



3RD ANNUAL

POWER OF PLAY

DODGEBALL TOURNAMENT
and
BRUNCH

SPONSORSHIP LEVELS



HOW DO YOU POWER YOUR PLAY?

The **Power of Play** is After-School All-Stars Chicago annual fundraiser and adult dodgeball tournament hosted by the Young Professionals Board.

ASAS invites you to join us for **The Power of Play** a day of fun, food, and philanthropy. The Power of Play will host over 200 up and coming young professionals from across the city representing companies such as Mars Wrigley, Morgan Stanley, UPS, Deloitte, News America Marketing , RSM, and United Way of Metro Chicago. **NEW THIS YEAR, your ticket will also include unlimited brunch!**

Why Power of Play? This event highlights the importance of play, which for many kids is simple childhood rite of passage. Yet for thousands of children in Chicago, particularly on the south and west side, the option to play simply does not exist. As the daily headlines suggest, Chicago's landscape has become violent and turbulent leaving children living in our most vulnerable communities' little options to grow and thrive. **After-School All-Stars counteracts this by partnering with schools to keep their lights on after 3:00 pm and offering programs that identify and fuel our kids' passions and interests.**

ABOUT ASAS CHICAGO

ASAS'MISSION is to provide comprehensive after-school programs that keep children safe and help them succeed in school and in life.

ASAS Vision is for our All-Stars to be safe and healthy, to graduate high school and got to college, to find careers they love and then give back to their communities.

ASAS Chicago serves over 30,000 students in 165 Chicago Public Schools.

EVENT DETAILS

Lakeshore Fitness and Athletic Club
Saturday, March 30, 2019

10am-1pm

WHAT WE OFFER

Diverse audience

Media Exposure

Sponsorship Opportunities

ASAS BY THE NUMBERS

Website: 35K unique monthly views

All-Star Moment weekly e-newsletter:
55K subscribers

Annual Report: 4000+ distributed
Social Media Reach (National & Network):

Facebook: 23,000

Twitter: 8,000

Instagram: 6,000



DODGE SPONSOR: \$5,000

- 6 month employee engagement program
- Logo placement and presence throughout the venue
 - Exclusive naming rights to the Draw before the Dodgeball tournament
The "Draw" is the process of drawing which teams play who in the first round.
- The Dodge Sponsor plays a direct role in kicking off the tournament and setting it in motion.
 - Prominent placement of signage at event – in all collateral materials
 - Featured sponsor recognition on ASAS Power of Play webpage and video loop of sponsors at event
 - Event signage (i.e. sponsor banner, sponsor thank you poster, etc.)
- Mobile banner carried throughout the venue by ASAS participants
- Option to have up to two (2) Free Corporate Dodgeball Team entries, which includes:
 - Ten (10) company representatives per team to play in the tournament
At the start of each game, at least one (1) member of your team must be of the opposite sex (male or female)
- Ten (10) general admission spectator tickets
 - Includes entrance to the event and hors d'oeuvres.
- Option to include product/material at venue for all guests to view
- At least 5 verbal mentions as sponsor throughout the course of the event
- Social Media – sponsor recognition posts and live tweets leading up to the event and during the event.



DUCK SPONSOR: \$3,000

TWO (2) COURTS AVAILABLE FOR SPONSORSHIP

- Logo placement & presence throughout the venue
 - Exclusive naming rights to one dodgeball court
 - Prominent placement of court signage at even - *In all collateral materials, your court would be referred to as "COMPANY NAME Court"*
 - Featured sponsor recognition on ASAS dodgeball webpage
 - Event signage (i.e. sponsor banner, sponsor thank you poster, etc.)
 - Video loop of sponsors at event
- Mobile banner carried throughout the venue by ASAS participants
- Option to have up to one (1) Free Corporate Dodgeball Team entries, which includes:
 - Ten (10) company representatives per team to play in the tournament
 - At the start of each game, at least one (1) member of your team must be of the opposite sex (male or female)*
- Five (5) general admission spectator tickets
 - Includes entrance to the event and hors d'oeuvres.
- At least 5 verbal mentions as sponsor throughout the course of the event
- Social Media – sponsor recognition posts and live tweets leading up to the event and during the event.



DIVE SPONSOR: \$1,500

- Logo placement & presence throughout the venue
 - Featured sponsor recognition on ASAS dodgeball webpage
 - Event signage (i.e. sponsor banner, sponsor thank you poster, etc.)
 - Video loop of sponsors at event
- Mobile banner carried throughout the venue by ASAS participants
- Option to have one (1) Free Corporate Dodgeball Team entry, which includes:
 - Ten (10) company representatives to play in the tournament
 - At the start of each game, at least one (1) member of your team must be of the opposite sex (male or female).*
- Three (3) general admission spectator tickets
 - Includes entrance to the event and hors d'oeuvres.
- At least 5 verbal mentions as sponsor through the course of the event
- Social Media - sponsor recognition posts and live tweets leading up to the event and during the event.



DASH SPONSOR: \$1,000

MARKETING OPPORTUNITY

- Logo placement & presence throughout the venue
- At least 5 verbal mentions as sponsor through the course of the event
- Mobile Banner carried throughout the venue by ASAS participants
- Social Media – sponsor recognition posts and live tweets leading up to the event and during the event.



For questions or to confirm your sponsorship, contact:

Cameron Hardamon

cameron.hardamon@afterschoolallstars.org

773.236.7160

Sponsorship checks can be made to:

PAYABLE TO: "After-School All-Stars Chicago"

MEMO: ASAS Chicago - Power of Play Event

MAILING ADDRESS: 318 West Adams Street Chicago, IL, 606060



WWW.ASASCHICAGO.ORG

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