



## PLATINUM SPONSORSHIPS

### **Collegiate All-American Sponsorship - \$35,000**

The Collegiate All-America program is one of the AVCA's most visible programs. The AVCA honors nearly 1,000 athletes with its All-Region, All-America and Player of the Year awards. The Player of the Year from all divisions and the Division I All-America Team are honored at a banquet during the AVCA Annual Convention. Every time an award winner is promoted through the media, a release by the schools sports information department or announcement on their Web site, consumers will see your company's name. Former AVCA Players of the Year include Long Beach State's Misty May and Stanford University's Kerri Walsh. Estimated exposures and impressions: 90,000,000+.

## GOLD SPONSORSHIPS

### **AVCA/All-America/Players of the Year Banquet Sponsorship - \$15,000**

The Player of the Year from all divisions and the Division I All-America Team are honored at the AVCA All-America/ Players of the Year Banquet held during the AVCA Annual Convention. This is the must see and most well-attended single event at the AVCA Convention. With an average attendance of more than 900 this event offers great exposure and a captive audience of the volleyball decision makers. The sponsor would have the opportunity to address the audience as well as present the honorees with their awards.

**SOLD**

### **Team Academic Sponsorship - \$15,000**

This is your company's opportunity to be associated with the brightest athletes in America. The AVCA Team Academic Award honors volleyball teams at the high school and college level that are successful in the classroom with a minimum 3.30 GPA. This title sponsorship allows your name and logo to be part of each award, press opportunity and more. Almost 15% of AVCA membership participates in this award. 90% receive media coverage. Exposures and impressions: 149,000,000.

### **AVCA Coaches Honors Luncheon Sponsorship - \$15,000**

The Coach Honors Luncheon drew 850 attendees in 2008 and is guaranteed to be one of the most attended functions at the Convention. Title sponsorship gives premier placement in terms of signage, recognition, and exposure to attendees. Coaches from all levels as well as the 2009 AVCA Hall of Fame class will be honored at this prestigious event. Be the brand that they associate with excellence!

**SOLD**

### **Opening Night Reception - \$12,000**

Kick off the convention in your own special way. You have the ability to welcome everyone to the convention. This is also the first meal function of the convention.

**SOLD**

### **Coach of the Year/Hall of Fame Sponsorship - \$10,000**

Be recognized as the standard of excellence as the sponsor of the Coach of the Year and Hall of Fame programs. No other programs are as revered and as cherished as these. If you want to position your product as the standard bearer of quality then this opportunity may be for you. The sponsor will receive recognition on all awards, during the Coaches Honors Luncheon, in press events and much more.

### **Casino Night Sponsorship - \$12,000**

Be a part of this opening night enhancement that our attendees are sure to love. Casino night allows you to use banners and table signage to give your company recognition. Whether it's black jack, roulette, or another activity your company will be visible to everyone involved.

**SOLD**

### **Player of the Year Sponsorship - \$10,000**

This prestigious sponsorship allows your company to be associated with the Player of the Year for each collegiate division. This sponsorship gives you the opportunity to increase your visibility and gain name recognition.

**SOLD**

# AVCA Convention Sponsorship Opportunities

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## SILVER SPONSORSHIPS

### **Carpet Sponsorship - \$8,000**

Make every step count and have your logo at the feet of all attendees. This sponsorship allows you to provide attendees with the comfort of carpet in the exhibit hall.

### **AVCA Coaches Zone Sponsorship - \$7,500**

This sponsorship allows your company to be prominently featured in the "AVCA Coaches Zone", a gathering space complete tables, chairs the AVCA messaging center, as well as the AVCA Silent Auction and AVCA Career Center. The AVCA Coaches Zone will be located near the middle of the Volleyball Marketplace, where you can take advantage of 15 hours of traffic that is scheduled into the convention schedule. During sponsor functions, food and beverage stations will be positioned strategically around the Coaches Zone, guaranteeing maximum traffic and ample time to build relationships, show your product and discuss opportunities with coaches!

### **Hotel Keycard Sponsorship - \$7,500**

Have your name on the one item everyone has to have (their Hotel Keycard). You have the ability to use the keycard in any way you want to create a marketing piece. This allows you to be in the hands of our attendees from check-in to check-out.

### **Convention Court Sponsorship - \$7,500**

Gain exposure by placing logos on the courts that will be used at the convention. These courts as well as other signage and mentions of the court will be branded with your name.

