



SPORTS LEAGUES • SOCIAL EVENTS • TOURNAMENTS • SPONSORSHIP • MUD RUNS



Partnering Opportunities



SPORTS LEAGUES • SOCIAL EVENTS • TOURNAMENTS • SPONSORSHIP • MUD RUN

Sports Leagues

Softball

Soccer

Basketball

Flag Football

Volleyball

Hockey

Bowling

Dodgeball

Field Hockey

Kickball

CornHole

Ultimate Frisbee

Wiffle Ball

Throughout South Jersey, from Cherry Hill, to Sewell, to Egg Harbor Twp., you will find active adults playing sports with PlayMore!

From traditional sports like softball and soccer to more outrageous sports like dodgeball and kickball. PlayMore offers adults a chance to let loose and enjoy the sports they love.

PlayMore currently organizes thirteen different sports, at various skill levels, to all of South Jersey. Additional one day tournaments and events are available throughout the year.

They Stay Active





SPORTS LEAGUES • SOCIAL EVENTS • TOURNAMENTS • SPONSORSHIP • MUD RUNS

Social Events

After almost every league game, teams of players head back to a local establishment for good food and a few refreshments. PlayMore calls this the Happy Hour and hundreds of players a night partake!

Much larger monthly and seasonal events are also attended. PlayMore promotes these awesome parties by having a great list of prizes and giveaways, including a seasonal Las Vegas Vacation for Two lucky Members.

Events Include: •Happy Hours •T-Shirt Pickup and League Rules Meetings •Seasonal Kickoff Parties •Halloween Costume Party •Ugly Christmas Sweater Party •St. Patrick's Day Pub Crawl

They Unwind With Friends





SPORTS LEAGUES • SOCIAL EVENTS • TOURNAMENTS • SPONSORSHIP • MUD RUN

Interactive

When PlayMore Members aren't participating in a weekly game or social event, they are checking out their team's record, league standings, talking a little smack with other members in their league, and viewing action photos of them playing.

The PlayMore website is more informative & engaging than any other sport club's around. Members log on to our website, Mobile App, Facebook Page, & Twitter account at staggering rates!

PlayMore also communicates with Members through Email Newsletters. This helps to remind them of upcoming leagues and event registration start dates.

More Than
800 Thousand
Pageviews
A Year!

Over
300 Thousand
Emails Sent
A Year!

They Stay Connected





SPORTS LEAGUES • SOCIAL EVENTS • TOURNAMENTS • SPONSORSHIP • MUD RUNS

Members

- Over 11,000 Members In 2012.
- 3,000+ Every Season.
- They Clean Up So Well Too!



Young, Active **Professionals**



SPORTS LEAGUES • SOCIAL EVENTS • TOURNAMENTS • SPONSORSHIP • MUD RUNS

Demographics

Smart, Young & Available

Male to Female ratio: 1 to 1
86% are single
91% are college graduates
32% are in a management role
80% are between age 21 and 34

Connected

55% spend 10+ hours/week on the internet
68% book travel, get news, network, form
buying opinions, and shop online
94% have a cell phone
83% have a home computer

Healthy

50% eat or drink health food 1-2 times/week
53% are health club members
51% work out 3 times a week
77% have a gym membership

Funded

65% are worth more than \$50,000
31% own a home
56% make \$50,000 or more/year

50:50

**Male And Female
Participation**

80%

**Are Between
21-34 Years Old**

86%

Are Single

56%

**Have Salaries
Above \$50,000**

Targeted Market



SPORTS LEAGUES • SOCIAL EVENTS • TOURNAMENTS • SPONSORSHIP • MUD RUNS

Opportunity

Open For Contract

Exclusive Business Offers

Official Beer Sponsorship
Official Sports Drink Sponsorship
Local Bar Happy Hour Partnerships
Spa & Salon Partnership
Real Estate Agent Partnership
Accountant Partnership
Insurance Broker Partnership
Mortgage Broker Partnership
Tanning Salon Partnership
Athletic Training and Physical Therapy

Ways You Will Reach Our Members

Product Activation
On-Site Presence
Brand Ambassadors
Product Sampling
T-Shirt Advertising
League/Event Title Sponsorship
Dedicated Email Blasts
Website Banner Advertising
Detailed Presence on the Player Perks Page

Let's Work Together



SPORTS LEAGUES • SOCIAL EVENTS • TOURNAMENTS • SPONSORSHIP • MUD RUNS

Plans

Platinum Sponsorship*

- Co-Branded Sponsorship (your brand synonymous with the PlayMore brand on all television, radio, online, and print advertising)
- 4 dedicated emails to entire database
- 2 customizable six month promotions
- Plus all items in Silver Partners

*1 year contract required

80%

Member Growth
In 2012.

Gold Partners*

- Sidebar banner on PlayMore website
- 2 dedicated emails to entire database
- 1 Customizable Promotion
- Plus all items in Silver Partners

*6 month contract required

75%

Member Growth
Est. For 2013
(that's 20,000 Members)!

Silver Partners*

- On site presence (quick clinics, demonstrations, handouts, etc.)
- Logo featured on t-shirts for one season
- Team and action photos "stamped" with your logo on Facebook

*3 month contract

Contact

Joyce Phillips: joyce@playmoresj.com

Be Part Of The Growth