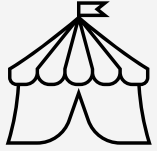


HSNI HIGH SCHOOL
NATIONAL INVITE

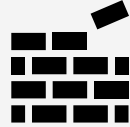
2024 Activation



About HSNI



National Championship for High
School Ultimate Frisbee Teams



Produced by CUT Camp and
Ultiworld



32 high school teams — 16 boys,
16 girls

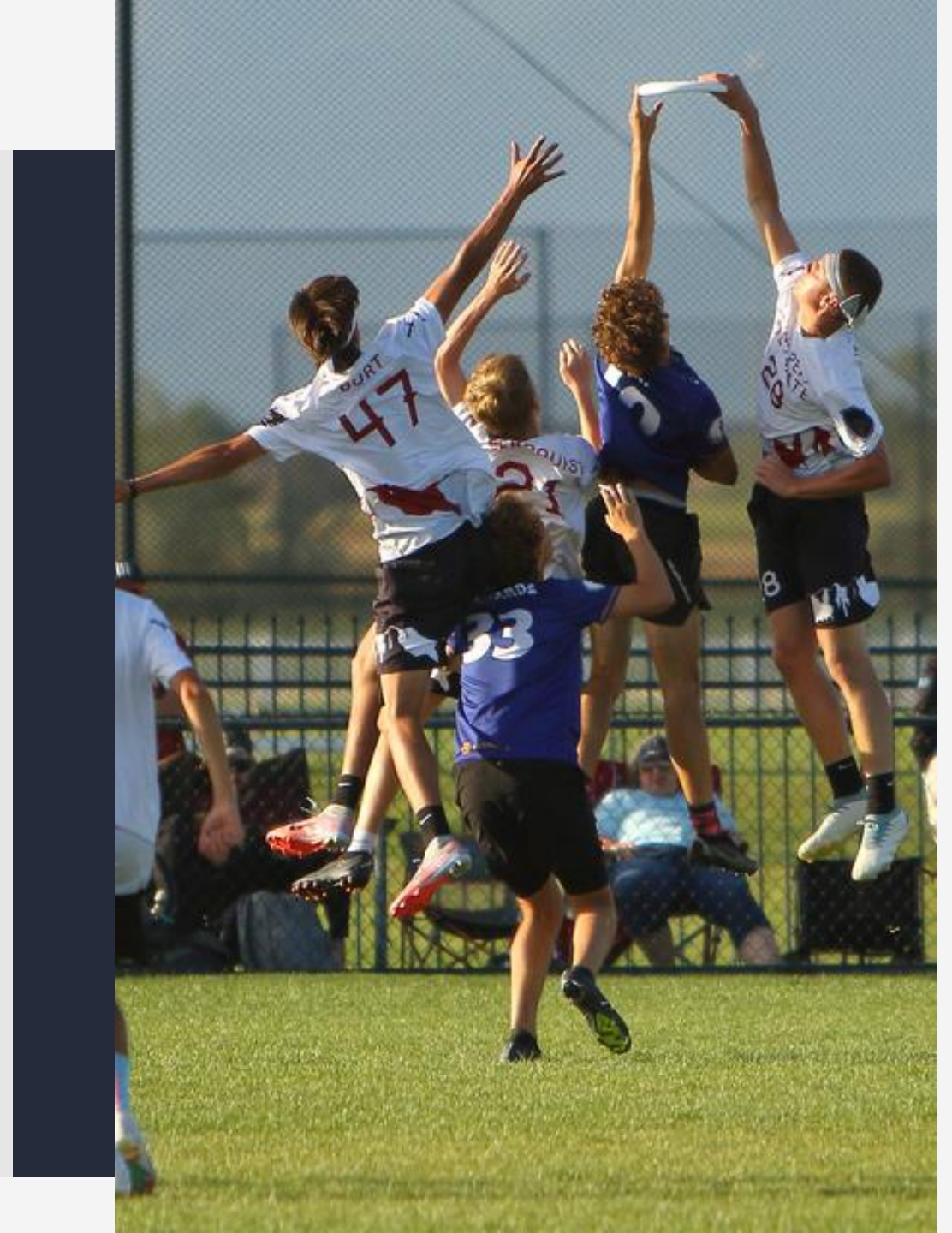


What is Ultimate Frisbee?

Ultimate is a non-contact, self-refereed team sport played with a flying disc frisbee.

The aim of the game—Two teams of seven players compete on a playing field about the same length as a football field, but narrower. At each end of the playing field there is an end zone. Each team defends one end zone. They score a goal if one of their players catches the disc in the opposite end zone.

The player with the disc is called the thrower. The thrower may not run with the disc. Instead they move the disc by passing to team-mates in any direction. The defensive team gets possession of the disc if an offensive team's throw is not caught by a player of the same team. Then the defensive team becomes the offensive team and can try to score in the opposite end zone. Source: [Ultimate - WFDF](#)



Who are We?

Competitive Ultimate Training (CUT) is a organization set up by Arnoush Javaherian (a.k.a. “Java”) with the purpose of supporting the growth of youth Ultimate Frisbee through Ultimate camps. This organization started in 2011 with a summer camp that had 23 participants. These numbers are continuously growing with the popularity of the sport of youth Ultimate. Ultimate is the greatest sport, as it fosters solid competition while still displaying a high level of sportsmanship. The game is based on sportsmanship as there are no referees and players have to work out disagreements on the field. Competitive Ultimate Training was developed to help grow this amazing sport amongst the youth of today in order to build a solid foundation for youth Ultimate Frisbee. CUT provides camps in which our youth can play youth Ultimate and continuously improve their skills and learn life lessons.

Ultiworld is the home of news, video, and analysis of the sport of ultimate. From in-depth reporting to live video production, we strive to bring you the most interesting and important stories from around the globe. Our website delivers a running stream of news, analysis, and commentary, punctuated by video features, recaps, and more from games and tournaments.

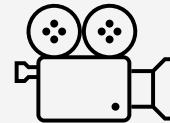
Reach



1500+ Participants &
Spectators




Combined 85K Instagram
followers (Ultiworld, CUT, &
HSNI)



9800+ views on YouTube for
finals

Demographics

- 
- 55% male athletes, 45% female athletes

- 43% of attendees (athletes & spectators) were 15-18 years old

- Approx. 30% attendees were 40+ yrs old

- 90% out of state attendees

Activation Opportunities

- Presenting sponsor (event, participant giveaways, awards, etc.)
- Logo inclusion on event merchandise (event hoodies, jerseys and discs, championship medals, photographs, etc.)
- Inclusion of coupon/premium in goody bag distributed to each participant
- Tabling/vendor booth
- Unique themed promotions and content shared by event marketing channels
- Livestream commercials
- Logo inclusion on event
- Social media mentions (FB, Twitter, IG)
- And many more!