

**JUNE 24 - JULY 4, 2023**  
**EVENT SPONSORSHIP PACKET**







# ABOUT THE VAIL LACROSSE SHOOTOUT

- The annual Vail Lacrosse Shootout, now in its 51st year, is the premier lacrosse event in the country, drawing more than 13,000 lacrosse players, coaches, tournament staff, officials and fans from all geographic regions of the country, as well as Canada.
- The majority of Shootout attendees are in the 18 to 65 age group.
- The various age & gender divisions of the Shootout take place over 10 days at approximately six venues in beautiful Vail, Colorado during the 4th of July holiday.
- Part of the allure of the Shootout, besides the outstanding caliber of lacrosse and the festive mood that the 4th of July promotes, is the vacation paradise that Vail offers. Every year, tens of thousands of people vacation in the summertime in beautiful Vail, Colorado. On and around the 4th of July holiday the Town of Vail and surrounding areas are booked to capacity with summer tourists from all over the world. As a sponsor, you are not only impacting the lacrosse community around the nation, but also the extremely large number of travelers in affluent Vail. The Rocky Mountains and this high end destination resort community provide a remarkable atmosphere that very few sporting events anywhere in the world can offer. You will be able to capture this wonderful setting for your company and product.
- Lacrosse, the fastest game on two feet, is one of the fastest growing sports across the country with hundreds of thousands of participants nationwide. The majority of lacrosse players and fans tend to be active, affluent, college graduates. Lacrosse and its followers are a concentrated, quality market. Sponsoring the finest lacrosse tournament in the nation will enable your company to reach an expanding, untapped, upscale, educated, national market.
- By using economic information reported to the Town of Vail by an independent surveyor in 2019 and an internal 2022 survey, the following amounts were spent in Vail by tournament attendees:

Lodging:	\$1,627,320
Restaurants/Bars/Food vendors:	\$3,043,622
Shopping:	\$618,758
Recreation & Other:	\$635,481

<b>Total Spending Generated</b>	<b>\$4,348,032</b>
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# SPONSORSHIP OPPORTUNITIES

	TITLE	PRESENTING	GOLD	SILVER	BRONZE	CONTRIBUTING
<b>Cash or Trade</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$1,000</b>
<b>On Field</b>						
Banner(s) on elite field	All official banners	All official banners	4	2	2	1
Name on scoreboard scroll	•	•	•	•	•	•
PA announcements	•	•	•	•	•	•
Booth for display, sale, and promotion	•	•	•	•	•	
Giveaways and promotions during Shootout	•	•	•	•		
Promotions and naming for MVP, All-Star teams, or divisions	•		•			
Daily preferred parking passes	4	2	2			
<b>Print</b>						
Logo on tournament poster	•	•	•	•	•	
Coverage in national and local media	•	•				
Designation as part of tournament name on all marketing materials	•	•				
Logo on all official clothing	•					
<b>Digital</b>						
Souvenir program ad	Full page on back cover	Full page on inside of back cover	Full page	Full page	Full page	Half page
Designation as official sponsor in program	Front Cover	Front Cover	•	•	•	•
Logo with link on Shootout website	•	•	•	•	•	•
Live stream advertisement	6x/day+	6x/day+	4x/day	3x/day	2x/day	
Acknowledgement as sponsor on social media	•	•	•			
Logo with link on all email marketing communication	•	•	•			

*The terms of all sponsorship levels are flexible and customizable based on your company's individual needs.*



# ADDITIONAL ADVERTISING OPPORTUNITIES

## VAIL LACROSSE SHOOTOUT

### DIGITAL PROGRAM ADVERTISING OPPORTUNITIES

2022 50TH ANNIVERSARY TOURNAMENT PROGRAM OFFERED AS A DIGITAL FLIPBOOK

PLEASE VISIT THIS LINK TO VIEW 2021 PROGRAM:

<https://www.flipsnack.com/vaillacrosseshootout/vail-lacrosse-shootout-program-2021.html>

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Deadlines:

Space Reservation: Friday, May 13, 2022

Artwork: Friday, May 20, 2022

#### 2-Page Spread \$800



(make sure NO text and/or critical graphics cross the .75" gutter)

9.57" w x 7.875" h

#### Full-Page (With Bleed) \$500



Including bleed, full size is:  
5.875" w x 8.875" Live area:  
4.625" w x 7.875" h

Trim size:  
5.375" w x 8.375" h

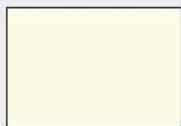
Please make sure all text and/or critical graphics are within the LIVE AREA.

#### Full-Page (With No Bleed) \$500



4.625" w x 7.875" h

#### 1/2 Page \$300



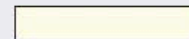
4.625" w x 3.85" h

#### 1/4 Page \$200



4.625" w x 1.85" h

#### 1/6 Page (Banner) \$150



4.625" w x 1" h

### FIELD BANNER AND PROGRAM AD- AD COST PLUS \$200

You can combine an ad of any size in the tournament program with banner placement at one of our field venues. Your banner will be in place through the entire tournament.