



Presents the 6th Annual

Chick-fil-A Charity Dodgeball Tournament

Saturday, October 30 | Stuart C. Siegel Center | 1200 West Broad Street

TOURNAMENT OVERVIEW

Richmond area residents will once again duck and dodge to raise money for local charities and win fabulous prizes at the Annual Chick-fil-A Charity Dodgeball Tournament. **100% of the proceeds from this year's tournament benefit Schools for Niger and Special Olympics Virginia.**

With 232 teams and over \$40,000 raised for charity at last year's tournament, Chick-fil-A has set an aggressive goal of **400 teams and \$100,000 in charitable contributions** for this year's event. To accomplish this goal, this year's event will feature an adult tournament, youth tournament, and newly introduced college tournament! This year's tournament will take place at the Stuart C. Siegel Center on **Saturday, October 30th**.

Chick-fil-A believes that the annual dodgeball tournament is a unique Richmond event with widespread appeal and is committed to its long term growth and success. We invite you to join us as we set out to bring two worlds together through the unlikely but unforgettable game of dodgeball!



SPECIAL OLYMPICS VIRGINIA (AREA 6)

Special Olympics Virginia is a year-round program of sports training and athletic competitions for children and adults with intellectual disabilities.

The area serves over 800 athletes who participate in 15 sports throughout the year. Special Olympics Virginia-James River Region offers 7 area competitions with an average of 200 athletes and volunteers participating.

Genuine interaction with our athletes inspires volunteers to see things in a new light, assign value differently, and be filled with the Spirit of Special Olympics, which, of course, is the magic of the movement.

Funding from this year's dodgeball tournament will assist Special Olympics in their efforts to reach more children and adults and enrich their lives through competition and camaraderie.



SCHOOLS FOR NIGER

In 2004, team members at a Richmond Chick-fil-A restaurant embarked on a fundraising effort to improve the lives of children in the nation of Niger, Africa. After returning from a trip to Niger, local Chick-fil-A owner/operator, Howe Rice, wanted to use his business to help in the efforts to dramatically change the conditions there. In a nation currently considered one of the poorest on earth, government-supported schooling has declined severely, leaving many children to either go without an education or beg on the streets for money to pay for expensive private schooling. Worse yet, for those children that are able to attend elementary school, there are **no middle schools where they can continue with their education**. Without this continued schooling, many children have no hope of getting jobs that will raise them out of their poverty-stricken situation.

Mr. Rice challenged his restaurant team members to help him in raising money for Niger, and has even sent his employees to Niger so they could share in his vision. Money raised from the Chick-fil-A Charity Dodgeball Tournament has been used to **build much needed middle schools and support other capital projects in Niamey and Maradi**. These schools are the missing link in educating the next generation of Nigeriens who will provide hope for a nation in crisis.



SPONSORSHIP OPPORTUNITIES

The Chick-fil-A Charity Dodgeball Tournament is a unique opportunity to co-brand your company with one of the **strongest brands in the United States, Chick-fil-A**. Recognized as an industry leader, Chick-fil-A has built a reputation that is synonymous with superior customer service, good food, and **extensive community involvement**.

As a sponsor of the Chick-fil-A Charity Dodgeball Tournament, corporations and local businesses have an opportunity to;

- **Increase brand awareness** through an association with Chick-fil-A and the tournament's multi-faceted marketing campaign.
- **Make a positive impact on communities** across the globe and locally in Richmond, Virginia.
- Provide employees, business associates, and customers with a fun family oriented event that **builds moral and encourages teamwork**.



- **BRANDING**
- **EVENT DAY EXPOSURE**
- **HOSPITALITY**



With an integrated marketing strategy that incorporates a mix of traditional and non-traditional advertising, the dodgeball tournament yields **millions of impressions to area consumers**.

Corporate sponsors are branded through **in-store promotions at all area Chick-fil-A stores** as well as tournament media that includes radio, television, print, web, email marketing, and social media. With 15 stores throughout the Richmond area and an average of **1,197,867 quarterly customer transactions**, the in-store exposure is tremendous! 16th location to open July 2010.

With an adult, youth, and newly added college tournament, the actual tournament attracts well **over 4,000 participants and spectators**. This provides sponsors an opportunity to interact with consumers to distribute marketing materials, conduct product sampling, or execute other on-site promotions.

In addition to providing great exposure for your company's products and services, the tournament is a great way to reward employees or entertain clients and business associates.



