



2022 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 2022 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

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.

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 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.

Our Mission

To empower members' sustained success through a collaborative, active resource network.



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 chuck@usindoor.com.

2022 Annual Sponsorship Levels and Pricing

Packaged pricing represents 30-40% savings off standard rates.

All Levels Receive

Benefits:

- Provider Membership
- Lead Generation
- Hi-Level Visibility, incl. USIndoor.com, Conference, GO Indoor
- Heightened Membership Access
- E-mail and Story Features

NOTE: Higher levels receive added messaging

Elite Sponsor

\$10,000

Benefits:

- Platinum Conference Sponsorship, includes:
 - Top billing and naming rights to (choice of): **Welcome Reception, General Session & Keynote, Official Name Badges**
 - Top priority booth location
 - Full-Page ad in Official Program
 - Advance attendee mailing list
- *GO Indoor*: Full-page ad in Conference issue (published each Spring)

Premier Sponsor

\$7,000

Benefits:

- Gold Conference Sponsorship, including:
 - Naming rights to (choice of): **Hospitality Lounge, Executive Symposium, Tradeshow Luncheon**
 - Priority booth location
 - 1/2-Page ad in Official Program
- *GO Indoor*: 1/2-page ad in Conference issue (published each Spring)

Supporting Sponsor

\$5,000

Benefits:

- Silver Conference Sponsorship
 - Naming rights to (choice of): **Facility Bus Tour, Certified Arena Operator Program, Photo Contest, Closing Event**
 - Priority booth location
 - 1/4-Page ad in Official Program
- *GO Indoor*: 1/4-page ad in Conference issue (published each Spring)

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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)

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 and directories, regularly utilized by facility members and startups, along with visibility throughout the site.
- Membership Access: Provider members can search and connect directly with facility operators and startups through their accounts in USIndoor’s Membership Hub.
- Business referral program, providing additional 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.

22nd Facility Operators Conference and Trade Show Nashville, TN, May 31-June 3, 2022

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 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 the CISA and ONLY trade publication in North America exclusively dedicated to indoor recreational facility operators, startups and other professionals. Published digitally 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. Visit [GO Indoor](#) for a detailed Media Kit, including advertising information.

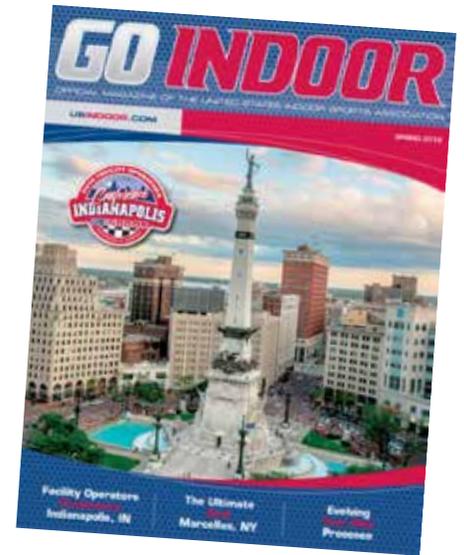
Electronic Advertising

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

USIndoor has access to approximately 2,500 top-level facility operators and twice as many prospective startups. For the protection of its members, USIndoor does not rent or sell its mailing or e-mail lists. However, USIndoor does offer "blind" mailings and e-mail campaigns. You create the message, and we can handle the delivery, or ... Utilize YOUR USIndoor Membership Hub to connect with members directly yourself!



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2022 Sponsorship Agreement

THE UNDERSIGNED HEREBY ENTERS INTO THIS SPONSORSHIP AGREEMENT (this "Agreement") with the United States Indoor Sports Association (hereinafter referred to as "USINDOOR") and selects the sponsorship option(s) marked below (the "Sponsorships") in accordance with the offer outlined in USINDOOR's "2022 Annual Sponsorship Opportunities." The undersigned ("SPONSOR") acknowledges that the Sponsorships are offered on a *first-come, first-served basis* according to when USINDOOR receives SPONSOR's executed Agreement and payment.

Select one option under your requested sponsorship. Total

<p>Sponsorship: <input type="checkbox"/> Elite (\$10,000)</p>	<p><input type="checkbox"/> Premier (\$7,000)</p>	<p><input type="checkbox"/> Supporting (\$5,000) \$ _____</p>
<p>Options: <input type="radio"/> Welcome Event <input type="radio"/> General Session <input type="radio"/> Name Badges <input checked="" type="radio"/> Tradeshow Reception</p>	<p><input type="radio"/> Hospitality Lounge <input type="radio"/> Executive Symposium <input type="radio"/> Tradeshow Luncheon</p>	<p><input type="radio"/> Facility Bus Tour <input type="radio"/> Photo Contest <input type="radio"/> Welcome Event <input type="radio"/> Closing Celebration</p>

The parties agree to cooperate in all respects to effect the intentions described herein. ALL PAYMENTS ARE FINAL AND NON-REFUNDABLE. ACH and checks, payable to "USIndoor," are preferred. All major credit cards accepted.

AGREED AND ACCEPTED BY:

SPONSOR: _____

Billing Address:

Primary Contact: _____

E-Mail: _____

Telephone: _____

Date: _____, 202

Select: ACH (preferred) Check (mail) Credit Card

Bank Routing No. (ACH): _____

Account (ACH/Credit Card): _____

Exp. Date/CVV (Credit Card): _____ / _____

Alternate Billing Contact (if any):

Name: _____

Phone: _____

