



**2014 Pioneer Valley Invitational Ultimate Frisbee Tournament  
Request for Sponsorship Proposals**  
<http://pvinvite.org/>

Greetings Potential 2014 Pioneer Valley Ultimate Invitational Event Sponsorship Partner,

For creating brand awareness and increasing sales, the Pioneer Valley Invitational is a valuable platform for reaching a young, growing and lucrative community of Ultimate Frisbee players, teams, families and spectators.

Recently featured in the New York Times, USA Today and The Economist, Ultimate is one of the world's fastest growing sports, especially among well-educated, affluent youth.

The Pioneer Valley Invitational is a two-day, high-school, ultimate disc tournament in the heart of Western Massachusetts' Pioneer Valley that will host over 30 teams, 600 players and their families and friends from all over the Northeastern United States and Canada all at one location at the Oxbow in Northampton, MA on May 17 and 18, 2014. An additional 10 teams may be hosted at a second location, Northampton High School.

We believe this event creates marketing, advertising and sales opportunities for businesses of all types and sizes.

**We invite your company to tap the sales and marketing power of Pioneer Valley Invitational and encourage you to submit Sponsorship Proposals for 2014 event to be held May 17 and 18.**

In this RFP document you will find:

[Sponsorship Opportunities](#)

Event Sponsorship

Ultimate Merchandise Sales Sponsorship

Food / Drink Sales Sponsorship

[How to Submit a Bid](#)

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## **Sponsorship Opportunities**

(Please feel free to offer responses for one or multiple sponsorship opportunities!)

We invite specific proposals for:

### **Exclusive Event Sponsorship**

The Exclusive Event Sponsor will:

- be the sole sponsor featured on our event program front cover
- be the sole sponsor featured on our home web page
- be thanked during each event day on our Twitter feed
- have a full page ad included in our event program
- be allowed to place up to 10 (up to 5'x10') banners at the event location(s)
- be allowed to provide a sponsorship advertising tent (up to 20'x20') at each event location, or have space at each "tournament central" tent
- (merchandise and food sale booths may also be present at locations)
- (If selected, No non-exclusive Event Sponsors will be accepted)

### **Non-Exclusive Event Sponsorship**

The non-exclusive event sponsors will:

- be featured on the event program back cover along with other non-exclusive sponsors
- have a 1/4 page ad in the event program
- be displayed on the sponsorship page of our web site
- be allowed to place up to 2 (up to 5' by 10') banners at the event location(s)
- may provide a small advertising tent
- (will share sponsorship with other non-exclusive sponsors)

### **Exclusive Ultimate Merchandise Sales:**

An Exclusive Ultimate Merchandise Vendor will:

- be the sole seller of Ultimate gear, apparel and paraphernalia
- be allowed one 1/2 page ad included in the event program
- have space to sell at each "tournament central" tent
- be provided with the tournament logo and associated text and images
- may set up one additional sales tent per location
- may display one (up to 5' x 10') banner at additional sales location
- must develop final artwork and logos for merchandise at own expense
- must sell tournament discs at price to be determined with organizers
- (Event Sponsor and Food Sponsor may also be present at each location)
- (if selected as an exclusive vendor, no other merchandise vendors will be accepted)

### **Non-Exclusive Ultimate Merchandise Sales**

Non-exclusive merchandise sellers will:

- be allowed one sales tent at each event location
- be allowed to display one (up to 4' x 8') banner at each sales booth
- to allowed to provide a 1/4 page ad for the event program
- be provided with the tournament logo and associated text and images
- must develop final artwork and logos for merchandise at own expense
- must sell tournament discs at price to be determined with organizers
- (will share sales with other non-exclusive vendors)

### **Exclusive Food/Drink Sponsor**

An exclusive food sponsor will:

- be the sole seller of food and / or drinks at the event
- be allowed one 1/2 page add in the event program
- have space to sell food/drinks at each "tournament central" tent
- be provided with the tournament logo and associated text and images for additional marketing opportunities
- may set up one additional sales tent per location
- may display one (up to 5' x 10') banner at additional sales locations
- (Event Sponsor and Merchandise Sponsor may also be present at each location)
- (If selected, no other Food/Drink Sponsors will be accepted)

### **Non-Exclusive Food/Drink Sponsors**

Non-exclusive food/drink sponsors will:

- be allowed one sales tent at each event location
- be allowed to display one (up to 4' x 8') banner at each sales booth
- to allowed to provide a 1/4 page ad for the event program
- be provided with the tournament logo and associated text and images for additional marketing opportunities
- (will share sales with other non-exclusive vendors)

## How to Submit a Sponsorship Bid

Please submit the following by March 4th, 2014 to [pjahnige@aya.yale.edu](mailto:pjahnige@aya.yale.edu)

1) Please indicate which category(ies) you are submitting proposal for. If accepted as an "Exclusive Sponsor" no "non-exclusive sponsors" in that category will be accepted.

