

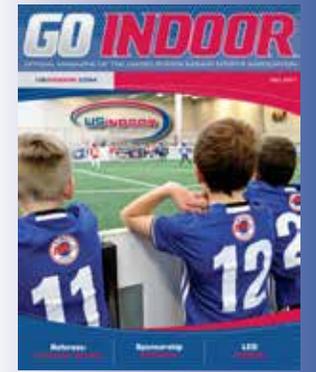


# 2021 Annual Sponsorship Opportunities

- Membership
- Marketing
- Sales Leads
- Conference & Tradeshow
- Electronic Advertising
- GO Indoor Magazine



[USINDOOR.COM](http://USINDOOR.COM)



I would personally like to invite you to participate in the United States Indoor Sports Association's 2020-21 annual sponsorship program. Sponsorship packages represent great savings over standard pricing and respond to needs voiced by our many provider members over the years. Each package makes use of an assortment of media and events uniquely available through USIndoor. Ideal for target marketing, our packages enable brand engagement and personal access to USIndoor's vast audience of decision-makers of the recreational indoor sports facility industry, principally comprised of private operators.

USIndoor's tiered structure allows you to choose what works best for your budget, customize deliverables you need, and be confident you are getting the most out of your marketing dollars.

We look forward to highlighting your company as one of our annual sponsors and helping grow your business. Call me anytime to discuss your special interests and strategies. Sincerely,



Don Shapero, 703-310-6151  
President, USIndoor

## Overview

Founded in 1998, the United States Indoor Sports Association is a member organization, through which facility, startup, and provider members (e.g., industry suppliers, consultants, program providers and leagues) can better achieve their business goals. Benefited by the collective knowledge and capabilities of a national association, USIndoor members can cut costs, increase revenue opportunities and improve the quality of operations, whether directly through the Association or one of its affiliates.

USIndoor represents a network of the most respected and influential leaders and market-makers within the recreational indoor sports industry—easily valued in excess of \$1 billion. This includes a network of approximately 1,250 indoor sports facilities, consisting of 325+ dues-paying members plus non-members, with average revenues well in excess of \$1 million and total industry visits over 300 million per year.

The Association serves as the industry's premier resource through USIndoor.com, CanadaIndoor.com, *GO Indoor*, social media and a variety of additional electronic communications. Other popular offerings include its Certified Arena Operator program, Facility Operators Conference and Trade Show, specialty workshops and individual sport programs. For their part, provider members address business areas from arena building construction to fixtures, sports equipment to apparel, and services such as insurance, marketing, programs and events, technology, communications, credit card processing, background checks, and more.

## The Industry

The USIndoor industry, generally defined by rink, turf and court sports, has witnessed steady annual growth for the last thirty years. The Sporting Goods Manufacturers Association considers indoor soccer, basketball, football and volleyball among the United States' Top-10 team sports with 40+ million players. Baseball, field hockey, lacrosse and athletic training are other popular indoor activities. The industry continues to grow—not just in the traditional commercial sector, but also among universities, municipalities and other non-for-profit organizations.

## Our Mission

To serve the best interests of our diverse members, while promoting indoor sports and fitness to youth and adults.



**USIndoor offers numerous marketing opportunities throughout the year, including:**

- ★ "Provider" Membership and lead generation **Page 4**
- ★ Annual Facility Operators Conference & Trade Show—sponsorship and exhibition **Page 4**
- ★ Advertising in *GO Indoor*, official digital & print magazine **Page 5**
- ★ Website visibility throughout USIndoor.com **Page 5**
- ★ Direct mail and e-mail promotions **Page 5**

For questions or customized packages, contact USIndoor's headquarters at 703-310-6151 or [sales@usindoor.com](mailto:sales@usindoor.com).

