

THE ACADEMY FOR VOLLEYBALL CLEVELAND
SPONSORSHIP OPPORTUNITIES



Dear Business Owner or Organization Leader,

We would like to present you an opportunity to reach out to thousands of people and generate additional business for you and your organization while helping hundreds of young athletes reach their goals and have a good experience playing travel volleyball.

The Academy for Volleyball Cleveland (AVC) is the largest USA Volleyball Club inside the Ohio Valley Region. We have over 700 junior members and over 100 coaches on staff that participate in travel volleyball all over the country and within the Ohio Region. We have thousands of visitors to our practice facility in Valley View, Ohio every week. Travel volleyball is an expensive activity and families can spend upwards of \$8,000 - \$10,000 every season to pay for club dues and travel around the country playing competitive volleyball. We are seeking sponsors to help offset this cost and also provide improved training facilities and equipment.

We are offering a variety of sponsorship opportunities that can match your marketing and advertising budget. Depending on the level you select, benefits to your business can include:

- Your logo on a volleyball court at AVC Center, AVC Website, and/or in eNewsletter communications and other printed material from the club
- Your logo on player uniforms and/or practice shirts
- Sponsor banner hung in AVC Center in Valley View
- Recognition Plaque to hang in your place of business
- Ability for you to distribute advertising pamphlets, coupons, and other materials at AVC Center in Valley View
- Advertising of your business in AVC's media guide

Your target customers will include:

- 700 junior club members, 100 coaches and their families (80% of AVC households earn over \$75,000/yr)
- Thousands of visitors to AVC Center in Valley View
- Thousands of visitors to the AVC Website (www.avcvolleyball.com) and AVC Social Media sites
- Countless spectators at volleyball tournaments around Ohio and the country

Sponsorships will be limited based on space and AVC's ability to fulfill advertising and marketing obligations to the selected sponsors. Please take this opportunity to decide if your business would like to participate as a sponsor of one of the best travel volleyball clubs in the country, gain valuable advertising for your business and organization, and provide opportunities to hundreds of young athletes across Northeast Ohio.

The next few pages describe the levels of sponsorship where you can select the level that meets your marketing budget. There is also a sponsor application attached or you can apply online at www.avcvolleyball.com/sponsorship.

Thank You!



Designated Sponsors can advertise on uniforms

**The Academy for Volleyball Cleveland
Sponsorship Level Descriptions and Content**



Diamond - \$10,000

1. FULL COURT sponsorship with your logo decal on each half of a volleyball court at AVC Center
2. Your logo in a prominent location on all national team's uniform that is worn locally and across the country
3. Your logo in a prominent location on all practice shirts worn by all AVC members
4. 2 Large (6'x4' or company provided) banners hung on the main wall in the gym at AVC Center
5. Your logo and link in prominent location on AVC Volleyball home page
6. Your logo and link in ALL e-newsletters and e-mail advertisements sent by the club
7. Recognition plaque for display in your place of business
8. Display and distribution of company provided coupons, handbills, or other literature to visitors at AVC Center
9. \$3,000 credit towards club fees for designated player or family

Platinum - \$6,000

1. HALF COURT sponsorship with your logo decal on one half of a volleyball court at AVC Center
2. Your logo placed on a national team's uniform that is worn locally and across the country
3. Your logo placed in a prominent location on all practice shirts worn by all AVC members
4. One Large (6'x4' or company provided) banner hung on main wall of in the gym at AVC Center
5. Your logo and link in a prominent location on AVC Volleyball home page
6. Your logo and link in featured e-newsletters and e-mail advertisements sent by the club
7. Recognition plaque for display in your place of business
8. Display and distribution of company provided coupons, handbills, or other literature to visitors at AVC Center
9. \$2,000 credit towards club fees for designated player

Gold - \$3,000

1. Your logo on all practice shirts worn by all AVC members
2. One Medium (4'x3' or comparable company provided) banner hung in the gym at AVC Center
3. Your logo and link on AVC Volleyball home page
4. Your logo and link in featured e-newsletters and e-mail advertisements sent by the club
5. Recognition plaque for display in your place of business
6. Display and distribution of company provided coupons, handbills, or other literature to visitors at AVC Center
7. \$1,000 credit towards club fees for designated player

Silver - \$1,500

1. One Medium (4'x 3' or comparable company provided) banner hung in the gym at AVC Center
2. Your logo and link on AVC Volleyball home page
3. Recognition plaque for display in your place of business
4. Display and distribution of company provided coupons, handbills, or other literature to visitors at AVC Center
5. \$500 credit towards club fees for designated player

The Academy for Volleyball Cleveland
Sponsorship Application



To be completed by applying business sponsor. This form can also be completed and submitted online at www.avcvolleyball.com/sponsorship

Business/Organization Name: _____

Business Address: _____

Business Contact Name: _____ **Phone:** () _____

Business Contact E-mail: _____

Name of AVC Member who referred you (optional): _____

Select Level of Sponsorship:

- Diamond - \$10,000**
- Platinum - \$6,000**
- Gold - \$3,000**
- Silver - \$1,500**

Acknowledgement: I acknowledge that I am authorized to enter a sponsorship agreement with AVC and agree to the terms and conditions set forth for the AVC Sponsorship program that are outlined at www.avcvolleyball.com/sponsorship.

Signature: _____ **Date:** _____

There are multiple methods to submit this application:

1. Mail application to AVC, P.O. Box 729 Aurora OH 44202
2. Scan and E-mail to clubdirector@avcvolleyball.com
3. Fax application to AVC: 216-820-4432

Upon receiving your application, AVC will be in contact to inform you of your approval status and if approved, you will be provided further instructions on submitting funds, logo, artwork, or other required materials.

Sponsorship Terms and Conditions:

1. Approved sponsorships are for a one year period. Sponsorship funds must be received before a sponsor can be approved and begin advertising.
2. Sponsorship levels that include printed advertising on uniforms or practice shirts will be fulfilled at the subsequent print time of those items. For example, if uniforms and t-shirts have already printed, the sponsor logo will be placed on those items the following season.
3. AVC reserves the right to approve sponsors that are appropriate for members and their families and deny sponsorship from a business for any reason.
4. Sponsor provided banners and other marketing materials must meet the approval of AVC in terms of content, placement, and size. This is to ensure that the content is appropriate and that the facility can accommodate the size and placement of materials.
5. If, for some reason, not enough sponsors sign on for the AVC Media Guide to cover the cost of printing, those sponsor packages will not include advertising in or copies of the Media Guide. If a sponsorship package is purchased after the print deadline or if artwork for the ad is not provided by the print deadline, the ad will not be included.
6. Sponsors grant AVC the right to use their company or organization's name and logo on additional items than what may be listed in the sponsorship packages such as T-shirts, printed club material, newsletters, website, etc.
7. Sponsorships are non-transferable.
8. AVC members receive a portion of the sponsorship revenue and they are credited after the sponsor funds are received.
9. Sponsors acknowledge that The Academy for Volleyball Cleveland, LLC is not a non-profit organization. Sponsorships can be considered a marketing/advertising expense.
10. Definition of "prominent location" inside AVC Center, on the website and on uniforms/practice shirts is at the sole-discretion of AVC.
11. A sponsorship can be revoked without refund if the sponsor performs acts that are deemed detrimental to the reputation of AVC including but not limited to true or alleged illegal activities.