



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 Midwest Nationals Wrestling Tournament, an event owned and operated by 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.midwestnationalswrestling.com to gain more insight on the event.

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.

The Tournament

With premier athletic facilities and the lack of any local wrestling tournaments, the Midwest Nationals were created in 2004. The tournament attracts local youth and other wrestlers from across the country to Bloomington-Normal.

The Midwest Nationals Wrestling Tournament is a one-day wrestling tournament that takes place at Illinois Wesleyan University's Shirk Center. Participants range from first grade through college and above. In 2013, only the tournament's 10th year in existence, it drew over 970 wrestlers from around the United States.

The Facts

- We have had 26 states represented coming as far away as California.
- The Illinois Coaches Association, and the Illinois Wrestling Coaches and Officials are partners of the tournament.
- The event is advertised in *The Torch*, which goes out to over 3,500 Illinois coaches.
- The event is advertised in *Wrestling Aids Magazine*, which goes out to every college, high school and junior high wrestling program in the U.S.
- The event is advertised in *WIN Magazine*, which has 15,000 subscribers making it the most distributed wrestling magazine in the U.S.
- The event is advertised on Illinoismatmen.com
- The event is advertised at the NCAA Division I Wrestling National Tournament.
- The Midwest Nationals website (www.midwestnationalswrestling.com) has had over 345,000 hits in the last year. The Sports Enhancement Center would be listed on our site as a participating sponsor.
- We host all tournament staff, volunteers, sponsors, and other special guests at a pre-tournament dinner.

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 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

Midwest Nationals Wrestling Tournament 2014 Sponsor Agreement

The undersigned entity (the Sponsor) hereby agrees to sponsor the Midwest Nationals to be conducted in Bloomington-Normal, on July 11-12, 2014 at the following level: (check one)

\$8,000 Level: Title Sponsorship

This sponsorship level includes all benefits of the Presenting Sponsorship, plus:

- Title Sponsor will be a category major sponsor, and will be exclusive
- The event name and logo will include the name of the sponsoring organization. The Bloomington-Normal Area Sports Commission will design and provide the Midwest Nationals tournament logo to be approved by the title sponsor and the Midwest Nationals steering committee
- Tournament logo will appear in a prominent position (usually the top) on all printed material, including but not limited to the registration form, t-shirts, signs, banners, participant badges, promotional fliers and posters, advertisements, wrestling mats, and tournament awards
- Sponsor will be allowed to display an unlimited amount of signage at event site
- Title sponsor would receive banner advertisement on the front page of the official event web site, as well as a direct link to the Title Sponsor's corporate web site
- Title Sponsor will have the opportunity to distribute promotional materials at the event site
- Ten tickets to the Staff/VIP pre-tournament dinner, and ten tickets to the tournament

\$3,000 Level: Presenting Sponsorship

This sponsorship level includes all benefits of the Pin Sponsorship, plus:

- Sponsor recognition in press release and advertising efforts as "Official Participating Sponsor"
- Four sponsor banners displayed at tournament site (provided by sponsor)
- Four tickets to the Staff/VIP pre-tournament dinner, and four tickets to the tournament
- Opportunity to provide an information booth at tournament site

\$1,000 Level: Pin Sponsorship

This sponsorship level includes all benefits of the Takedown Sponsorship, plus:

- Unlimited public address announcements during event (sponsor to provide script)
- Two tickets to the Staff/VIP pre-tournament dinner, and two tickets to the tournament
- Two sponsor banners displayed at tournament site (provided by sponsor)

\$250 Level: Takedown Sponsorship

- Opportunity to provide support in cash or through approved in-kind donations
- One sponsor banner displayed at tournament site (provided by sponsor)
- Listing on Midwest Nationals website with a link to sponsor's website

Sponsor agrees to make payment to the *Midwest Nationals* by June 27, 2014. 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 by June 11, 2014.

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

Name of Sponsor

Phone Number

Address

City, State, Zip

Fax Number

Email

Contact Person (Please print)

Contact Person's Signature

Matt Hawkins

Sports Commission Representative



Sports Commission Representative's Signature

Please send this agreement and payment to:

**Midwest Nationals
3201 CIRA Dr., Suite 201
Bloomington, IL 61704**