## 2020-21 Annual Sponsorship Levels and Pricing

\*See pp. 4-5 for detailed descriptions of benefits. Customized packages are also available by calling 703-310-6151.\*

### All Levels Receive

#### Benefits:

- Provider Membership
- Lead Generation (optional)
- Sponsor features, including on USIndoor.com\*
- Prominent sponsor recognition in print and electronic media
- E-mail blasts to members\*

\*NOTE: Higher levels receive added messaging

#### Total Value:

#### Value:

\$ 800  
 VARIABLE  
 \$1,600-\$2,000  
 \$ 2,400  
 \$2,500-\$5,000

\$5,550-7,450+



### Elite Sponsor

#### Benefits:

- Choose one: (a) Platinum Conference Sponsorship, includes:
  - Top billing and naming rights to marquee event
  - Top priority booth location
  - Full-Page ad in Official Program
  - Advance attendee mailing list
- (b) *GO Indoor*: One year of full-page ads (4 quarterly issues)

#### Total Value:

**\$10,000**

#### Value:

\$ 5,250+

\$ 15,550+



### Premier Sponsor

#### Benefits:

- Choose one: (a) Gold Conference Sponsorship, including:
  - Naming rights to Hospitality Area, badges or marquee event
  - Priority booth location
  - 1/2-Page ad in Official Program
- (b) *GO Indoor*: One year of 1/2-page ads (4 quarterly issues) and a full-page "advertorial"

#### Total Value:

**\$7,000**

#### Value:

\$ 3,750

\$ 12,500+



### Supporting Sponsor

#### Benefits:

- Choose one: (a) Silver Conference Sponsorship
  - Naming rights to Facility Bus Tour, Post-Conference Party or other event or offering
  - Priority booth location
  - 1/4-Page ad in Official Program
- (b) *GO Indoor*: One year of 1/4-page ads (4 quarterly issues)

#### Total Value:

**\$5,000**

#### Value:

\$ 2,750

\$10,050

## UPGRADES:

- ★ Exclusive category rights, subject to negotiation
- ★ Advertising upgrades (*GO Indoor*), 15% off Rate Card
- ★ Additional Booth Savings for early registration at Annual Conference (\$100 off)

## Sponsorship packages offer the following ...

### Provider Membership

All provider relations start with Provider Membership in USIndoor, which includes the Canadian Indoor Sports Association. Vendors and services members gain visibility and recognition, obtain event discounts and other marketing advantages including:

- On USIndoor.com: Logo, link and contact information within “Resources” areas, regularly utilized by facility members and startups. Plus, customized sales information in USIndoor’s directory and visibility throughout the site.
- Business referral program (optional), providing targeted leads.
- Inclusion in USIndoor’s Owner’s Guide for facility and startup members.
- Deep discounts on advertising and exhibiting (e.g., in *GO Indoor* and at USIndoor’s Annual Facility Operators Conference & Trade Show.)
- Bi-Weekly E-Insider—covering a variety of industry news and information.
- Publicity in various media outlets (e.g., e-mail, social media, *GO Indoor*.)
- Representation on USIndoor’s Board of Directors.

### 20th Facility Operators Conference and Trade Show Las Vegas, NV, May 25-28, 2021

The United States Indoor Sports Association’s Annual Facility Operators Conference & Trade Show is the annual “GO-TO” event for indoor recreational sports facility operators. The Conference regularly attracts representatives from 125+ indoor sports facilities and 250-300 attendees, including facility operators, startups, exhibitors and other professionals from the US, Canada and abroad. From industry startup to veteran, attendees represent the full range of experience. They come to the Conference with a keen desire to share their knowledge, grow their businesses and learn from colleagues, providers and other industry and resource experts.

Reaching decision-makers with budgetary authority is the most-cited reason exhibitors give for returning year after year. Core attendees consist of owners and other senior facility executives. Exhibitors enjoy the one-on-one interaction with virtually every attendee at the tradeshow and can meet prospective customers at educational sessions, organized off-site activities and informal social settings.

**Sponsors receive**, subject to deadlines, availability—and optional add-ons\*:

- Exclusive naming rights to popular conference attractions
- Logo recognition on specialty items—badges, bags, etc. \*
- Priority exhibition booth location, plus 2 admissions
- On-site signage or brand visibility
- Demonstration area\*
- Admission to networking events\*
- Publicity in conference marketing—printed materials, e-blasts, website, etc.
- Advertising in the Official Conference Program
- 10-day advance mailing list of pre-registered attendees
- Recognition in General Session
- Promotional giveaways\*

For a details about Conference Exhibition or Sponsorship, visit [www.USIndoor.com](http://www.USIndoor.com) or click “Conference.”