TOURNAMENT SPONSOR

ONLY 3 AVAILABLE

\$15,000

BRANDING

- **Category Exclusivity** (Exclusive sponsor from your industry.)
- **Naming rights** opportunity to serve as title sponsor of the Adult, Youth, or College Tournament
- **In-store branding** and promotional opportunities in all area Chick-fil-A locations to include logo placement on customized bags, tray liners, and in-store signage. **(Average quarterly customer transactions in Richmond, VA market: 1,197,867)**
- **Media** recognition in all of the tournament's advertising outlets to include radio, television and print. (Advertising outlets may include, but are not limited to the Richmond-Times Dispatch, Comcast, Radio-One, and Cox Radio. Comprehensive media plan available upon request.)
- **Company logo** prominently displayed on all printed materials to include brochures, print ads, and email communications
- **Website** recognition with company logo & link on all web pages of the Chick-fil-A Charity Dodgeball Tournament website.

EVENT DAY EXPOSURE

- **(4) Tournament team entries.** Any combination of entries for the adult, youth, or college tournament.
- **(4) Company logo banners** in Tournament Hall
- **(2) Full page Ads** in Tournament Rulebook and Program. One includes front inside cover, back cover, or back inside cover.
- Minimum of **(40) live mentions** throughout the tournament
- **Company Flyer or Promotional Giveaway** included in the Team Registration Packets.
- **Exhibit Space** with strategic placement amidst the tournament action in Tournament Hall

HOSPITALITY

- **(20) VIP Passes** for access to corporate hospitality refreshment area. Area includes complimentary Chick-fil-A food and beverages
- **FREE Chick-fil-A Sandwich** coupon for every company employee in Richmond, Virginia



RED BALL CLUB

ONLY 6 AVAILABLE

\$10,000

BRANDING

- **Category Exclusivity** (Exclusive sponsor in your industry.)
- **In-store branding** and promotional opportunities in all area Chick-fil-A locations to include logo placement on customized bags, tray liners, and in-store signage. **Average quarterly customer transactions in Richmond, VA market: 1,197,867**
- **Media** recognition in all of the tournament's advertising outlets to include radio, television and print. (Advertising outlets may include, but are not limited to the Richmond-Times Dispatch, Comcast, Radio-One, and Cox Radio. Comprehensive media plan available upon request.)
- **Company logo** prominently displayed on all printed materials to include brochures, print ads, and email communications
- **Website** recognition with company logo & link on all web pages of the Chick-fil-A Charity Dodgeball Tournament website

EVENT DAY EXPOSURE

- **(3) Tournament team entries.** Any combination of entries for the adult, youth, or college tournament.
- **(3) Company logo banners** in Tournament Hall
- **(2) Full page Ads** in Tournament Rulebook and Program
- Minimum of **(30) live mentions** throughout the tournament
- **Company Flyer or Promotional Giveaway** included in the Team Registration Packets
- **Exhibit Space** with strategic placement amidst the tournament action in Tournament Hall

HOSPITALITY

- **(10) VIP Passes** for access to corporate hospitality refreshment area. Area includes complimentary Chick-fil-A food and beverages.
- **FREE Chick-fil-A Sandwich** coupon for every company employee in Richmond, Virginia



EXTREME DODGEBALLER

ONLY 10 AVAILABLE

\$5,000

BRANDING

- **Company logo** included on the event brochure and email communications
- **Website** recognition with company logo & link on sponsor's page of the Chick-fil-A Charity Dodgeball Tournament website.

EVENT DAY EXPOSURE

- **(2) Tournament team entries.** Any combination of entries for the adult, youth, or college tournament.
- **(2) Company logo banners** in Tournament Hall
- **(1) Full page Ad** in Tournament Rulebook and Program
- Minimum of **(20) live mentions** throughout the tournament
- **Court Naming Rights.** Company will have one court named after it at the tournament.
- **Exhibit Space** with strategic placement amidst the tournament action in Tournament Hall

HOSPITALITY

- **(5) VIP Passes** for access to corporate hospitality refreshment area. Area includes complimentary Chick-fil-A food and beverages.
- **FREE Chick-fil-A Sandwich coupon** for every company employee in Richmond, Virginia.



DODGEBALLER

UNLIMITED

\$1,000

BRANDING

- **Website** recognition with company name and link on the sponsor's page of the Chick-fil-A Charity Dodgeball Tournament website.

GAME DAY EXPOSURE

- **(1) Tournament team entry.** (Adult, youth, or college tournament.)
- **(1) Half page Ad** in Tournament Rulebook and Program

ADDITIONAL BRANDING OPPORTUNITIES

In addition to the standard sponsorship packages, the following branding opportunities may be added or incorporated into a customized sponsorship package;

- T-shirts
- Dodgeballs
- Headbands



CONTACT INFORMATION

For additional information on the 2010 Chick-fil-A Charity Dodgeball Tournament, please contact Avail Marketing.

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