



## **Greetings Potential 2008 Chicago Heavyweight Championships Partner!**

For almost two decades, the premier ultimate frisbee players in the country have come to the Chicago area in early September to participate in the Chicago Heavyweight Championships (CHC).

CHC is one of the most popular and competitive two-day ultimate frisbee tournaments in the United States, attracting more than 1,500 participants and spectators between the ages of 18 and 44. The event features Open, Women's, Co-Ed, and Master's teams in multiple divisions and competitive levels. This year CHC is planning a sponsor village of booths, vendors, medical treatment professionals, and evening event supporters to establish relationships with national and regional partners.

The core tournament event will take place on Saturday, September 6<sup>th</sup> and Sunday, September 7<sup>th</sup> at the Naperville Polo Club in Plainfield, IL. There will be a Friday night Captains Meeting and a Saturday night Dinner and Tournament Party — one of the many highlights of the experience.

### **Event Sponsor Marketing Opportunities**

We would like to invite your company to tap the sales and marketing power of CHC, scheduled for the weekend of September 6<sup>th</sup> and 7<sup>th</sup>, by becoming an **Event Sponsor** with these great opportunities and benefits:

- **Interactive Media Promotion.** The event website serves as the central point of information leading up to the weekend. Participants and spectators will access information about travel, sponsors, event benefits and deals, team registrations, event schedules, and logistics.
- **Print Materials Representation.** The tournament program, including event information, game schedules, and recognition of our event partners, will be extended out to all participants and spectators.
- **Volunteer T-Shirt Display.** Event volunteers will be provided a t-shirt to wear over the weekend that will display your logo at the event site and throughout the community after the event weekend.
- **Host Core Event Activity.** There are several key events to the weekend including (1) the Friday Captain's Meeting, (2) field breakfasts and snacks, (3) field lunches, (4) Saturday pre-party dinner, and (5) the Saturday night Tournament Party.
  - **Product Sampling.** Our event will feature a "sponsor village" area for individual sampling and opportunities to contribute to event activities on both days.
  - **Event Signage.** The Naperville Polo Club is the site of the event and provides the opportunity to post signs, banners and tents on Saturday and Sunday.
- **Official Event Keepsake Item.** As a new participant amenity begun last year, we are exploring the opportunity of an investment into a keepsake item to commemorate the tournament and your support of it.

The popularity and participant growth of CHC creates the perfect vehicle for creating brand awareness, strengthening your community profile, and increasing sales with a unique and untapped demographic.

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 the Chicago Heavyweight Championships in 2008 and beyond!

Adam J. Levy  
Sponsorship Director, Chicago Heavyweight Championships  
Saturday, September 6<sup>th</sup> and Sunday, September 7<sup>th</sup>

[www.chicagoheavyweights.org](http://www.chicagoheavyweights.org)  
[sponsorship@chicagoheavyweights.org](mailto:sponsorship@chicagoheavyweights.org)  
(773) 447-8022



## Win/Win Marketing...Chicago Heavyweights Delivers!

### Heightened Communication

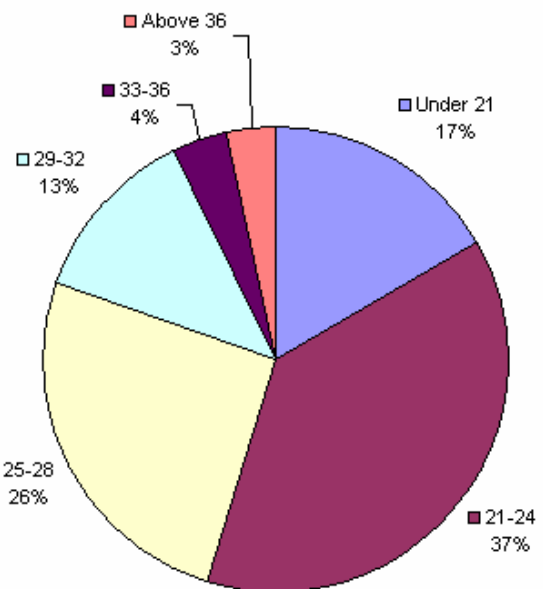
With CHC, you'll be speaking *with* your targets and not *at* them. Unlike a commercial interruption or no commercials at all, your message is woven into the action, reaching consumers while they are passionately engaged in an activity they love. And, rather than a standard 30-second spot, you have an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

### Category Exclusivity

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

### Projected CHC Attendee Profile

- 64% percent of participants are between 21 and 28; 17% are under 21.
- 84% are single and over half (62% percent) are male.
- 71% have earned at least a bachelors degree and 29% are enrolled students.
- 58% of non-student attendees have an income in excess of \$50,000 with 31% of non-student attendees with income in excess of \$75,000.
- 98% of attendees subscribe to mobile telephone services and 85% text message.
- 97% percent own their own computer and 92% subscribe to high speed Internet service in their homes.
- 71% subscribe to paid television services (63% cable, 8% satellite).
- 70% percent own an automobile.
- 66% have a gym or health club membership.
- 25% own their own home.



Source: Chicago Heavyweight Championships Event Survey, 2007

### Ultimate Frisbee 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."* – an event sponsor partner**
- "Was so happy to eat and fill ourselves absolutely full with Chipotle's delicious offerings. You have made customers for life out of all of us."
- "Keep bringing bagels from Panera - they are the best!!!!"
- "Dude, I love, love, love Five Ultimate!! Personally, I wanted one of everything... and just stood there for a good long while just trying to not go overboard. Seriously, it's been weeks and I still get geeked every time I get a chance to wear it."



## Chicago's Ultimate Frisbee Showcase

- Who:** Chicago Heavyweight Championships
- What:** Multi-divisional Ultimate Frisbee tournament with almost 20 years of history bringing together participants from across the United States to celebrate the end of summer and top competition. Our event brings participants together for athletic competition, networking, entertainment, and demonstrations by food purveyors, vendors, and craftspeople.
- Where:** Naperville Polo Club, Plainfield, IL
- When:** Friday, September 5<sup>th</sup> – Captains Meeting, 9 pm  
Saturday, September 6<sup>th</sup> – Tournament Action Begins, 9 am to 6:30 pm  
Saturday, September 6<sup>th</sup> – Tournament Dinner and Party Begins, 6:30 pm to midnight  
Sunday, September 7<sup>th</sup> – Tournament Action Resumes, 9 am to 5 pm
- Attendance:** 1,500+ registered participants  
40 Open Division Teams (Men's & Master's)  
20 Women's Division Teams (Women's & Women's Master's)  
24 Mixed Division Teams (60% Men, 40% Women)
- Tickets:** There is no charge for anyone to attend the event as a spectator. Team registrations are TBD.
- Benefits:** We are in the process of evaluating potential charitable groups for contributions for the 2008 campaign. We are interested in collecting specific recommendations from your organization in that evaluation process.
- Contact:** Adam J. Levy  
Sponsorship Director, Chicago Heavyweight Championships  
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