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**THE PHOTOS SEEN IN THIS PRESENTATION ARE
FROM A PREVIOUS EVENT FULLY PRODUCED BY
UBALL NATION.**

THIS PRESENTATION IS CREATED FOR
SPONSOR MY EVENT

WHY A SPONSORSHIP PACKAGE WITH UBALL NATION MAKES SENSE?

Our sponsorship packages provide a high return on investment :

The UBall brand experience provides equitable access to players, exposure to best-in-class localized resources, and galvanizes community-based teams and grassroots organizations to collaborate for healthy competition and next-level exposure. UBall invites mission-aligned brands and businesses to operate as partners and serves as a game-changing conduit for unparalleled access to early-stage, organic consumer engagement opportunities with a captive audience in their sport-specific environment with limited sponsorship opportunities to ensure an event uncluttered by competitive brands.

By becoming a sponsor, your company can gain meaningful insights, build brand awareness, and identify youth showcasing their talents for early-stage influencer campaigns and partnerships while also making a positive difference in the lives of youth and their local community:

- Local community give back
- Enhance nationwide brand awareness and brand affinity
- Deeper grassroots, early-stage direct access to vital consumers as our events provide authentic organic marketing at 3 levels:
 - We engage players and their parents in Mount Laurel and neighboring areas.
 - Athletes 10 - 15 years old
 - Parents 27 - 45 years old
 - We engage with Coaches, small business owners, and local community leaders 20-50 years old to help facilitate and to come as guests.

Sponsorship packages are at minimal cost compared to traditional advertising channels and ensure brand awareness, exposure, connectivity, and highlight the goodwill and support that a brand's involvement and signaling can have in a young athlete's life, amplifying the power and impact of positive affiliation through sport.




IN AGGREGATE, YOUTH SPORTS GENERATE MORE REVENUE THAN THE FOUR MAJOR PROFESSIONAL SPORTS LEAGUES COMBINED.

A \$15.5 billion market in the US – the youth sports market rivals the size of the \$14 billion NFL. As a nascent market, there is no end to growth in sight with segments including travel, equipment, team membership, facility construction, software, and venue rental.

YET, YOUTH FROM LOW-INCOME HOMES QUIT SPORTS BECAUSE OF THE FINANCIAL COSTS AT SIX TIMES THE RATE OF THOSE FROM HIGH-INCOME HOMES.

Over the past generation, youth sports in America have become increasingly privatized and exclusionary. This is particularly troubling as research shows physically active children are less likely to be obese, report lower levels of depression, perform better academically, have reduced health risks as adults and become active parents with their own children.

Investment in youth sports that provides equitable youth sports programming is an upstream solution with long-term benefits.



Regular participation in team sports among kids ages 6 to 12 fell from 45% in 2008 to 38% in 2014, according to the Sports & Industry Fitness Association. By 2019, only 23% of kids growing up in poverty played sports versus 44% from homes of \$100,000 or more.

Source: Aspen Institute and Utah State University



UBALL NATION IS A SPORTING EVENT AGENCY WORKING INCLUSIVELY IN YOUTH SPORTS. OUR GOAL IS TO ENSURE ALL YOUTH HAVE THE BEST POSSIBLE OPPORTUNITY TO SUCCEED BY CULTIVATING A MARKETPLACE WHICH PROVIDES A HOLISTIC EXPERIENCE FOR PARENTS, PLAYERS AND COACHES.

The UBALL experience is all about collaboration, fun, mutual respect and personal growth – both on and off the court. We support, train, equip and expose exceptionally talented youth athletes who exhibit strong interest and ability to competitively perform in Basketball, American Football, Soccer, and Track.

We inspire healthy competition, and have become a vital resource for in-sport performance tools, and improving the frequency of continued education – giving our youth the best possible opportunity to succeed through the hurdles of their athletic journey.

UBALL NATION ELEVATES YOUTH SPORT OFF-SEASON EXPERIENCE WITH 2 DAY WORKSHOPS

The event platform connects fundamentals to athletes, athletes to coaches, coaches to parents and parents to supportive resources and tools that can aid their kids on and off the field. Each event brings the most highly regarded trainers and coaches to athletes who gain ten and a half hours of instruction over two focused days. We encourage brands to partner with us to not only give back to the communities they serve but to assist in creating an enriching sporting experience for all, teamed with tools, resources and techniques that will last a lifetime.





ATHLETE SPOTS ARE DEPENDENT ON FACILITY SIZE AND STAFFING REQUIREMENTS, ENSURING EACH ATHLETE RECEIVES PROPER ATTENTION AND TO FOSTER THE OPTIMAL INTENSITY OF SKILL DEVELOPMENT. AN AVERAGE EVENT HOSTS 300 ATHLETES, 600 PARENTS, UP TO 20 COACHES AND 15 GUEST SPEAKERS/ALL STAR GAME COACHES.

EACH 2 DAY WORKSHOP INCLUDES

- Instruction by leading local coaches
- Apparel/uniform (2 T-shirts per athlete)
- Competition/ Drill Segments
- Awards Ceremony
- VIP Parent Talk

MARKETING OVERVIEW

- In school promotion (flyers)
- Organic & paid social media channels
- Newsletters (emailed through owned and partner channels)
- Affiliate marketing (coaches, school networks, and sport organizations)



JOIN OUR CORPORATE SPONSOR PROGRAM

We have created sponsorship packages that provide a high return on investment not only from a socially responsibility perspective but also to aid your marketing efforts.

