponsorship Director, at STAAR Solutions cmoler@cox.net or 405.517.5106.





STAAR Solutions services may include:

- Strategic Sponsorship Marketing, Consulting, and Planning
- Sponsorship Portfolio Analysis and Development
- Sponsorship Audits
- Strategic Planning and Property Valuation
- Naming Rights Analysis
- Affinity Partnerships
- Sponsorship Recruitment, Sales, Negotiation, and Contract Administration
- Return on Investment Measurement
- Development of Corporate Sponsorship Policies, Criteria Standards, and Guidelines
- Sponsorship Account Management and Activation
- Event Creation, Management, and Execution
- Promotions (sales, trade, consumer goods, licensed)
- Broadcast Advertising Sponsorships
- Logo Design and Artwork Enhancement
- Creative Writing, Press Releases, or Assistance with Grand Opening Collaterals
- Advertising Support
- PR Services

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