**USIndoor** has been a key organization to the growth and prosperity of our business, as well as the entire indoor soccer community. Our involvement with USIndoor has enabled us to network with other business professionals, as well as gain valuable exposure for our business and strengthen our position in the market. We look forward to our continued association with USIndoor for many years to come.

— Eric Willin, Vice President & Co-Founder, EZFacility.com



## GO Indoor

**G**O Indoor is the Official Magazine of USIndoor and the CISA and ONLY trade publication in North America exclusively dedicated to indoor recreational facility operators, startups and other professionals. Published digitally each quarter and in print every spring, GO Indoor is distributed to approximately 2,500 facility managers and startups.

Utilizing interactive video and other media, GO Indoor publishes regular features on general management, ancillary revenue programs, risk management, legal topics, products and services, best practices, grand openings, industry updates, facility profiles, individual profiles, provider members, ancillary programs, marketing and sponsorship. For a detailed Media Kit, including advertising information, visit [GO Indoor](http://GO Indoor).

## Electronic Advertising

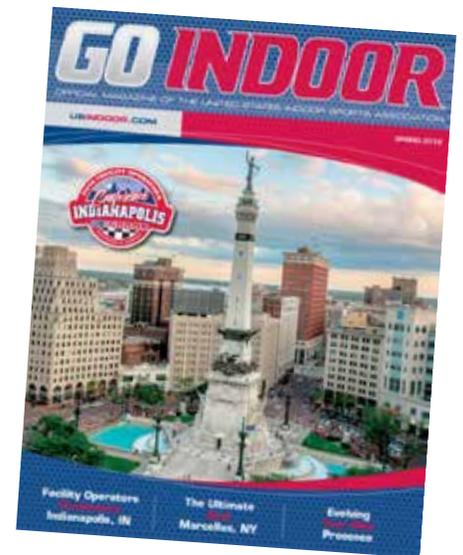
**U**SIndoor offers limited advertising on [www.usindoor.com](http://www.usindoor.com) and other electronic media, with the latest news and happenings in indoor athletics. These outlets attract 25,000 visits per month from facility members, startups, other industry professionals, who further extend USIndoor's reach through their own media pages. The website provides industry information and access to Members-Only benefits, electronic newsletters, industry articles, USIndoor's Certified Arena Operator Program, business forms and guides, surveys, research and other archives. Players and fans like USIndoor's online directory for seeking out facilities near them, as well as specific sport news and information.

In addition, regular e-mail blasts, industry notices and USIndoor's bi-weekly *E-Insider* are distributed to over 5,000 startup and existing facility owners and operators—members and non-members alike.

## One-to-One Communication with Members

To protect its members, USIndoor does not rent or sell its mailing or e-mail lists. USIndoor can, however, offer "blind" mailings and e-mail campaigns.

USIndoor has access to approximately 2,500 top-level facility operators and twice as many prospective startups. You create the message, and we will handle the delivery.



**USINDOOR.COM**

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## Annual Sponsor Reservation Form

### Company Information

COMPANY NAME (as it should appear in printed materials)

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CONTACT

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TITLE

---

ADDRESS

---

CITY/STATE/ZIP

---

TELEPHONE

---

FAX

---

E-MAIL

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### Corporate Sponsorship Package:

Elite \$10,000       Premier \$7,000       Supporting \$5,000

Indicate selected options (if applicable, subject to availability):

**NOTE:** Be sure to submit a [Conference Registration Form](#), if applicable, with your sponsorship request.

### Payment Information

Please mail your completed forms with payment in full by check made payable to "USIndoor," to 1340 N. Great Neck Road, Suite 1272-142, Virginia Beach, VA 23454-2268, or fax with credit card information to 509-357-7096.

Please include the following if paying by credit card (Visa, Master Card, Discover, Amex):

NAME ON CARD

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CARD NUMBER

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EXPIRATION DATE

CVV CODE

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BILLING ADDRESS

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SIGNATURE

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