



## Sponsorship Opportunities

### BACKGROUND:

#### PUMP

PUMP's mission is to make Pittsburgh the most dynamic and diverse place by engaging, educating, and mobilizing all young people to effect change in our community. We envision a Pittsburgh where young people have an active role in advocating and caring for our City, making Pittsburgh the first choice for everyone to live, work, and play. Each year, PUMP reaches nearly 30,000 young people through meaningful social, service, and advocacy activities. All of PUMP's programming focuses around our Advocacy + Public Policy Agenda and four themes: (1) A Diverse Connected Region, (2) Equitable Opportunities for Success, (3) Active and Engaged Residents, and (4) Equitable Access to Health and Wellness. Visit [www.pump.org](http://www.pump.org) for more information.

#### Kickball for a Cause

PUMP will be hosting our 18<sup>th</sup> Annual Kickball for a Cause event on August 18, 2020 which will bring together over 650+ attendees and 36 teams for a full day of food, music, and kickball games at Mellon Park. Over the years, PUMP has raised tens of thousands of dollars through Kickball for a Cause for Pittsburgh nonprofits. Each year, the Causes are both nominated and voted on by PUMP members during the spring. This year's Causes will be announced on April 25<sup>th</sup>.

#### Past Kickball for a Cause Beneficiaries Include:

- Girls Hope
- YWCA
- The Education Partnership
- Bike Pittsburgh
- Mario Lemieux Foundation
- Strong Women Strong Girls
- HEARTH
- Alliance for Refugee Youth Support and Education
- Orange Arrow
- Friends of the Riverfront
- 412 Food Rescue
- Big Brothers Big Sisters of Greater Pittsburgh
- Allegheny CleanWays
- Women and Girls Foundation
- Pennsylvania Women Work

## OPPORTUNITY:

PUMP is offering a diverse range of sponsorship opportunities for our 18<sup>th</sup> Annual Kickball for a Cause tournament, including a Presenting Sponsorship to lead the way. All Kickball for a Cause sponsorships are structured to provide maximum visibility and marketing benefits to all sponsors seeking to reach PUMP / PSL's highly desirable demographic (key market and reach data is provided below).

### Presenting Sponsorship Level - \$5,000

#### Pre Event Marketing

- Presenting sponsor name added to event logo (e.g. *Kickball for a Cause presented by...*)
- Premium logo placement on all Kickball for A Cause website, events, and registration pages
- Premium logo placement on all Kickball for A Cause electronic marketing communications
- Company logo and mentions on all social media platforms (Facebook, Twitter, Instagram, etc.)
- Premium logo placement in all captain/ league emails regarding Kickball for A Cause
- Premium logo placement in Captain's Package delivered prior to event
- Inclusion of sponsor collateral and/or coupon in Captain's Package
- Verbal acknowledgement during Captain's meeting
- Acknowledgement in official media advisory and press release distributed to media

#### Event Day

- One pre-reserved company team in tournament (Cannot guarantee after June 19, 2020)
- Premium placed sponsor table onsite at event (along with PUMP table and charitable partner tables)
- Premium logo placement on T-Shirt
- Premium logo placement on signage throughout event location
- Championship Field named after your organization with signage at field
- Opportunity to display up to two sponsor banners
- Opportunity to include sponsor prize in onsite raffle drawing
- Opportunity to address attendees during event high point (lunch time) and/or awards presentation
- Opportunity to present donation checks to nonprofits during awards with photo posted to social media, event website, and thank you emails

#### Post-Event

- Premium logo placement on post event "Thank You" email to all participants
- Premium logo placement on post event Infographic
- Active official event logo and sponsor logo on website through December 2020
- First right of refusal for *2021 Kickball for A Cause* Presenting Sponsorship (November 30, 2020 deadline)

### Gold Sponsorship Level - \$2,500

#### Pre Event Marketing

- Company logo placement on all Kickball for A Cause website, events, and registration pages
- Company logo placement on all Kickball for A Cause electronic marketing communications
- Company logo and mentions on all social media platforms (Facebook, Twitter, Instagram, etc.)
- Company logo placement in all captain/ league emails regarding Kickball for A Cause
- Company logo placement in Captain's Package delivered prior to event

