

# Play Mile High

## 2015 Corporate Sponsorship Opportunities

Leagues | Events | Interactive



*"It's the best way to have fun in Denver"*





# OVERVIEW OF PLAY MILE HIGH



## LEAGUES

The foundation of Play Mile High is our sports and leagues. Each is designed to bring friends, family and co-workers together once a week to be active, meet other local, like-minded residents and have fun in their own back yards.

Each league includes an after party social element at a local bar/restaurant where participants enjoy games and food and drinks specials.

## EVENTS

The of events division of Play Mile High draw hundreds of annual participants to a number of varying events from black tie to beach casual. Our events are designed to be social and fun - often being the point of conversation and good memories for all those who attend.

From bar crawls, to charity 5Ks to multi-city national championships we are sure to have the perfect event for you.

## INTERACTIVE

Play Mile High is not just limited to the action at the fields and the bars but is an interactive experience as well. From online sweepstakes and giveaways to monthly newsletters, [League name] makes sure the fun doesn't stop. Our social media platforms are used to make sure connections and conversations are not just a one night thing but are continuous and constant. Making [league name] a truly interactive cultural experience.

# PLAY MILE HIGH DEMOGRAPHICS

## Leagues:

Basketball  
Bocce  
Cornhole  
Dodgeball  
Flag Football  
Kickball  
Skeeball  
Soccer  
Volleyball

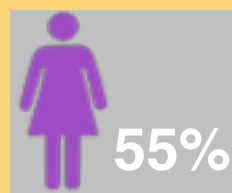
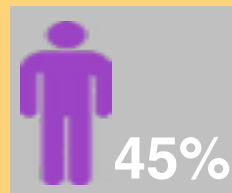
## Events:

End of Season Parties  
Team Building  
One Day Tournaments  
City Championships  
National  
Championships  
Bar Crawls  
Charity Fundraisers  
One Day Trips

## Interactive:

Spirit Weeks  
Social Media Contests  
Product Distribution  
Website Advertising  
Monthly Newsletters  
Vendor Spaces

## Gender:



## Ages:

21-24	27%
25-29	43%
30-35	22%
35+	8%

## Funded:

\$30-\$39,999	18%
\$40-\$49,999	26%
\$50-\$59,999	40%
\$60k+	16%

## Connected:

83% spend 25+ hrs/week online  
92% get news, shop, network online  
90% have a smart phone

## Educated:

90% are college graduates

## Ready to Mingle:

85% of participants are single

## Active:

73% Go out 2+ per week  
32% Hold gym memberships  
37% Play in more than one league per season

## Social Connections:

Twitter: 1,000+ Followers  
Facebook: 11,000+ Fans  
Email: 8,000 Active database

## League Players:

18,000+ League players per year  
4 seasons a year, 8 week seasons

## Event Attendees:

10+ Major events per year  
5,000+ Event Attendees per year  
\$11K raised for charity

**We Have the Market  
You Want to Target**



# BENEFITS OF PLAY MILE HIGH MARKETING

## Why Align Your Brand With Play Mile High

Play Mile High Sponsorships deliver one of the most affordable, direct ways to achieve the greatest marketing impacts possible. Play Mile High will work closely with your brand in the lead up to, during and after the sponsorship to make sure you:

- Reach your target demographics
- Hone activation approaches
- Amplify your brand's message
- Fully integrate your brand product(s) and message
- Achieve and surpass your marketing objectives
- Garner the attention of those most influential to your brand consumption
- Align your brand with Play Mile High to leave a lasting message.

Play Mile High sponsorship team offers valuable support and guidance throughout the Play Mile High season. Contact us for more information on developing a custom program to fit your brand's needs.



NYC Shirt Sponsorship



CitiBank Dodgeball Tournament



Lime-a-Rita Spirit Week



Bud Light Post Season Party



A Night at the Movies Spirit Week