

YOUTH SPORTS & TRAINING FACILITY

Advertising and Sponsorship Media Kit

Presented by:
Edward Dahl, Jr.





SUPPORTING LOCAL YOUTH SPORTS PROGRAMS

Victory Sports Performance (VSP) is excited to announce the expansion of the **Alamo City All-Stars Sportsplex, a Youth Event & Sports Center** that helps young, aspiring athletes grow and thrive in competitive sports. By developing 'strategically targeted, youth sports brands' within the facility that connects with each audience, it is poised, once again, for rapid growth.

The Sportsplex facility is a 40,000 sq.ft. complex in the Universal City - San Antonio area. Because it is centrally located along the Loop 1604 corridor; the Sportsplex draws lots of regional attention. In 2023, we will host 24 major basketball tournaments, 8 premier volleyball events, a regional championship and at least 16 other significant sports events. By 2024, we will have reached over 5,000 teams and more than 300,000 spectators and patrons at the Sportsplex.

The facility houses indoor pickle ball, volleyball, basketball and performance training. It is home to over 40 volleyball and basketball teams, leagues & clubs with a reach of over 300,000 visitors per year and growing. To support athletic performance and training, the arena is equipped with state-of-the-art strength, agility and verticality equipment. In addition, the facility promotes year-round tournaments and sporting events as well as after-school and summer youth sports programs that increasingly generates foot traffic year over year.

As shown throughout the following pages, VSP offers a variety of sponsorship and advertising opportunities within its facility. Becoming a partner in this facility is a great opportunity for local businesses to show support for youth sports development while positioning its brand to achieve audience reach and marketing goals. With many options available, each package can be negotiated to meet your individual budget.

For more information regarding this opportunity, including desired tours, or to take immediate advantage of a sponsorship opportunity, please contact Edward Dahl at eddie@alamocityallstars.com or by phone, call: 888-559-1140.

Thank you for your support,

Edward Dahl, Jr.

Edward Dahl, Jr
Facility Owner & Director



SPORTSPLEX
YOUTH TRAINING FACILITY



STVA
SOUTH TEXAS VOLLEYBALL ACADEMY



STVA
beach

MAX FIT
TRAINING CENTER



ABOUT THE SPORTSPLEX

The Sportsplex is an approximately 40,000 square-foot multi-purpose center that opened in the Summer of 2015. The facility includes:

- 8 NCAA Volleyball Courts
- 4 NCAA or 8 Junior High Basketball Courts
- 3 Pickleball Courts
- 1 Multipurpose Room
- Strength, Agility & Verticality Performance Training Programs
- 5,500 Sq Feet of Fitness and Group Training (Opening April 2024)
- Café with WIFI

The Sportsplex:

- Attracts over 300,000 visitors annually by 2024
- Hosts diverse sports teams and programs including Athletic Performance Training, Basketball & Volleyball - Boys & Girls, Ages 5-18
- Supports several Regional and National tournaments, with up to 200+ teams each
- Will attract 300 members to the fitness & group training expansion by year-end 2025

With our community and organization outreach initiatives, an afterschool program, summer camp programs, nightly clinics, fitness facilities, and youth sporting events, the sportsplex draws crowds from SATX, surrounding areas and families from out-of-town that travel to compete every year.

Many of the teams and visitors require hotel accommodations and other amenities, giving them the opportunity to patronize surrounding businesses while in town. In addition, youth sports families average over six hours in the facility each week for training, practice and coaching; passing local businesses enroute to the sportsplex traveling to and from the arena.

The Sportsplex also supports:

- Corporate Team-Building events
- Conferences
- Birthday Parties
- Physical Education Classes
- Field Trips
- Fundraisers
- Camps
- Clinics
- And More!



WHY ADVERTISE WITH US?

2K+

of Parents, Coaches, and Players are at the Facility Weekly at an average of six hours per week

15K+

Youth sports families view our 3 Websites, emails and social each month

\$75K+

Household Income

2+ Kids

in the Household

300K+

Visitors, parents and athletes per year at the ACA Sports Complex - Victory Sports Performance

WE'RE AT THE CENTER OF SATX FAMILIES. AND YOU CAN BE, TOO.

ACA is central to daily family life and is visited by over 300K families every year. The average time player & parent are in the facility is an average of six hours weekly.