### **Bag Sponsorship - \$5,000 + cost of bags**

This is always one of the most visible and appreciated sponsorships at the convention. Every convention attendee will be given a convention bag, which you will provide. The bags are carried throughout the convention and throughout the year by the coaches and club directors. Your logo and the AVCA Annual Convention logo will be visible to everyone.

### **Pre-Convention Seminar Sponsorship - \$5,000**

This sponsorship provides you an opportunity to give a 3-4 minute sales message at the beginning of the session and welcome everyone to the seminar. Recruiting expert, Dan Tudor will be the featured speaker. This seminar is one of the most popular at the convention and a great opportunity to gain more exposure for your company.

### **Signage Sponsorship - \$5,000**

Have your name and logo on well over 100 directional and informational signs and 16 daily schedules placed throughout the convention center.

### **AVCA Victory Club Sponsorship - \$5,000**

Get your name on one of the most popular AVCA award programs available by sponsoring the Victory Club award. Each year the AVCA honors head coach members who have reached various victory milestones in their career. The Victory Club award sponsorship is a great way to get your product or service in front of thousands of volleyball coaches.

## BRONZE SPONSORSHIPS

### **AVCA Girls' Talent Showcase @ AVCA Convention Title Sponsorship - \$5,000**

This recruiting event draws almost 300 athletes from all parts of the country and almost as many college coaches. Widely advertised throughout the fall season to both collegiate and high school coaches, this event puts your name in front of the best in volleyball coaches.

### **Lanyard Sponsorship - \$4,500**

Have your logo on something every attendee must wear. This is a great vehicle for name recognition/retention.

**SOLD**

**SOLD**

**SOLD**

## AVCA Convention Sponsorship Opportunities

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### **BRONZE SPONSORSHIPS** continued

#### **Name Badge Sponsorship - \$4,500** **SOLD**

Have your logo on something every attendee must wear. This is also a great vehicle for name recognition/retention.

#### **Massage Booth Sponsorship - \$4,000 + cost of masseuse**

Provide a relaxing retreat for all attendees. With this sponsorship, you hire a company to give massages to our members. You can post masseuse hours as desired.

#### **Thursday Morning Breakfast Sponsorship - \$3,000**

This sponsorship allows you to offer breakfast to convention attendees and do a product presentation. The sponsorship time is 7:45 – 8:45 a.m. at the Marriott Waterside (headquarters hotel). A reserved room with an LCD and screen will be available as well as breakfast for attendees. Regular convention sessions won't start until 9:00 a.m., so this will give you a perfect opportunity to capture a sizable audience to start the day.

#### **Seminar Pen Sponsorship - \$2,500 + cost of pens**

How can you get your company name and brand on something coaches will use for months to come? Sponsoring seminar pens allows your company to stand out. These pens will be distributed at the beginning of each convention seminar for coaches to take notes with during the session and to take home with them after the session.

#### **Water Bottle Sponsorship - \$2,500 + cost of water bottles**

Sponsor water bottles that coaches can carry around all week and then take home with them. You will provide the water bottle with your logo and marketing message. A coupon will be placed in registration bags to be redeemed at your booth to receive the water bottle. Approximately 8 water stations will be placed throughout Volleyball Marketplace, meeting rooms and the Talent Showcase area. Gain extra exposure as each water station will have a tank wrapped with your company name and logo.

#### **Convention Pen Sponsorship - \$2,500 + cost of pens**

This is another great opportunity to drive traffic to your booth and be in the hands of convention attendees. This sponsorship allows you the opportunity to include a coupon in convention registration bags to be redeemed at your booth to receive a pen. Stand out from the rest and maximize your convention presence.

#### **T-Shirt Sponsorship - \$2,500 + cost of T-shirt**

Drive traffic to your booth and increase your exposure by providing t-shirts to convention attendees. This sponsorship provides the opportunity to include a coupon card in the convention registration bags that attendees can redeem at your booth to receive the t-shirt. This is an excellent way to create another selling opportunity for your product or service.

#### **Career Center Sponsorship - \$2,500**

The AVCA Career Center will be a place coaches come to post resumes and search for job openings. Sponsor the Career Center and increase your exposure, as this is sure to be a high traffic area for the coaches you are trying to reach.

#### **Going Green – \$2,500**

The AVCA will be going green at the AVCA Convention this year. Put your name and logo on various recycling containers inside of Volleyball Marketplace and at designated locations inside of the convention halls for the entire event.

