



Greetings Potential 2009 Chicago Sandblast Event Sponsorship Partner,

From creating brand awareness and increasing sales, Chicago Sandblast is the ideal marketing platform for reaching a unique and lucrative community of ultimate Frisbee players.

Now in our ninth year, this high-profile two-day beach ultimate frisbee tournament attracts more than 1,000 participants and spectators between the ages of 21 and 41; features a sponsorship village, promotional booths, medical treatment professionals, two evening events and a blue-chip list of national & regional sponsor partners that has included Chipotle, Whole Foods, Pepsi, Coke, Crunch, New Belgium, Bacardi, Svedka and more. We are also excited for a third consecutive fundraising partnership with the Windy City Habitat for Humanity.

The core tournament event will take place on Saturday, July 18th and Sunday, July 19th on Montrose Beach in downtown Chicago, Illinois approximately 5 miles north of the famous Hancock Building and Water Tower Place. There will be a Friday night Welcome Party/Captains Meeting and a Saturday night Tournament Party that have always been some of the many highlights of the experience.

Based on our increasing success, we have earned significant media exposure on a national and regional level. In past years, the event and our sponsors have been recognized via five promotional channels (see appendix):

1. Sports Illustrated (2005) - *Double Summer Issue*, July 11th, "SI's 25 Summer Essentials", page 113
2. Clear Channel/KISS 103.5 - linked from home page, event calendar inclusion
3. Whole Foods - event promotion campaign in Lincoln Park store
4. Crunch Gyms - promotional posted displayed at all downtown Chicago locations, June and July
5. Time Out Chicago (2006) - *The Lake Issue*, June 22nd, page 65; *Hip-Hop Special*, July 6th, page 124
6. RedEye, edition of the Chicago Tribune - *CTA Cell Hell*, July 7th, page 2, 2DO Section
7. The Onion - included in e-newsletter sent to readers week of the event

Sponsor Program Details and Options

We would like to invite your company to tap the sales and marketing power of Sandblast scheduled for the weekend of July 17th to 19th by becoming a **General Event Sponsor** with these opportunities and benefits:

- **Player/Captain/Team Packs.** Each of the registered participants and captains will receive a collection of specifically donated product and promotional items from our sponsor partners. The pack will also include a tournament program, schedule, food vouchers and tournament party credentials. **800 Units.**
- **Tournament Prizes.** We will crown a Tournament Champion and a Spirit of the Game Champion. Each time will have 15 players on their team and presents an opportunity to congratulate them for their great efforts over the event weekend with product and/or promotional item donations. **30 Units.**
- **Electronic and Print Material Promotion.** Historically tracking more than 10,000 hits in less than four months around event. With a new redesign to streamline access to tournament event and sponsor information, it serves as a great advertising vehicle online and via printed tournament programs.
- **Volunteer T-Shirt Display.** A group of at least 30 tournament volunteers will be provided a t-shirt to wear over the weekend that will display your logo at the beach. You must supply an Adobe Illustrator version of your corporate logo to be included.

We would also like to invite you to enjoy the benefits of a **Premier Event Sponsor** of Chicago Sandblast.

- **Home Page Corporate Representation.** The General level will display your company logo and hyperlink from within one of the sub-tabs of the website. The Premier status will post you on the home page for direct access from every page every time anyone hits the website, 10k in three months before event.
- **Prominent Print Materials Representation.** The Premier level will also provide additional call-outs to your participation within the program potentially on the cover or back pages with logo representation. The General level will be represented through a standard text list of player pack contributions.



- **Advertising and Promotional Opportunities.** We have confirmations and opportunities for several prominent promotional opportunities to drive awareness of our event and your support of it.
 - **Strack and Van Til** will be facilitating the distribution of co-branded postcards in every shopping bag in their Lincoln Park store the week of Sandblast. Please refer to appendix for 2006 example.
 - **TBD partners** will be posting an 8.5" x 11" co-branded poster in each of their four downtown locations from June 1st to July 8th - Lincoln Park, River North, Loop and Marina City.
 - **Print.** We are in discussions with multiple regional publications for inclusion of the co-branded ad.
 - **Web.** We are in discussions with regional radio stations for web and email inclusions.

Premier Event Sponsor status would be achieved through participation in the following areas:

- **Host Core Beach/Party Event Activity (\$1,000/\$500).** There are several key events to the weekend including (1) Friday night Welcome Party, (2) beach breakfasts, lunches and snacks, and (3) the Saturday night Tournament Party. There is a financial contribution requirement towards permits and rental fees.
 - **Product Sampling.** Our event features a high-traffic "sponsor village" area from our player participants; there are opportunities to contribute to breakfast and lunch on both days. There will be NO sales opportunities as the beach.
 - **Event Signage.** Montrose beach is the site of the event with the opportunity to post banners and tents at the beach site on Saturday and Sunday as well as the party venues.
- **Official Event Keepsake Item (\$750).** It has become tradition to provide a "keepsake" item to each one of player participants to remember our event - 2003 beach towel, 2005 dry-erase boards, 2006 beach bags and 2007 Igloo cooler lunch bag. 2009 will provide an opportunity for prominent brand exposure.
- **Team Support (\$300).** This is an opportunity to endorse a Sandblast team of 15 members as co-selected with you via a creative application process. Your contribution would cover jersey production costs with your name/logo/theme that will provide a lasting marketing presence over the weekend and beyond.

The popularity of Chicago Sandblast and participant growth create the perfect vehicle for creating brand awareness; strengthen your community profile and increasing sales with a unique and untapped demographic.