2) Please provide the direct contribution (dollar amount or percent of gross sales) that you will contribute to "Ultimate Good" for each category.

(For example, we will provide \$4,000 to be the Exclusive Event Sponsor, and \$1,000 to be a non-exclusive event sponsor.)

(For example, we will provide 15% of gross sales as an Exclusive Merchandise Sponsor, and 10% of gross sales as a non-exclusive merchandise sponsor.)

3) Please provide the indirect contribution (in-kinds goods or services) that you will contribute at or prior to the tournament in each category

(For example, we will also provide two tournament discs at our expense to each team box as an Exclusive Merchandise Sponsor.)

(For example, we will also provide a free pair of cleats to each player on the winning teams in each division as a non-exclusive event sponsor.)

4) Please describe, in detail, the goods and services that you plan to provide, donate or sell at the event; including detailed amounts, specifications, materials, brands, men's and women's sizes, menus, price points, etc.

(For example, as a non-exclusive drink vendor we will have for sale 56 cases of 12 oz coke products (coke, diet coke, sprint) for \$1.50 per drink, chilled in ice; 10 cases of 16oz Dasani bottled water for \$1.50 chilled; and 40 cases of 20 oz Powerade products for \$2 chilled on ice.)

5) Please offer qualifications and references from other similar sponsorships.

Please submit proposals by March 4, 2014 to:

Paul Jahnige, Sponsorship Coordinator

Pioneer Valley Invitational

[pjahnige@aya.yale.edu](mailto:pjahnige@aya.yale.edu)

Questions to [pjahnige@aya.yale.edu](mailto:pjahnige@aya.yale.edu). Answers will be posted on [pvinvoke.org](http://pvinvoke.org)

## Ideas for In-Kind Contributions

The tournament organizers encourage potential sponsors to creatively offer direct and indirect contributions to this tournament. The tournament is specifically seeking contributions of:

- Event staff
- Team housing
- Bagels
- Fruit
- Peanut butter, jelly, bread and pretzels
- Sports drink mixes
- Event tents
- Tournament discs
- Porto-potties
- Program printing
- 2015 Design services
- Field score boards
- Trophies and prizes
- Saturday night tournament dinner
- Saturday night dance party and security
- Other items we might not know we need

## Additional Marketing Opportunities

Be creative in your proposals, in addition to the specific opportunities detailed above, the Pioneer Valley Invitational provides many other promotional opportunities including but not limited to:

**Team Tournament Boxes:** Each team will receive a box with the printed tournament program and schedule, a tournament disc, breakfast food and snacks, and tournament party credentials. Boxes offer many opportunities for donated promotional items.

**Electronic and Print Material Promotion:** The event offers advertising and promotional opportunities on PVInvite.Org, our Facebook page, Twitter feed and via printed tournament programs that are distributed to each team and available free to all.

**Tournament Prizes:** The tournament will offer trophies and may offer sponsored prizes to 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place teams in the Open A, Open B and Girls divisions. The tournament will also provide a Spirit Award in each division.

**Social Event:** The tournament will host a dinner and dance party on Saturday night at Northampton High School. Hosting this event provides additional marketing opportunities.

**Official Event Keepsake:** Tournament organizers will consider proposals to provide an official “keepsake item” to all participants again providing an opportunity for prominent branding and exposure.

**Volunteer T-Shirt Display:** Each tournament volunteer may be provided a t-shirt to wear over the weekend that will prominently display your logo. This will be a group of at least 30 volunteers at the event location and at the event party.

## **Doing Good while Having Fun**

The Pioneer Valley Invitational is 100% organized, operated and staffed by volunteers!

10% of the event proceeds will be donated to Ultimate Peace, a 501(c)(3) non-profit that seeks to build bridges of understanding and friendship between youth who live in communities divided by conflict, using the character building sport of Ultimate Frisbee as our tool.

10% of the event proceeds will also be donated to Ultimate Good, an organization devoted to using the popularity and marketing power of Ultimate to raise funds for local charities.

The remainder of the proceeds will support the growth of the Pioneer Valley Invitational as an Ultimate Event, and the Northampton High School Boys and Girls Ultimate Programs.