By sponsoring an event your company can make a positive difference in the local community in which your business operates as well as communicate with a captive audience in an environment uncluttered by competitive brands.

Sponsorship packages are at minimal cost when compared to traditional advertising channels and ensure through your goodwill and support a young athletes life can be positively impacted through sport.

EACH LEVEL BENEFITS INCLUDE

- Gain entry into households through the event
- Receive positive local publicity
- Invest in a corporate an initiative that will change lives
- Build trust and brand recognition from the ground up in communities
- Promote brand initiatives
- Engage with a new generation of buyers by building trust
- Option for Day of event booth/table to display products and serices
- In addition to your sponsorship levels benefits, referred athletes get 25% off

HALL OF FAME SPONSORSHIP PACKAGES

PLATINUM SPONSOR

\$10,000

***LIMITED TO 1 SPONSOR**

ATHLETES BENEFITS:

SPONSORS UP TO 22 KIDS

GET NAMING RIGHTS (ONE OF THE FOLLOWING):

Awards Ceremony (1 award ceremony)

1 All-Star Game (1 game)

Competition Drill/ Work Station (4 stations)

Parent Talk (1 experience)

LOGO PLACEMENT ON PRINT

Banner

Step & Repeat placement (3 events in 2022)

200 Two-fold brochure (1 event)

200 jersey/shirts (1 event)

DIGITAL ADS

Website hyperlink logo placement (for 2022)

Email News Letter(will run until June 26th)

Social Media posts will last 12 months

GOLD SPONSOR

\$5,000

***LIMITED TO 2 SPONSORS**

ATHLETES BENEFITS

SPONSORS UP TO 11 KIDS

GET NAMING RIGHTS (ONE OF THE FOLLOWING):

Award Ceremony (1 award ceremony)

Competition Drill/ Work Station (4 drills)

Parent Talk (1 Experience)

LOGO PLACEMENT

Banner (1 year use)

Step & Repeat placement (3 events in 2022)

200 Two-fold brochure (1 event)

DIGITAL ADS

Website hyperlink logo placement (for 2022)

Email News Letter (will run until June 26th)

Social Media post will last 12 months

BRONZE SPONSOR

\$2500

***LIMITED TO 3 SPONSORS**

ATHLETES BENEFITS

SPONSOR UP TO 5 KIDS

GET NAMING RIGHTS (ONE OF THE FOLLOWING):

Competition Drill (4 drills)

Parent Talk (1 Experience)

LOGO PLACEMENT

Banner (1 year use)

Step & Repeat placement (3 events in 2022)

200 Two-fold brochure (1 event)

DIGITAL ADS

Website hyperlink logo placement (for 2022)

Email News Letter(will run until June 26th)

Social Media posts will last 12 months

ALL-STAR SPONSORSHIP PACKAGES

ELITE SPONSOR

\$1,000

***LIMITED TO 5 SPONSOR**

ATHLETES BENEFITS:

SPONSOR UP TO 3 KIDS

GET NAMING RIGHTS (ONE OF THE FOLLOWING):

Competition Drill/ Work Station

LOGO PLACEMENT ON PRINT

Step & Repeat placement (3 events in 2022)

200 Two-fold brochure (1 event)

DIGITAL ADS

Website hyperlink logo placement (for 2022)

Email News Letter(will run until June 26th)

Social Media posts will last 12 months

BALLER SPONSOR

\$500

***LIMITED TO 5 SPONSORS**

ATHLETES BENEFITS

SPONSOR UP TO 1 KID

LOGO PLACEMENT

Step & Repeat placement (3 events in 2022)

200 Two-fold brochure (1 event)

DIGITAL ADS

Website hyperlink logo placement (for 2022)

Email News Letter(will run until June 26th)

Social Media Post will last 12 months

YOUR CHOICE - ALL GET TRI-FOLD BROCHURE PLACEMENT

ATHLETES BENEFITS

Sponsor a Kid - \$195/Per

LOGO PLACEMENT

Step & Repeat placement (3 events in 2022) - \$500

200 Jersey/Shirts(1 event) \$500

Competition Drill/Station (1 event) \$350

DIGITAL ADS

Website hyperlink logo placement (for 2022) \$100

Email News Letter(will run until June 26th) - \$250

Social Media Post will last 12 months \$150

IN-KIND SPONSORSHIP FOR THE FOLLOWING: - TREATED AS A BALLER SPONSOR

- Gym
- Food / Continental breakfast (enough to serve 60)
- Lunch for kids- 2 days (about 70/per day)
- Swag bags - including headbands, wristbands, socks, gifts for parents and giveaways



CREATIVE MARKETING MATERIAL



BRANDED T-SHIRTS FOR ALL PARTICIPANTS



AWARDS



HIGH LEVEL COACHING



COMPETITION



PARENT TALK



PHOTOS OF EVENTS PRODUCED BY UBALL NATION