

PHOENIX WORLD CHAMPIONSHIP SPONSORSHIP PACKAGES

Opportunity:

Phoenix is proud to have earned the right to represent Canada in the upcoming World Ultimate Club Championships in Prague, Czech Republic.

We invite you to take part in this rare opportunity to support a local competitive team of amateur athletes representing Canada in an international competition. This is also a chance to engage with one of the fastest growing sports in the city, and country.

With the support of local businesses and community groups Phoenix plans to offset some of the significant travel and accommodation expenses associated with such an event. Phoenix players are entirely amateur athletes who rely on sponsorship to supplement personal funds. As approximately half of our players are still students, this savings is indeed essential.

Several sponsorship packages are available and have been designed to suit the needs of our varying sponsors.

Details:

Whether you are interested in just supporting your local ultimate team, or want your advertisement to reach specific demographics, the Phoenix World Championship Tourbook is for you.

In Canada, the governing body of Ultimate, the Canadian Ultimate Players Association (CUPA – www.canadianultimate.com) counted approximately 28,000 recreational players among its members in 2008, with perhaps another 10-15,000 not registered. Fully 67% of those are between the ages of 19 and 34.

In the United States, the U.S. governing body, the Ultimate Players Association (UPA – www.upa.org) counted more than 31,000 members in 2009. Its annual growth rates have been above or near 10% for the past 5 years. Males account for 70% of the total UPA membership. A comprehensive survey in the U.S. estimated that as many as 895,000 people play Ultimate 'frequently' (more than 25 times per year), a number that grew 5.5% between 2007 and 2008.

Locally, the Ottawa-Carleton Ultimate Association (OCUA) is one of the largest Ultimate leagues in the world. OCUA has approximately 5,000 members. The following table outlines the breakdown of demographics within OCUA.

Age Grouping	Female	Male
12 and under	9	14
13 - 17	38	58
18 - 29	778	805
30 - 40	1096	1365
41 - 54	156	311
55 plus	4	7
Total	2081	2560

As Phoenix is the premier Ultimate team in the city and represents the entire region, most, if not all, OCUA members are fans. The OCUA website (www.ocua.ca) receives heavy traffic. In addition, the electronic newsletter distributed by OCUA reaches 4,500 people every week. The Phoenix World Championships Tourbook will be available electronically on our website, and linked through those sources. Potential sponsors aiming to target the young professional, outdoor, and athletic crowd should be very interested in this exposure.

Additionally, as Phoenix will be distributing the tourbook to participants and spectators in Prague, there is a further opportunity for potential sponsors who wish to increase their international exposure.

Internationally, Ultimate has been included in the World Games since 2001. The World Flying Disc Federation estimates that more than 100,000 players in over 40 countries are affiliated with a national governing body. Many more players enjoy the sport in informal leagues. The WFDF organizes both the World Ultimate Championships for national teams and the World Ultimate Club Championships for club teams every 4 years (the two tournaments are offset by 2 years).

Comparing the cost of similar advertisement space in local media shows that the Phoenix Tourbook is priced competitively. While the initial plan is for only one printing, the distribution of these tourbooks will be to a discerning audience more likely to scrutinise the contents than the reader of a newspaper would the ads within. As the tourbook will also be available electronically, we hope that it is continually downloaded for months after the initial release.

For more information about the exciting and fast growing sport of Ultimate please see the following websites:

phoenixprague.com

www.ocua.ca

www.wucc2010.com/

www.ultivillage.com

Phoenix Website

Local governing body

World Championships Website

Ultimate videos online

Sponsorship Options:

PHX PRAGUE Corporate Package

- Complete profiling – when someone sees the PHX logo, they will see your logo
- Premium sponsor status
- Uniform ads
- Premium tourbook ad
- Calendar ad
- Website ad
- Custom pricing – please inquire via phoenixsponsorship@gmail.com

PHX PRAGUE Special Package

- Premium tour book ad
 - 4.5x3.6in colour ad
 - Prime location
- Prime sponsor status
- Optional upgrades – please inquire via phoenixsponsorship@gmail.com
- \$500

PHX PRAGUE Standard Package

- Prime tour book ad
 - 5.5x2.0in B&W ad
- Secondary sponsor status
- \$200

PHX PRAGUE Contribution Package

- Small ad or personal greeting
 - 4.5x0.94in B&W ad on greeting page
- Sponsor status
- \$50

Exposure:

Estimates for exposure are as follows

- Printed copies distributed locally: 1,000
- Printed copies distributed internationally: 500
- Emailed version: 5,000
- Online version: unlimited potential

Further info:

Phoenix is fully set up to receive electronic advertising, via the Internet or CD/DVD, in either Macintosh or PC platforms. Mac format is preferred. The following is a list of procedures, software and hardware we support. Please take note of these parameters, as we cannot assume responsibility for any incompatibility problems in these areas.

Preparing Files

Please follow the steps below for ad preparation:

- If multiple files are transmitted or sent on disk, clearly indicate which file runs on which page.
- Inform your Phoenix sales representative of the time and method of transmission of the ad file when space is booked.
- Include a pdf proof with email or fax a hard copy of the ad to your Phoenix sales representative – Fax# 613.599.7604, c/o Ewan Reid. Phoenix will not be held responsible for inaccurate file-to-print representation if proof is not supplied. Hard copy proofs must be included with ad material supplied on disk (preferably colour proof for CMYK ads, black and white proof for greyscale).
- Include all printer and screen fonts and supporting graphics with your ad file. If fonts are not included, Phoenix reserves the right to substitute fonts. We will endeavour to match the original font as close as possible.
- Ensure all colour is set for process separation or CMYK printing.
- All images should be saved at 300 dpi.
- Confirm that the file is prepared to the size which it has been booked.
- If the ad is to run B/W, confirm that all colour graphics have been converted to greyscale.
- Be sure to compress all files before emailing. Please name your files in as much detail as possible to indicate the ad being transmitted (i.e. name of advertiser, size and page).

Printing Process: Offset

Halftone Screens: B/W and Colour (CMYK)

– 133 line screen

Material: Digital

Delivery Methods

For your convenience, it is preferred that material is sent through email to phoenixsponsorship@gmail.com (File size must not exceed 4.5Mb)

Material Deadlines **April 1st** - We aim to go to the presses in the week of April 12th, with official release by the middle of April.

Electronic ad material must be received by Phoenix no later than 10 business days prior to printing press date. Phoenix cannot guarantee that your ad will run if ads are received after deadline/dates.

Technical Support

Should you have any questions or are experiencing problems with any of the above, please call tech support – Ewan Reid at 613.878.0367.

Software Compatibility

MacIntosh/Windows

- Adobe InDesign CS2
- Adobe Illustrator CS2 or lower
- Adobe Photoshop CS2 or lower
- Adobe Acrobat
- Quark Xpress 6.0 or lower

Transport Media Accepted: CD or DVD ROM

Please Note – We cannot accept any ads submitted in Word Processing Software, MS Word, WordPerfect, PowerPoint, Publisher, Corel Draw or PageMaker.

For further information and to contribute please contact your Phoenix player contact at:

Name: _____

Phone: _____

Email: _____

