



ACTIVE SPORTS EXPO Friday-Sunday, September 9-11, 2016
WestWorld of Scottsdale ~ 16601 N Pima Road, Scottsdale AZ 85260
Charity: Shriners Hospitals for Children

2016 Sponsorship Packages

Title Sponsor

- Naming rights on the event (*Title Sponsor Company Name* followed by Active Sports Expo)
- Company name & logo on all event posters distributed to over 100 local businesses for public display
- Company name & logo on Expo brochures to over 100 local businesses
- Company name & logo on all Expo organizer event merchandise & apparel sales
- Company name & logo included in all press releases & marketing materials
- Company name & logo included in all television, print and radio
- 70 complimentary passes to Active Sports Expo (\$1,050 value @ \$15/each)
- Company name & logo two banners (Sponsor to provide)
- On-going company name announced daily over PA system during entire Expo weekend
- Company name & logo presented on all "Live Stage Pavilion" banners (backdrop wall banner & headliner banner above stage)
- Complimentary 20'x20' booth in prominent Expo floor location (\$2,500 value)
- Title Sponsorship name & logo on headliner marquee banner at main entrance of Expo
- Opportunity for company representative to speak daily at each of the Live Stage Pavilions during Expo
- Company name & logo prominently displayed on Active Sports Expo homepage with link to company website
- Email Campaigns with Company Logo and link
- Social Media Outlets with Company Logo and link
- Event Website with Company Logo and link
- Company Name & Logo on Exhibitor Plaques
- Active Sports Expo Certificate of Appreciation



ACTIVE SPORTS EXPO Friday-Sunday, September 9-11, 2016
WestWorld of Scottsdale ~ 16601 N Pima Road, Scottsdale AZ 85260
Charity: Shriners Hospitals for Children

2016 Sponsorship Packages

Target Market Sponsor

- Naming rights on the “Target Market” zone materials (*Target Market Sponsor Name* followed by BBBB)
- Logo on all event posters distributed to over 100 local businesses for public display
- Company logo on Expo brochures to over 100 local businesses
- Company logo on all Expo organizer event merchandise & apparel sales
- Company name & logo included in all press releases & marketing materials
- Company name & logo included in all television, print and radio
- Company name & logo on Exhibitor Plaques
- 50 complimentary passes to Active Sports Expo (\$750 value @ \$15/each)
- Company logo on two Banners (Sponsor to provide)
- On-going company name announced daily over PA system during entire Expo weekend
- Company name & logo presented on all “Live Stage Pavilion” banners (backdrop wall banner & headliner banner above stage)
- Complimentary 20’x15’ booth in prominent Expo floor location (\$2,000 value)
- Title Sponsorship name & logo on headliner marquee banner at main entrance of Expo
- Opportunity for company representative to speak daily at each of the Live Stage Pavilions during Expo
- Company name & logo prominently displayed on Active Sports Expo homepage with link to company website
- Email Campaigns with Company Logo and link
- Social Media Outlets with Company Logo and link
- Event Website with Company Logo and link
- Active Sports Expo Certificate of Appreciation



Big Ball Buddy Battle Sponsor

- Naming rights on the Big Ball Buddy Battle (BBBB) event (*Title Sponsor Company Name* followed by BBBB)
- Company name & logo on BBBB event posters distributed to over 100 local businesses for public display
- Company name & logo prominently displayed on BBBB website homepage with link to company website
- Company name & logo on BBBB all 8' diameter balls
- Two complimentary BBBB 8' diameter balls for marketing & PR (\$300 value)
- Company name & logo on BBBB brochures to over 100 local businesses
- Company name & logo on BBBB on all event t-shirts
- Company name & logo on BBBB on all event finisher medals
- Company name & logo on BBBB on all event event bibs
- Company name & logo included in all BBBB press releases & marketing materials
- Company name & logo included in all BBBB television, print and radio
- 60 complimentary passes to BBBB (\$900 value @ \$15/each)
- Company name & logo two BBBB banners (Sponsor to provide)
- On-going company name announced daily over Expo PA system during entire Expo weekend
- Company logo presented on all "Live Stage Pavilion" banners (backdrop wall banner & headliner banner above stage)
- Complimentary 20'x20' booth in prominent Expo floor location (\$2,500 value)
- BBBB Sponsorship name & logo on headliner marquee banner at main entrance of Expo
- Opportunity for company representative to speak daily at each of the live BBBB events during Expo
- Email Campaigns with company logo and link
- Social Media Outlets with company logo and link
- Event Website with company logo and link
- Company name & logo on Exhibitor Plaques
- Active Sports Expo Certificate of Appreciation



ACTIVE SPORTS EXPO Friday-Sunday, September 9-11, 2016
WestWorld of Scottsdale ~ 16601 N Pima Road, Scottsdale AZ 85260
Charity: Shriners Hospitals for Children

2016 Sponsorship Packages

Live Stage Pavilion Sponsor

- Company Name on one “Live Stage Pavilion” materials (*Live Stage Pavilion Sponsor Name* followed by Active Sports Expo)
- Logo on all event posters distributed to over 100 local businesses for public display
- Company logo on Expo brochures to over 100 local businesses
- Company logo on all Expo organizer event merchandise & apparel sales
- Company logo included in all press releases & marketing materials
- Company logo included in all television, print and radio
- Company logo on Exhibitor Plaques
- 50 complimentary passes to Active Sports Expo (\$750 value @ \$15/each)
- Company logo on two Banners (Sponsor to provide)
- On-going company name announced daily over PA system during entire Expo weekend
- Company logo presented on all “Live Stage Pavilion” banners (backdrop wall banner & headliner banner above stage)
- Complimentary 10'x10' booth in prominent Expo floor location (\$1,500 value)
- Title Sponsorship logo on headliner marquee banner at main entrance of Expo
- Company name & logo prominently displayed on Active Sports Expo homepage with link to company website
- Email Campaigns with Company Logo and link
- Social Media Outlets with Company Logo and link
- Event Website with Company Logo and link
- Active Sports Expo Certificate of Appreciation

Sponsorship Packages Fee Structure

Title Sponsor

One Sole Sponsorship
\$20,000

Big Ball Sponsors

Two Sponsorships
\$7,500 Each

Pavilion Sponsors

Four Sponsorships
\$5,000 Each

Target Sponsors

Nine Sponsorships
\$5,000 Each

- Bicycle Gear & Bikes
- Automotive
- Fitness Apparel
- Water Sports
- Running Shoes & Gear
- Hiking Footwear & Gear
- Specialty Equipment
- Healthy Foods
- National Retailer