As a community event, Chicago Sandblast is going to be positioned and priced to encourage participation by businesses of all sizes. We would appreciate your early interest and participation in fully designing the right plan for your company and your specific marketing budget.

I look forward to your comments and will contact you in the near future to follow up on the opportunity to be a part of Chicago Sandblast in 2009 and beyond!

Sincerely,

Adam J. Levy
Event Director, Chicago Sandblast

Friday, July 17th to Sunday, July 19th, 2009
<http://www.chicagosandblast.com>
www.youtube.com/watch?v=msqvctv96k

chicagosandblast@cusl.org
(773) 447-8022



Win/Win Marketing...Chicago Sandblast Delivers!

Heightened Communication

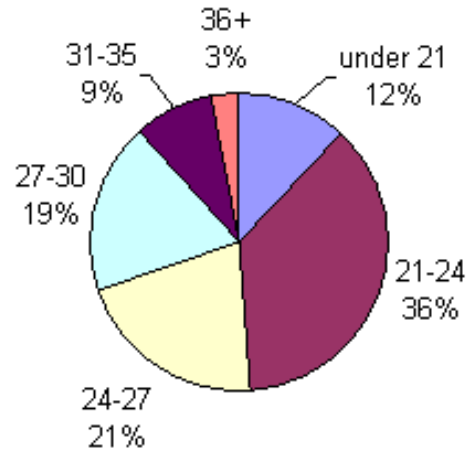
With Chicago Sandblast, you'll be speaking *with* your targets and not *at* them. Unlike a commercial interruption or no commercials at all (18.4 percent own DVR), your message is woven into the action, reaching consumers while they are engaged. And, rather than a standard 30-second spot, you have an entire weekend to establish a key relationship with your audience as you support their recreational lives.

Yours can potentially be the only company within your category to create event-themed promotions and receive on-site visibility.

Chicago Sandblast Attendee Profile

- 48 Teams, 720 Player Participants
- 53.5% Attended from Illinois
- Sex Breakdown: 60.9% Male, 39.1% Female
- Average Age of SB Participant: 25.1 years
- Marital Status: 87.7% Single, 12.3% Partnership
- 76.9% have at least a bachelors degree
- 55.1% have an income in excess of \$50,000
- 39.1% with income in excess of \$75,000.
- 98.6% own their own computer, 31.2% a MAC
- 23.9% own their own homes
- 75.4% own an automobile
- 31.9% own a health club membership
- 25.4% subscribe to a DVD mail service
- 31.9% own DVR service
- 90.6% have medical insurance

Sandblast Demographic Age Breakdown



- ***It was my first time playing Sandblast. It was definitely the most enjoyable and most fun tournament I've ever played! I enjoyed my time on and off the field. Thanks for all of the time and effort put into having such a great tournament!!!***
- I think the burritos was a great option again...I think the drink sponsor is vital to sandblast as well and I like the job that Function did. I hadn't ever heard of their products beforehand, but because of the experience with them I'll definitely be considering buying their products in the future.
- ***Overall, one of the best run tournaments I've attended***
- I thought the organization and execution of the tournament was excellent given the weather. Sandblast is the only tournament I have ever gotten on an airplane for and I will continue to do so.
- ***This is one of the most well-run tournaments I've ever attended, year after year. Thanks, Twirly for all the hard work. It shows and I hope teams keep traveling to Chicago for it.***
- Great tournament as usual! So glad the rain didn't hinder anything. This was my first year (played the last 3) of going to the tourney party and I will DEFINITELY go back. The party was planned very well.
- ***Sandblast was awesome. Adam, THANK YOU SO MUCH! And everyone who made this happen. It is a symbol of Chicago, something, that I hope will always be here. Keep flying.***
- Great tournament!!! This is the best-planned tournament I have ever been to! No other tournament gets the promotions that Sandblast does. Keep up the good work
- ***I look forward to this tournament every July. Those of you who play an integral part in helping it to run smoothly deserve a giant "thank you". I feel that the tourney went off without a hitch this year, despite the rainy saturday. Thank you for all you do.***

Ultimate Chicago Sandblast Attendees Support Sponsors

"We had a great time and again, your players were all so appreciative of us being there and providing the food. It was a great event! I look forward to seeing the results of your survey and hopefully working together again in the future." - from one of our premier sponsor partners



Chicago's Most Popular Beach Ultimate Frisbee Event

- Who:** Chicago Sandblast
- What:** Co-ed beach ultimate Frisbee tournament going into its eighth year bringing together participants from across the United States and the globe to enjoy this ultimate Frisbee experience. Our experience brings participants together for athletic exhibitions, entertainment by performers and demonstrations by food purveyors and craftspeople.
- Where:** Montrose Beach, one of the largest beaches in Chicago, located East of Lake Shore Drive and North of Irving Park Road
- When:** Friday, July 17th - Welcome Party and Captains Meeting, 8 pm to midnight
Saturday, July 18th - Tournament Action Begins, 9 am to 6 pm
Saturday, July 18th - Tournament Party Begins, 8 pm to midnight
Sunday, July 19th - Tournament Action Resumes, 9 pm to 3 pm
Sunday, July 19th - Tournament Championship, 3 pm to 4:30 pm
- Attendance:** 720 registered participants (48 teams of 15 members)
720 participants 48 teams 2006-2009
595 participants 42 teams in 2005
466 participants and 35 teams in 2004
283 participants and 25 teams in 2003
- Tickets:** There is no charge for anyone to attend the event as a spectator. Team registrations are \$450.
- Benefits:** In 2008, we continued our charitable campaign as part of the event. We have increased the donation amount year-after-year and have plans to make sure we are well above 2008 in 2009. This program directly benefits the Windy City Habitat for Humanity.