



Sponsorship Guide

The Bloomington-Normal Area Sports Commission, as part of the Bloomington-Normal Area Convention and Visitors Bureau, was created to retain and attract international, national, and regional sporting events to the Bloomington-Normal Area. We acknowledge that sports are a life-style. Because of this, they provide sponsors with an opportunity to become part of that life-style and to reach passionate sports audiences.

Included in the following packet is information about our sponsor packages for the Bloomington-Normal Area Sports Commission. We hope that you can find a package that suits your company's business strategy. In doing so, your sponsorship will directly support economic development in the Bloomington-Normal area, and associate you with top-notch sporting events.

The Bloomington-Normal Area Sports Commission would like to thank you for taking the time to look over the sponsorship information for our events. Our hope is that you will join us in at least one of our great sporting events as a participating sponsor.

Visit our website at www.bloomingtonnormalcvb.org, and browse the Sport Marketing page to gain more insight on our events.

Sincerely,

Matt Hawkins
Sports Director

The Sports Commission

The Bloomington-Normal Area Sports Commission, in its current structure, was formed in 2003 by the Bloomington-Normal Area Convention & Visitors Bureau (BNACVB) and a handful of citizens that had a passion for sports. This organization was formed in order to assist the BNACVB bring sporting events to Bloomington-Normal, increase the economic impact in our communities, and enhance the overall quality of life.

The Sports Commission has continued to grow its membership base, which consists of 27 hotels, over 20 individual businesses, and over 200 individual/volunteer members! Since our inception thousands of athletes have participated in our events, and millions of dollars in economic impact have been produced for our local businesses through sporting events.

Objectives

Our Mission

To promote the Bloomington-Normal area as a world class sporting event destination and to solicit and support sports activities and events which stimulate our local economy, enhance the area's image, provide outstanding entertainment and participatory opportunities, and contribute to our community's quality of life.

Goals

- To retain and strengthen existing sporting events in the Bloomington-Normal Area
- To attract and develop international, national and regional events, meetings, conventions and sports related activities through National Governing Bodies
- To develop the necessary economic resources and corporate support, identifying a variety of revenue streams for long range funding of the Sports Commission
- To increase tourism by promoting Bloomington-Normal Area sporting events
- To research and study the necessary infrastructure to support the efforts of the Sports Commission through city/town/county governments, athletic community, private sector, and the media
- To create an ongoing communications plan which reinforces the Sports Commission's mission
- To stimulate economic activity and enhance the quality of life in the Bloomington-Normal Area
- To inspire community teamwork, volunteerism, and cohesiveness

The Future

Our plan is to continually expand the number of tournaments we host or sponsor each year. We plan to continue to create our own events, as well as bid to host outside events. The Commission also strives to increase its membership base, and increase public awareness.

Sponsor Benefits

Why Sports?

- Sports and athletics is one of the most popular industries in our society: An association with sports gives a sponsor a contemporary and trendy image. Sports have a positive, healthy, “with-it” image and fits today’s active lifestyle.
- It is grassroots programming at its best: sport allows for grassroots marketing opportunities that can involve the consumer, trade and sales force in programs that move product.
- Local support: Local communities rally around sporting events: A well executed tournament becomes a source of civic pride and a commercial benefit for local businesses.
- Player/spectators support athletic sponsors: Research indicates a positive intent to purchase exists for those companies aligned with events that are important/relevant to consumers. Sporting events are very relevant, because the fans are the event.
- Positive environment: Sporting events are fun, active, spectator and family friendly. The atmosphere is similar to that of a county fair, although the competition is serious.
- Captive audience: The layout of most tournaments within specified boundaries keeps the spectators within a defined area for an extended period of time as fans, friends and families follow their teams’ progress. This leads to multiple sponsor exposures.

Why the Sports Commission?

- The Bloomington-Normal Area Sports Commission is the source for the majority of amateur sports in McLean County.
- The Sports Commission offers a “non-cluttered” environment. Unlike many other organizations, our tournaments will not be over commercialized. Sponsor presence will be “felt”, not lost.
- The Sports Commission will design flexible programs to meet sponsor needs locally, regionally, and nationally.
- The Sports Commission is cost effective versus other sponsorship opportunities. Just shop and compare.
- Sports Commission tournaments are very well run and offer a positive environment for everyone involved.

Testimonials

“From a business owner’s standpoint, I must stress the importance of community events and activities, because our area McDonalds restaurants receive a great deal of recognition from our sponsorship of the Sports Commission. By hosting these events in our area, they create an impact that is felt by all area businesses.”

~ *Bob Dobski*
Owner
McDonalds of Bloomington-Normal

“The Sports Commission has been and continues to be a leading agency in bringing new business and interest into our Community through the sports travel market. We look forward to working with the Sports Commission on events that bring tourism dollars and support into the Twin Cities.”