81%

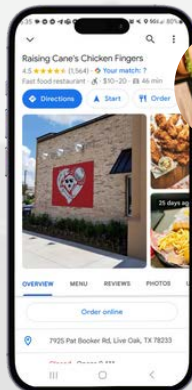
of parents plan their weekends around their kids' youth sports activities



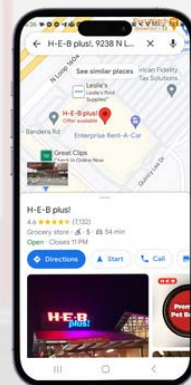
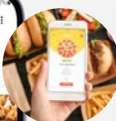
Planning the Week's Activities + Scheduling



Branding Opportunities at Practice, Clinics, Tournaments, Games & More



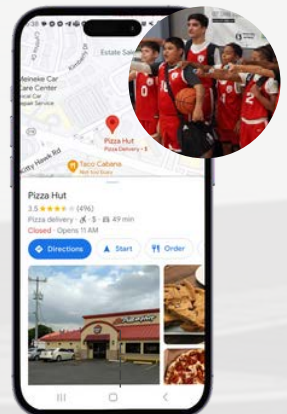
Weeknight Practice+School Night Fuel



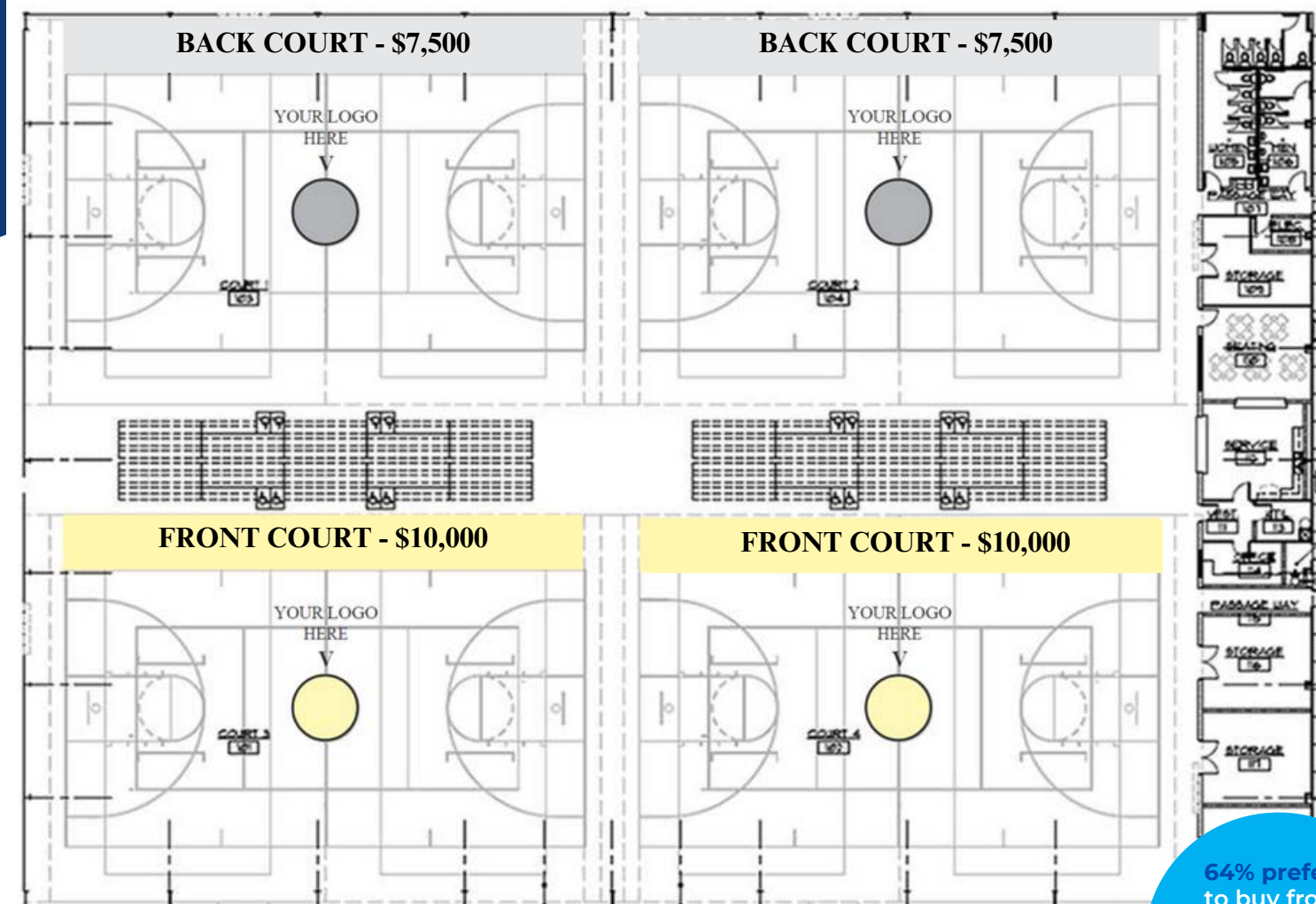
Local Business Search as Audience Gets Closer to Game Day



