



# THE NORTH AVE BEACH BALL

**JUNIORS AAU BEACH VOLLEYBALL**

**2017 SUMMER TOURNAMENT SERIES**

## **SPONSORSHIP PROGRAM**

**Tourneys are held every Saturday starting mid-June, most are at N Ave Beach**

**High School 2's  
Beach Volleyball**



Contact Information:

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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**



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

High School Girls

Age Range: 12-18

(60% are 14-16)

**SPECTATORS ARE PARENTS, FRIENDS & BEACHGOERS**

- Players are Members of the Amateur Athletic Union
- Most Players are affiliated with local v-ball Clubs
- Most Players are accompanied by Family Members
- Most Players are on Social Media



**Chicago's Best Players**

**Chicago's Best Beach**

**Chicago's Best Tournaments**

## THE AAU: THE NATION'S PREMIER JUNIORS COMPETITION

The Amateur Athletic Union Juniors Beach Volleyball Tournament Series is a nationwide endeavor. Each summer, beach 2's volleyball tournaments are held throughout the country. The top teams from these events qualify to participate in the annual West Coast AAU Junior Olympic Games held in Hermosa, CA.



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

- The Beach Club runs Well-Organized Tournaments
- The Beach Club is the AAU's Rep for the Midwest Region
- 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: **\$200 per event.**

**Level 2:** Includes the benefits of level 1, plus the distribution of product coupons and/or sampling: **\$500 per event.**

**Level 3:** Includes the benefits of level 2, plus an inflatable, and will be the named sponsor of the tournament: **\$1500 per event.**

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



## TOURNEY MARKETING

### WEBSITES

Beach Ball Tournery info is provided on both the North Avenue Beach Club and AAU websites.

**EMAIL:** EMAIL BLASTS GENERATED BY THE AAU (TO ALL ITS MEMBER ATHLETES) AND THE BEACH CLUB (TO PAST 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.

