



BECOME A SPONSOR



Why become a MAC Sponsor?

The Mayhem brand is all about empowering young athletes to play with passion. The Mayhem Athletic Center's design reflects the Mayhem brand and creates an energetic atmosphere for athletes and spectators to enjoy training and competition. The MAC is a great location for branding and advertisement and delivers access to consumers in the youth sports market during practices, camps, leagues, tournaments, and other sporting events.

Sponsorship Components

- ✓ Onsite Advertisement and Branding
- ✓ Website & Email Presence
- ✓ Social Media
- ✓ Newsletter Feature

About the MAC

The Mayhem Athletic Center is an indoor multi-sport facility centrally located in the Greater Philadelphia area in Conshohocken PA. The facility houses 12,000 sq ft. of indoor turf from March-October that converts into indoor courts from November through the end of February. With 40+ foot ceilings, this dual-purpose facility can also be able to support soccer, lacrosse, volleyball, softball, and more, and as such, will be rented to minor tenants year-round generating the opportunity for significant foot traffic and a diverse set of eyes. The building will also include a retail store, team room, offices, and an elevated training space/spectator viewing area.



SPONSORSHIP MENU

2021 sponsorship will be sold on a 1-year term. Sponsors must purchase an on-site advertisement to access digital marketing. Additional Sponsorship opportunities and packages can be discussed by emailing morgan@mainlinefieldhockey.com

On-site Advertisement

Courtside Signage \$1,850

8 ft. W X 4 ft. H Banner with company logo.

Banner production and design costs are included and will be fulfilled by Mayhem.

Located on a court side/turf side wall, visible from everywhere in the facility. 1-year term .

Digital Marketing Add-ons (optional)

Sponsor Logo on Mayhem Website

Linked Logo featured on Mayhem Field Hockey Website, under "Who We Are" Drop down menu, "Mayhem Sponsors".
1-year term.
+ \$350

Circle Up! E-mail Newsletter Feature

Your business will be featured with 150 words in the Sponsorship Spotlight section of (one) quarterly newsletter. The Circle Up! newsletter is delivered to all current families through our internal team communication system and over 2,500 email subscribers.
+ \$250

Social Media Sponsorship Announcement

(One) unique post will boost your brand awareness on our Mayhem Athletic Center Facebook and Instagram Pages.
+ \$150

Winter Tournament Series Standings TV Ad

Full-screen, 20 second, still advertisement on TV in main meeting and cafe seating area (across from the check-in desk and retail store). This screen will be the central information station for checking scores and standings for spectators and will loop sponsored advertisements in between updates. Purchase includes ad for all 18 tournaments. Ads must be submitted by Dec. 1 to be included for all tournaments. Limited to 4 sponsors per season.
+ \$500

ON-SITE SIGNAGE LOCATIONS





ATHLETIC CENTER SNAP SHOTS

