



2021 Annual Sponsorship Opportunities

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

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 300+ 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.

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
- 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

\$1,600-\$2,000

\$ 2,400

\$2,500-\$5,000

\$5,550-7,450+



Elite Sponsor

Benefits:

- Choose one: (a) Platinum Conference Sponsorship, includes:
 - Registration and Top billing
 - 1st Tier Naming rights (e.g., State of Industry Report, Bus Tour with video ad) or Full-Length Video
 - Top priority booth location
- (b) *GO Indoor*: Two ½-page ads

Total Value:

\$6,000

Value:

\$ 1,200+

\$ 11,000+



Premier Sponsor

Benefits:

- Choose one: (a) Gold Conference Sponsorship, including:
 - Registration and Top billing
 - 2nd Tier Naming rights to sessions plus video ad
 - Top priority booth location
- (b) *GO Indoor*: Two ¼-page ads

Total Value:

\$4,000

Value:

\$ 800

\$ 9,500+



Supporting Sponsor

Benefits:

- Choose one: (a) Silver Conference Sponsorship
 - Registration and Top billing
 - 3rd Tier Naming rights (2022 Conference Promo)
 - Top priority booth location
- (b) *GO Indoor*: One ½-page ads

Total Value:

\$3,000

Value:

\$ 600

\$ 8,000

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.

21st Facility Operators Conference and Trade Show September 22-23, 2021 (virtual)

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. Our 2021 virtual event is expected to attract representatives from 80 indoor sports facilities and 100+ 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 opportunity for one-on-one interaction with virtually every tradeshow attendee and can meet prospective customers through a variety of video, chat and other electronic messaging and social events.

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

- Exclusive naming rights to popular conference attractions
- Priority exhibition booth location on the trade, plus 2 admissions
- Video ads and presentations*
- Full access to educational sessions, bus tour, on-demand video and social events
- Publicity in conference marketing—e-blasts, website, *GO Indoor* magazine etc.
- Staff admission with booth registration
- Mailing list of attendees, including pre- and post-event

For a details about Conference Exhibition or Sponsorship, visit 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

GO Indoor is the Official Magazine of USIndoor and ONLY trade publication in North America exclusively dedicated to indoor recreational facility operators, startups and other professionals. Published digitally three times a year 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.

Electronic Advertising

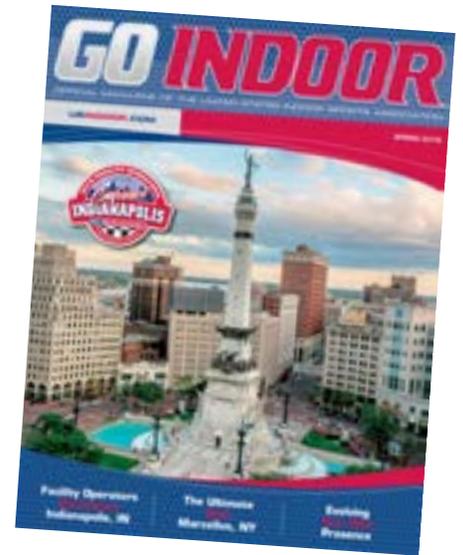
USIndoor offers limited advertising on www.usindoor.com and other electronic media, with the latest news and happenings in indoor athletics. These outlets attract 25,000 visits per month from facility members, startups, other industry professionals, who further extend USIndoor's reach through their own 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)

CONTACT

TITLE

ADDRESS

CITY/STATE/ZIP

TELEPHONE

FAX

E-MAIL

Corporate Sponsorship Package:

Elite \$6,000 Premier \$4,000 Supporting \$3,000

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

CARD NUMBER

EXPIRATION DATE

CVV CODE

BILLING ADDRESS

SIGNATURE



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