



## High School 2's Beach Volleyball



# THE NORTH AVE BEACH BALL

## JUNIORS BEACH VOLLEYBALL

## SUMMER TOURNAMENT SERIES

## SPONSORSHIP PROGRAM

**Tourneys are held every Saturday  
starting mid-June; most events are held at  
North Avenue Beach**

Contact Information:

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Website: [www.sandvolleyball.com](http://www.sandvolleyball.com)

## Sponsorship Site Location

# NORTH AVENUE BEACH, CHICAGO



- Located in the Upscale Lincoln Park Neighborhood
- Supports about 200 Tournament Teams
- Attracts a Large Number of Beachgoers
- Offers a Magnificent View of the Chicago Skyline
- Adjacent to a Popular Lakefront Bike/Walking Path

# DEMOGRAPHICS

**PARTICIPANTS ARE ATHLETICALLY INCLINED HIGH SCHOOL STUDENTS, MOST FROM THE CHICAGO AREA**



High School Girls

Age Range: 12-16

(80% are 14-16)

**SPECTATORS ARE PARENTS, FRIENDS & BEACHGOERS**

**The North Avenue Beach Ball Tourneys are targeted to Serious Athletes**

- Most Players live in Chicago and nearby Suburbs
- Most Players are affiliated with local v-ball Clubs
- Most Players are accompanied by Family Members
- Most Players are on Social Media



## THE MIDWEST'S PREMIER JUNIORS COMPETITION

The North Avenue Beach Ball Tournament Series is a regional endeavor. Each summer, beach 2's volleyball tourneys are held in Chicago and nearby suburbs. The top teams from these events qualify to participate in the annual Windy City Championships held at Four Lakes in Lisle.



**Chicago's Best Players**

**Chicago's Best Beach**

**Chicago's Best Tourneys**

## THE BEACH BALL: CHICAGO'S BEST JUNIORS TOURNEYS

- The Beach Club runs Well-Organized Tournaments
- The Beach Club runs the Largest Midwest-Region Tourneys
- The Beach Club's focus is on Developing Juniors Beach v-ball

# SPONSORSHIP PACKAGES



All Proceeds go to The Side-Out Foundation  
to support stage 4 breast cancer research

[www.side-out.org](http://www.side-out.org)

**Level 1:** Advertising on our Website & Day-of-Event Info Tent from which promotional flyers may be distributed, plus one Beach Banner: **\$500 per event.**

**Level 2:** Includes the benefits of level 1, plus the distribution of product coupons and/or sampling: **\$2000 per event.**

**Level 3:** Includes the benefits of level 2, plus an inflatable, and will be the named sponsor of the tournament: **\$4500 per event.**

Marketing Programs are designed to be customized to meet each Sponsor's needs



## TOURNEY MARKETING

### WEBSITES:

Beach Ball Tourney info is provided the North Avenue Beach Club websites, [www.sandvolleyball.com](http://www.sandvolleyball.com) et al.

**EMAIL:** EMAIL BLASTS GENERATED BY THE BEACH CLUB TO PARTICIPANTS, COACHES AND OPT-IN CONTACTS TO PROMOTE ALL EVENTS.



### CLUBS:

Local volleyball clubs that have specialized in developing players for indoor court competition are now encouraging beach play. The Beach Club has long established ties with these clubs and its coaches.