GameDay Presence: Signage, Products, Rotating Ads, & More



Post Game Activity + Celebration



64% prefer to buy from Co's with a reputation for purpose as well as profit

77% of customers expect brands to support them

Brand loyalty is 88% higher when supporting community initiatives

SPONSORSHIP & AD OPPORTUNITIES

BUILDING NAMING RIGHTS SPONSOR

- Three (3) Year Sponsorship
- Partner Name on Signage
- Partner Name/ Logo on Interior Wall
- Partner Name/ Logo/ Ad on Digital Screens

SAND VOLLEYBALL FACILITY SPONSOR

- \$250,000
- Recognition Plaque and entry of Sand Facility
- Naming Rights to Facility (10 years)
- Partner Name/ Logo/ Ad on Digital Screens
- Partner Logo on Nets, Pads, Court Signs (10 years)

COURT BANNER SPONSOR

- Annual Sponsorship
- \$2,000 for 5X15 Banner
- \$1,200 for 5X15 Banner
- Includes Sign Printing
- Partner Name/ Logo/ Ad on Digital Screens
- Court Sponsor May Refuse Same Industry Sign Sponsors

COURT SPONSOR

- Annual Sponsorship
- \$10,000 Front Court
- \$7,500 Back Court
- Partner Name/ Logo Decaled On Court
- Partner Name/ Logo Ad on Digital Screens
- Logo on Player and Scorer's Table Seats

PROGRAM SPONSOR

- Annual Sponsorship
- Platinum: \$10,000
- Gold: \$5,000
- Silver: \$3,000
- Bronze: \$1,500
- Recognition Plaque and entry of Sportsplex
- Partner Name/ Logo/ Ad on Digital Screens



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beach

MAX FIT
TRAINING CENTER



YOUTH SPORTS HIGHLIGHTS

BASKETBALL



- The National Travel Basketball Association (NTBA) 24 Tournaments and 16 Leagues for School-Aged Youths Annually
- Expected Attendance is 150,000
- ACA Sportsplex Skills Camps for Up to 100 Kids Per Session
- Adult Leagues and Tournaments Attract up to 64 Teams Per Event
- Pro and Semi-Pro Practice Exhibition

PERFORMANCE & FITNESS TRAINING



- 1,000 Expected Attendance for Weight Training, Vertimax Conditioning and Agility Sessions
- 300 Members Enrolled by 2025 for Maxxfit
- 5,500-Sq Ft Strength and Conditioning Center Hosts Professional College, High School and Amateur Clientele

VOLLEYBALL



- The ACA Seasonal Volleyball Club Utilizes the Facility for Training and Development Program. Expected 15,000 to Attend
- 8 Volleyball Tournaments Will be Hosted at ACA Sportsplex
- Expected Attendance 100,000
- Add Gymnastics and Cheers Events 4 times a year

OTHER YOUTH EVENTS & SPORTS



- Pickle Ball & Other Sporting Events
- Daily Clinics for Basketball, Volleyball and Beach
- 4x4 Tournaments 6 Times a Year
- Summer Camps, Recruiting & More
- Expected Attendance 5000



SPORTSPLEX
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STVA
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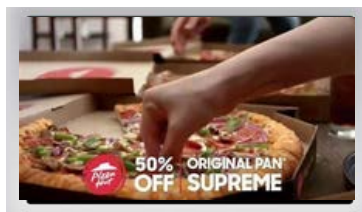
MAXFIT
TRAINING CENTER



OTHER SPONSOR & AD OPTIONS

| Ad Space | Spec | Fee | Term |
|----------------------|--|---------------------|----------|
| Court Banners | 5x7 | \$1,200 | 1 Year |
| Court Wall Posters | 5x15 | \$2,000 | 1 Year |
| Court Wall Poster | 18x24 | \$900 | 1 Year |
| Court Wall Poster | 24x36 | \$750 | 1 Year |
| Court Sponsor | Back | \$7,500 | 1 Year |
| Court Sponsor | Front | \$10,000 | 1 Year |
| Arena Sponsor | Name Building (Signage Paid By Sponsor) | \$25,000 | 3 Years |
| Digital Ad Placement | Digital TV (Rotation Ad) | Starts at \$250/Mo. | 3 Months |

DIGITAL + SIGNAGE PACKAGES **AVAIL**



Digital TV Rotating
Ad (Vertical/
Horizontal)



5x15' or 5x7' Court Side
Banner



Wall Poster



VICTORY SPORTS
PERFORMANCE

**THE BALL IS IN
YOUR COURT!**