~ *John Kennedy*
Director
Bloomington Parks & Recreation

“The Bloomington-Normal Sports Commission has played a vital role for many years in attracting, retaining and organizing sporting events in the Twin Cities. With the Sports Commission involvement the Town of Normal has hosted numerous successful softball tournaments/events giving the community well deserved recognition on a state and national level.”

~ Cary Frey
Adult Sports Supervisor
Normal Parks and Recreation Department

"As a host, the support of the Sports Commission is essential in putting on a first class event. We have the ability to retain and attract new athletic events to Illinois Wesleyan University because of the experiences that the teams have when they come to Bloomington-Normal."

~ Mike Wagner
Associate Athletic Director
Illinois Wesleyan University

“The long time collaborative partnership we have with the Bloomington-Normal Area Sports Commission is crucial to our success in hosting several Illinois High School Association State Final Championships. Visitors come from across the state and enjoy their time on the Illinois State campus and in the Bloomington-Normal community.”

~ Larry Lyons
Athletics Director
Illinois State University

“The Bloomington-Normal Area Sports Commission is truly a valuable resource for our community. It has always supported us in achieving our goal of making The Corn Crib a venue everyone in the community can enjoy for not only quality baseball, but a wide variety of sporting events.”

~ Kyle Kreger
General Manager
Normal CornBelters

“The U.S. Cellular Coliseum has enjoyed our relationship with the Sports Commission on working together to grow our yearly event calendar. The U.S. Cellular Coliseum is now home to three different Illinois High School Association State Tournaments (Dance, Cheer and Dual Team Wrestling) and one Christian Congregation of the Jehovah Witnesses Convention. These yearly events make up some of the largest economic impact events for the cities of Bloomington and Normal throughout the course of the year. We look forward to working with the Sports Commission for many years to come on making sure our current events are well taken care of and future events looking to call Bloomington/Normal home are secured.”

~ Bart Rogers
General Manager
U.S. Cellular Coliseum

Multiple Event 2014 Sponsor Agreement

The undersigned entity (the Sponsor) hereby agrees to be a sponsor of multiple events to be conducted in Bloomington-Normal, at the following level: (check one)

_____ **\$600 Level: Sports Fan Package (\$750 value)**

This package includes sponsorships for the 3 events listed at a discounted rate, including:

- Red Sponsorship for COUNTRY Youth Classic golf tournament (\$250)
- Takedown Sponsorship for Midwest Nationals Wrestling (\$250)
- No-Hitter Sponsorship for State Farm Illinois Collegiate Softball Championship (\$250)

_____ **\$3,000 Level: Sports Enthusiast Package (\$3750 value)**

This package includes sponsorships for all four events listed at a discounted rate, including:

- Green Sponsorship for COUNTRY Youth Classic (\$750)
- Pin Sponsorship for Midwest Nationals Wrestling (\$1000)
- Perfect Game Sponsorship for State Farm Illinois Collegiate Softball Championship (\$1000)
- Presenting Sponsorship for State Farm Student-Athlete Recognition Banquet (\$1000)

_____ **\$8,000 Level: Sports Commission Partner**

This package includes sponsorship for all four events at a discounted rate, plus additional benefits, including:

- Gold Sponsorship for COUNTRY Youth Classic golf tournament (\$1500)
- Pin Sponsorship for Midwest Nationals Wrestling (\$1000)
- Perfect Game Sponsorship for State Farm Illinois Collegiate Softball Championship (\$1000)
- Presenting Sponsorship for State Farm Student-Athlete Recognition Banquet (\$1000)

Plus these other great benefits:

- Corporate membership including all membership benefits
- Listing on Sports Commission/CVB website with link to sponsor's website
- Recognition on all brochures, promotional and marketing materials and programs
- Recognition in Sports Commission section of the Bloomington-Normal Area Visitor Guide
- Opportunity to set up information booths at all Sports Commission events
- Opportunity to insert information/coupons with registration materials for all events
- Sponsor information displayed on visitor info tables at all events

Sponsor agrees to make payment to the **Bloomington-Normal Area Sports Commission**, within 30 days from execution of this agreement. In exchange for the sponsorship fee, sponsor will receive the benefits as listed above. Sponsor also agrees to provide advertisement artwork as set forth in this agreement.

This agreement is made and entered into as of the _____ day of _____, 2014.

Name of Sponsor

Phone Number

Address

City and Zip

Fax Number

Email

Contact Person (Please print)

Contact Person's Signature

Matt Hawkins
Sports Commission Representative
(Please print)


Sports Commission Representative's Signature

Please return this agreement and payment to:

**Bloomington-Normal Area Sports Commission
Attn: Matt Hawkins
3201 Cira Dr., Suite 201
Bloomington, IL 61704**