



DIP DUCK DODGE MOVE!



Stuart C. Siegel Center @ VCU | 1200 West Broad Street | Richmond, VA

Table of Contents

Tournament Overview.....	2
Charities	
Schools for Niger, Africa.....	3
Team Up Richmond.....	4
Sponsorship	
Opportunities.....	5
Benefits.....	6
Levels.....	7
Contact Information.....	11

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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, Africa and Team Up Richmond.**

The 2011 tournament will take place at the Stuart C. Siegel Center at VCU and feature an adult, youth, and college tournament! With hundreds of teams participating in the tournament over the past six years, the event has been recognized as the world's largest dodgeball tournament.

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!



SCHOOLS FOR NIGER, AFRICA



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.

Money raised from the Chick-fil-A Charity Dodgeball Tournament is used to **build much needed middle schools and support other capital projects in the cities of Niamey and Maradi in Niger, Africa**. These schools are the missing link in educating the next generation of Nigeriens who will provide hope for a nation in crisis.



TEAM UP RICHMOND



Team Up Richmond is a 501 (C) 3 organization that provides after-school activities and academic support for boys and girls of all abilities. Team Up Richmond uses sports and activities as the hook to expose students to academic tutoring and other positive opportunities. Participating students meet immediately after school and enjoy a safe, structured environment that promotes academic achievement, fitness, and other extra-curricular activities such as arts and culture.

The core of the Team Up Richmond program is the tutoring program. Team Up students are tutored by teachers and staff who work at the school during the day. This positive interaction allows students to develop positive relationships with their teachers outside of the classroom. All students are encouraged to participate in the tutoring, but those earning less than a “C” in any class are required to spend half of their activity time with tutors.



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**.



SPONSORSHIP BENEFITS



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 16 stores throughout the Richmond area and an average of **1,197,867 quarterly customer transactions**, the in-store exposure is tremendous!

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

\$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 include, but are not limited to the Richmond-Times Dispatch, Richmond Magazine, Comcast, ESPN Radio, Radio-One, and Valpak.)
- **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 inside back 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.





RED BALL CLUB

\$10,000

BRANDING

- **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 include, but are not limited to the Richmond-Times Dispatch, Richmond Magazine, Comcast, ESPN Radio, Radio-One, and Valpak.)
- **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.





EXTREME DODGEBALLER

\$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.





DODGEBALLER

\$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.

TEAM SPONSOR

\$500

- **(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



The ideas presented in this proposal provide an example of activities that will maximize the City of Richmond's event sponsorship. The Avail Marketing team will work city officials and representatives to further customize an activation strategy that provides maximum value for the company and its target audience.

Feel free to contact Johnathan Mayo at (804) 677-3694 with questions.

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