

# Hermosa Beach Open Pro Beach Volleyball Tournament

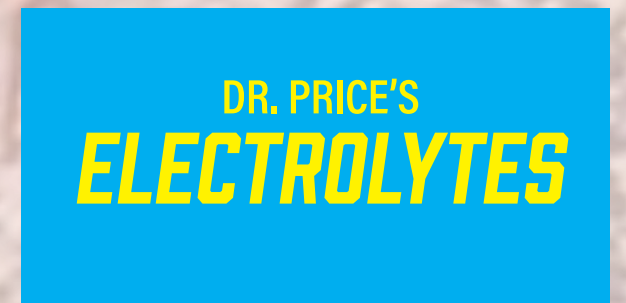
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Mark Paaluhi



# Current Partners

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# Introduction

The City of Hermosa Beach has reached out to the volleyball community and asked if we can put together a professional tournament this year. Thanks to the players, sponsors, and many others, we will be having a Hermosa Open September 4-7. It will have an old-school feel, with an old-school setup, with new-school professional talents that include some of the top Olympians and players in the world. This combination allows us to get back to the roots of what makes beach volleyball such a great sport.

But, we still have a lot to do! Many parties are working hard on getting the funding together and we will need the support of fans, players, friends, family, and of course our SPONSORS, to make this happen.

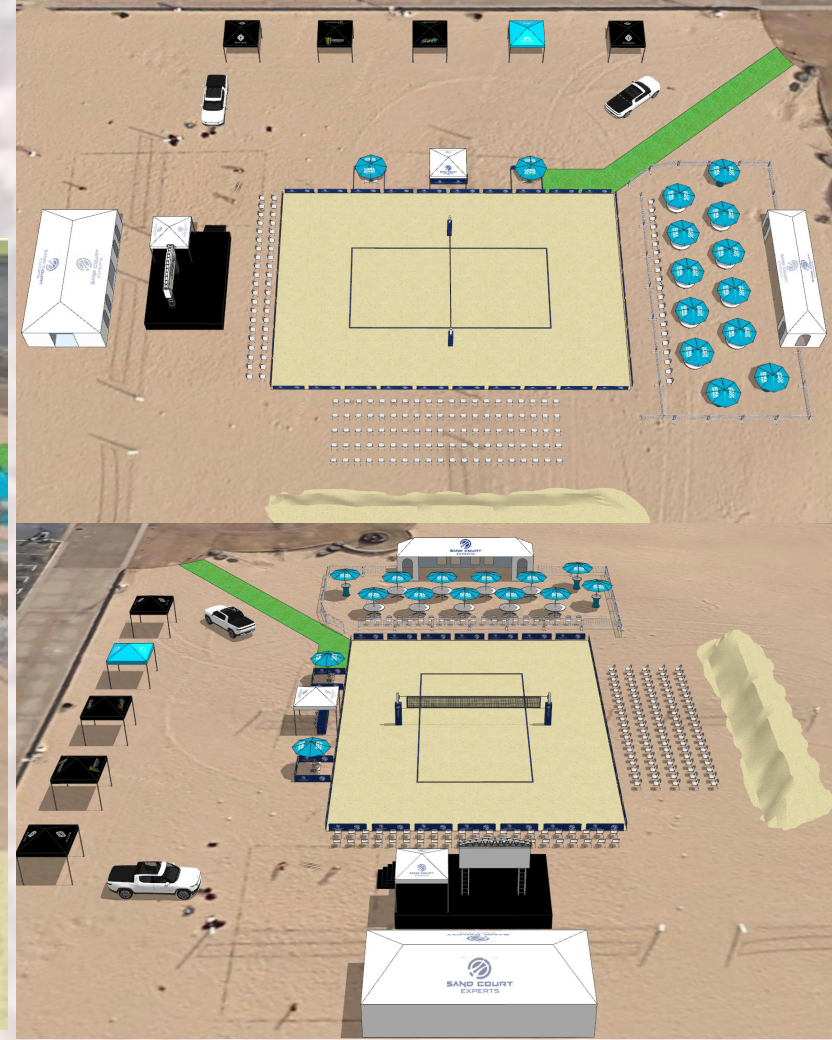
*The goal is \$250k* - this is to cover prize money, live streaming, operations, and referees.

The main draw will take place Thursday-Saturday, with a potential qualifier on Wednesday.

# Demographics

As a sponsor you will be positioning your organization with an attractive demographic:

- Spectators median age is 35, and spends an average of \$2,500 per year on sporting goods and athletic purchases
- 30k spectators
- 73% are outdoor adventurous (cycling, camping, surf, SUP, scuba, hiking)
- Median household income \$125k per year
- 34% household income \$200k per year
- 39% travel 1-2 times outside the United States for vacation per year
- 20% travel 3-5 times outside the United States for vacation per year
- 55% travel more than 1/2 hour to the beach



**Onsite sponsorship opportunities**

# Platinum level

Platinum level - \$100,000

- Presenting title “Hermosa Beach Open presented by...”
- Prominent logo recognition on:
  - \* (4) 10’x10’ tent canopies onsite
  - \* Name on all souvenir t-shirts
  - \* Logo on center court net
  - \* 10 mesh banners around event site (2’ x 30’ )
  - \* Temporary tattoo on all athlete's arm on final day
  - \* Logo on corner of the live stream show and commercials
- PA announcements at event
- Face-to-face meet and greet with Pro players
- Company name, link on all social media posts and signage





# Gold level

Gold level - \$50,000

- Prominent logo recognition on:
  - \* (2) 10'x10' tent canopies onsite
  - \* Logo on all souvenir apparel shirts
  - \* Logo on center court banners
  - \* 10 mesh banners around event site (2' x 30')
  - \* Temporary tattoo on all athlete's final day
- PA announcements at events
- Company website link on live stream and social media posts
- Media mentions and logo on live stream and commercials

A photograph of two shirtless men on a tennis court, high-fiving each other. They are wearing sunglasses and blue shorts. The background shows a tennis court with a crowd of spectators in the stands.

# Silver level

Silver level - \$25,000

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- Logo recognition on:
  - \* (1) 10'x10' tent canopy onsite
  - \* Logo on all souvenir t-shirt apparel
  - \* Logo on 2<sup>nd</sup> court border
  - \* 4 mesh banners around event site (2'x 30')
- PA announcements at event
- Company website link on all event social media posts
- Media mentions and logo on live stream, Commercials



# Bronze level



Bronze level - \$15,000

- Logo recognition on:
  - \* Logo on all souvenir t-shirt apparel
  - \* 4 mesh banners around event site (2'x30')
- PA announcements at event
- Company logo on all social media marketing posts

# Copper level

Copper level - \$5,000

- Logo recognition on:
  - \* Logo on all souvenir t-shirt apparel
  - \* 10'x10' spot on beach
  - \* Sell or distribute swag to patrons at event
- PA announcements at event



# Athlete support and promotion of Hermosa Open Event

- 140+ men & women athletes marketing out reach over 3 months
- 1.2M Social media followers
- Event posts through athletes
- Reposts through volleyball groups and athlete sponsors
- Event live stream Free around the world through Sand Court Experts Vimeo and Sand Cast Podcast on youTube with an estimated 500k viewers.

A woman in a blue and black bikini top and red bikini bottom is spraying champagne from a bottle. She is wearing a white visor and blue sunglasses. The background shows a beach scene with people and a net.

# More Information

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