#### **(New) Popcorn Sponsorship - \$2,000**

Let the smell of popcorn help drive traffic to your booth. Here's your opportunity to have a popcorn machine in your booth at all times during Volleyball Marketplace hours. The machine will be staffed by the convention center. Take advantage of this increased exposure as attendees stop by your booth to have a delicious snack.

**SOLD**



### **BRONZE SPONSORSHIPS continued**

#### **Product Development Seminars – \$1,000 (30 min.) - \$1,500 (hour)**

A Product Development Seminar allows you to reach out to convention attendees by providing 30-minute to an hour classroom or on-court presentations. This is a great way to maximize your exposure at the AVCA Convention and to drive more traffic to your booth.

#### **AVCA Message and E-mail Center – Contact AVCA for Pricing**

The AVCA hopes to set up an area with computers for members to check their e-mail and surf the web. This sponsorship allows the sponsor to put up signage around the message center as well as have a screen saver of your company logo.

#### **Flash Drive – Contact AVCA for Pricing**

The AVCA will be offering one company the opportunity to put their own flash drive into registration bags. Coaches can use these to put into their computers and download any message, sales material or catalog that you want to provide. The flash drive will have your company name and logo on it as well.

#### **Coffee Sponsorship (Saturday Only) - \$1,000**

Help attendees start their day by offering coffee in your booth. The coffee stand would be staffed by the convention center. This sponsorship is sure to drive traffic to your booth and provide you with the opportunity to have meaningful conversations with coaches and club directors during this time.

#### **Convention Seminar Sponsorship - \$1,000**

How can you increase your exposure in front of a large group of volleyball coaches at the AVCA Convention? Convention seminar sponsors are given an opportunity to deliver a sales message during the first 3 – 4 minutes of the presentation as well as provide promotional materials to the coaches who attend the session. This sponsorship is a budget friendly way to make your product or service stand out from the rest.

#### **Seminar Audio Recording Sponsorship - \$1,000**

How can you continue reaching coaches after the convention has ended? Sponsor the seminar audio recordings and put a sales message at the beginning of each audio link. All convention seminars will be audio recorded and the links will be posted on the AVCA Web site after the event. Continue your sales message by reaching coaches for months and years to come

#### **Convention General Meetings - \$1,000**

Pick a specific group (if available) that you want to target and sponsor one of our 9 general meetings. Use an informational, promotional materials, etc. to get into the hands of our attendees. Use the room to promote your company and have the chance to introduce the keynote speakers for each meeting.

#### **AVCA Golf Tournament Hole Sponsor - \$100**

Florida in December means a golf tournament at the AVCA Convention! The AVCA Golf Tournament will be held on Wednesday, December 16th at Bay Palms Golf Course on MacDill Air Force Base. Get in your “Sunshine State of Mind” and sponsor a hole. Sponsorship consists of company signage at a pre-determined hole.

## AVCA Convention Sponsorship Opportunities



	Platinum \$20,000+	Gold \$10,000-19,999	Silver \$5,000-\$9,999	Bronze \$1,000-\$4,999
Right to display two company banners within Volleyball Marketplace	●			
Access to electronic version of AVCA membership attendee lists per request	●	●		
One complimentary annual AVCA membership	●	●		
One banner on AVCA.org Sponsor page**	●	●		
Complimentary Annual Convention registrations	<b>4</b>	<b>2</b>	<b>1</b>	
Tickets to all banquets, receptions, and NCAA semi final/ final Championship Matches***	<b>4</b>	<b>2</b>	<b>1</b>	
Complimentary exhibit booth spaces (10'x10')	<b>4</b>	<b>2</b>	<b>1</b>	
Full color advertisement in Convention Program	<b>full page</b>	<b>full page</b>	<b>1/2 page</b>	
Insert one 8 1/2 x 11 single sheet promotional piece in registration bags	●	●	●	
Sponsor listing in Convention Program**	●	●	●	●
Link to AVCA's sponsor section on AVCA.org**	●	●	●	●
Link on AVCA.org sponsor page	●	●	●	●

\* Level of sponsorship is determined by sponsorship fee plus cost of essential convention items-not including promotional giveaways, travel, registration, etc.

\*\* Logo for Platinum and Gold, name only for Silver and Bronze

\*\*\* Four for Platinum, Two for Gold

Please note that all AVCA promotional opportunities are sold on a first come, first serve basis.

**For advertising information or to secure a contract, please contact Toby Bishop at 866-544-2822, 859-219-3560, or [toby.bishop@avca.org](mailto:toby.bishop@avca.org).**