



# Go West Sports Center Pickleball and Soccer

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Sponsorship, Advertising, and Promotion Opportunities  
[www.the-sports-center.com/sponsorships](http://www.the-sports-center.com/sponsorships)



# Go West Sports Center - Activities

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- Go West Sports Center - 501C(3)(A)
  - Soccer
  - **Pickleball (Dec 1, 2021 Added Four Brand New Courts)**
  - Table Tennis
  - Cornhole
  - Concessions (beer & wine license applied for)
- Location: 9225 W 10<sup>th</sup> Street, Indianapolis, IN 46234
- Website: <https://www.the-sports-center.com>
- Phone: 317-273-0413



# IMPORTANT FACTS ABOUT GO WEST

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- Pickleball grew in 2020 to 4.2 million players in the US, an incredible growth rate of 21.3% from 2019 per the Sports & Fitness Industry Association's (SFIA) 2021 Topline Participation Report, released in Feb. 2021. <https://usapickleball.org/about-us/organizational-docs/pickleball-fact-sheet/> (November 18, 2021)
- GO WEST IS THE ONLY DEDICATED MULTIPLE COURT INDOOR FACILITY SERVING COMMUNITIES WEST OF INDIANAPOLIS
- Since opening pickleball (12/1/21) there have been 744 Members Join
- Soccer has over 50 teams playing each weekend. Over 1,800 people visit the soccer side of the facility each week (Nov. thru March)



# GO WEST SPONSORSHIP OPPORTUNITIES

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- Primary
  - Banner
  - Court
  - Facility
  - Field
- Other
  - Leagues
  - Tournaments



# FACILITY SPONSORSHIP - SOCCER

## Amount

1 Yr: \$6,000

2 yrs: \$10,000

5-yrs: \$20,000

- SOCCER FACILITY
  - Naming Rights (goes out on all social media, schedules etc..)
- INTERIOR SIGNAGE – one sign (4X6) on Soccer Side and one Sign (4X6) on Pickleball Side
- ADVERTISING (Website, Email & Product Display)
- TOURNAMENT



# FACILITY SPONSORSHIP - Pickleball

- Pickleball Facility
  - Naming Rights (goes out on all social media, schedules etc..)
- INTERIOR SIGNAGE – one sign (4X6) on Soccer Side and one Sign (4X6) on Pickleball Side
- ADVERTISING (Website, Email & Product Display)
- ONE OF FOUR COURTS
  - When booking a court – one of the four pickleball courts will be labelled the (Insert name of sponsor) court. Court sponsors will be prominently displayed online for court reservation process.

## Amount

1 Yr: \$6,000

2 yrs: \$10,000

5 yrs: \$20,000



# COURT SPONSORSHIP - Pickleball

- NAMING RIGHTS
  - ONE OF FOUR PICKLEBALL COURTS
- TWO INTERIOR BANNERS – One large (4X6) and one Small (2X4)
- WEBSITE / EMAIL ADVERTISING
- PRODUCT DISPLAY NEAR CONCESSIONS

## Amount

1 Yr: \$1,500  
2 yrs: \$2,000  
5 yrs: \$4,000



# BANNER SPONSORSHIP

## Amount

### Large (4x6)

1 yr \$800  
2yrs \$1,250  
5yrs \$2,500

### Small (2x4)

1 yr \$500  
2yrs \$800  
5yrs \$1,600

- LARGE BANNER IS PLACED ON WALL ON YOUR CHOICE OF SIDE OF FACILITY
- SMALL BANNER IS PLACED AS A BANNER ON PICKLEBALL COURT
- IF SAME BUSINESS DOES BOTH LARGE AND SMALL BANNER – 20% DISCOUNT ON TOTAL
- WEBSITE / EMAIL ADVERTISING



# SOCCER WALL SPONSORSHIP

Amount

Center

2yrs \$4,000  
5yrs \$16,000

Side

2yrs \$3,000  
5yrs \$13,000

- PANEL WALL VINYL WRAP IS PLACED ON WALL ON YOUR CHOICE OF PANEL ON SOCCER FIELD
- IF SAME BUSINESS DOES BOTH LARGE AND SMALL BANNER – 20% DISCOUNT ON TOTAL
- WEBSITE / EMAIL ADVERTISING
- \*OPPRUTINITY TO WORK WITH PROFESSIONAL DESIGNER FOR \$50 PER HOUR.



# ADVERTISING – Available for Facility Sponsor and Court Sponsor

- Website

- The placement of your logo, maximum dimension, 5cm x 5cm, on the home page of the facility's website, [www.the-sports-center.com](http://www.the-sports-center.com) - sponsorship duration, with accompanying linked page with a changeable (2 times per year) advertisement for your business products and services

- Product Display

- Erect a product display near the concession area.



# LEAGUE

- Name League – either a Soccer League or a Pickleball League
- Emails
- Shirts for Champion of League

Amount: \$1,000  
Term: Min 8 Wks



# TOURNAMENT

- Name Tournament
- Social Media Marketing
- Emails
- Prizes
- Shirts

Amount: \$1,000  
Term: One Wknd





FOR MORE INFORMATION  
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THANK YOU!