- Inclusion of sponsor collateral and/or coupon in Captain's Package
- Verbal acknowledgement during Captain's meeting

#### Event Day

- One pre-reserved company team in tournament (Cannot guarantee after June 19, 2020)
- Sponsor table onsite at event (along with PUMP table and charitable partner tables)
- Company logo placement on T-Shirt
- Company logo placement on signage throughout event location
- Field named after your organization with signage at field
- Opportunity to display up to one sponsor banner
- Opportunity to include sponsor prize in onsite raffle drawing

#### Post-Event

- Logo in post event "Thank You" email to all participants
- Active company logo on website through December 2020
- First right of refusal for *2021 Kickball for A Cause* Gold Level Sponsorship (November 30, 2020 deadline)

## Silver Sponsorship Level - \$1,250

#### Pre Event Marketing

- Company logo placement on all Kickball for A Cause website, events, and registration pages
- Company name placement on all Kickball for A Cause electronic marketing communications
- Company name and mentions on all social media platforms (Facebook, Twitter, Instagram, etc.)
- Company name placement in all captain/ league emails regarding Kickball for A Cause
- Company name placement in Captain's Package delivered prior to event
- Verbal acknowledgement during Captain's meeting

#### Event Day

- One pre-reserved company team in tournament (Cannot guarantee after June 19, 2020)
- Company logo placement on T-Shirt
- Company name on signage throughout event location
- Field named after your company/organization with signage at field
- Opportunity to include sponsor prize in onsite raffle drawing

#### Post-Event

- Name in post event "Thank You" email to all participants
- Active company logo on website through December 2020
- First right of refusal for *2021 Kickball for A Cause* Silver Level Sponsorship (November 30, 2020 deadline)

## Bronze Sponsorship Level - \$500

#### Pre Event Marketing

- Company name on all Kickball for A Cause website, events, and registration pages
- Company name placement on all Kickball for A Cause electronic marketing communications
- Company name and mentions on all social media platforms (Facebook, Twitter, Instagram, etc.)
- Company name placement in all captain/ league emails regarding Kickball for A Cause
- Company name placement in Captain's Package delivered prior to event

- Verbal acknowledgement during Captain's meeting

#### Event Day

- Company name on T-Shirt
- Company name on signage throughout event location
- Opportunity to include sponsor prize in onsite raffle drawing

#### Post-Event

- Name in post event "Thank You" email to all participants
- Active company name on website through December 2020
- First right of refusal for *2021 Kickball for A Cause* Bronze Level Sponsorship (November 30, 2020 deadline)

### **SPONSOR SIGN UP AND PAYMENT:**

Sponsor sign up can be done easily online at <https://www.pump.org/kickball-cause-sponsorship/>. Payment can be made at the time of sign up using a credit card or at a later date via credit card or check. PUMP will send an invoice to all sponsor commitments that do not pay by credit card at the time of sign up.

### **QUESTIONS?**

Should you have any questions about Kickball for a Cause sponsorship, please contact Brian Magee at [brian@pump.org](mailto:brian@pump.org) or 412-338-2133 ext. 10.



## Kickball for a Cause

### Key Market and Reach Data

#### PUMP / PSL Constituent Profile

- Serve nearly 30,000 individuals each year
- Racially and ethnically diverse
- 56% male, 44% female
- 69% between 25-34 years old
- 64% earn between \$30,000 and \$70,000
- Predominantly live within the city limits
- Civically engaged and socially connected
- Committed to Pittsburgh

#### PUMP / PSL Programming

- 30,000+ constituents (PUMP and PSL programming)
- 23,000+ PSL participants annually
- 8,000+ dues paying PUMP Members
- 1,950+ PSL teams annually
- 200+ PSL leagues annually
- 40+ events annually

#### PUMP / PSL Communications and Impressions

- PUMP Website: 1,500,000+ page views annually
- Kickball for a Cause Website: 35,000+ page views annually
- PUMP / PSL eNews subscribers: 26,000+
- PUMP Facebook Fans: 4,500+ followers
- Twitter Followers: 3,700+ (multiple platforms)
- Instagram Followers: 2,150+