

Tampa Bay Club Sport

Tampa Bay Club Sport (TBCS) organizes adult & youth sports leagues and related social events throughout the Tampa Bay area. Founded in 1996, TBCS specialize in leagues for soccer, flag football, softball, volleyball, golf, kickball, bowling, basketball, and more. Club Sport also organizes happy hours, outings to professional sporting events, recreational trips, social events, and one-day tournaments as social outlets for our members. The club is a great way to get out, stay active, and meet new people in a relaxed and exciting environment. In 2012, TBCS will have over 28,000 adult & 1700 youth participants (through Club Sport Kids) in both its leagues and events while it continues to grow. Members and participants are primarily educated, active professionals age 21-40...a highly desirable demographic.

Club Sport Weekly League Statistics:

TBCS runs 12 different sports and classes (multiple leagues) every weeknight and on weekend days, in Tampa, St Pete and Clearwater. Each league boasts weekly play with participation each night anywhere from 50-500 players. 28,000 + participants annually. These ongoing leagues have exceptional loyalty and many of the teams play season after season.

Sport League	# of Leagues	Weekly Participation
Soccer	14 @ 5 locations	2500
Softball	12 @ 5 locations	1500
Flag Football	5 @ 1 location	1200
Volleyball	7 @ 4 locations	650
Kickball	4 @ 4 locations	500
Basketball	3 @ 2 locations	270
Cornhole	4 @ 4 locations	90
Tennis	3 @ 2 locations	50
Bowling	2 @ 2 location	90
Golf	1 @ 1 location	13
Ultimate	1 @ 1 location	40
Youth Soccer & FB	4 @ 3 locations	850

Club Sport Special Event and Tournament Details:

TBCS also runs a wide variety of special events, usually on weekends, throughout the year. These have a great following and generate a tremendous buzz in the area.

Events / Tournaments	Location	Usual Dates	Participation
Field Day	USF, Tampa	February	400-1000
Corporate Events	Various locations	2-5 per year on request	50-200+
Soccer Tournaments	Town N Country, Tampa	2 – March & October	200+ each
Soccer Six Florida	Orlando (2), Jacksonville, St. Pete	4 per year	200+ all weekend
Softball Tournament	Clearwater	October	200+
Golf Tournaments	Eagles, Tampa	2 - July & December	80+ each
Kickball tournaments	St. Pete Beach and Tampa	2 – September & December	500+ each
Extreme Mud Wars	Downtown St. Pete	July	400-1000
Cornhole Tournaments	Various locations	8-10 per year	100+ each
Dodgeball Tournaments	Crabby Bills, Tampa	4-6 per year	100+ each
Happy Hours	Various locations	5-6 per year	100+ each
Sports Outings	Bucs, Rays, Lightning, FCTB, Storm	2-4 per year	100+ each
Poker Tournaments	Derby Lanes, St. Pete	6-8 per year	30+

On-Site Promotions

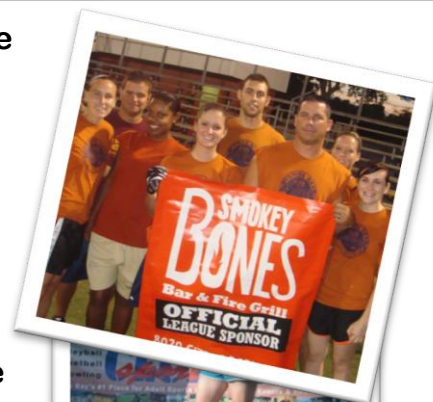
Tampa Bay Club Sport offers sponsors and partners the unique opportunity to actually get out in front of a great potential customer base on a weekly basis. Through either the dozens of weekly leagues or numerous special events, TBCS offers a chance to get up close and personal with its participants, players, and spectators. How interactive your company wants to be is your call.

Weekly Leagues: TBCS has around 50 individual weekly leagues throughout all its sports. These locations vary all over the Tampa Bay area and hit a wide range of team and individual sports. Opportunities to promote your product or service at TBCS leagues exist in many forms.

- **Team sponsorship:** Sponsor a team(s) in a league. This option includes a TBCS shirt for all players, your company name/link on our “Company Sponsored Teams” page, and the ability to print your company logo on the back of the shirts.
- **Product Sampling:** As a sponsor, you can arrange a schedule provide on-site sampling of your product. This is a great way to get new products in the hands of actual users who may fit right in line with your desired demographic.
- **Signage:** Get name and logo recognition in front of 1000’s of eyeballs a week by using banners and signage at TBCS weekly leagues. We can arrange photo of teams promoting your brand which will also be displayed on our website. On-site signage is also beneficial at many of our locations since it will also be viewed by spectators, passersby, and the general public.

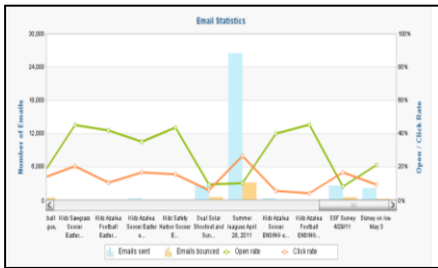
Special Events: Club Sport runs 30-40 special events a year catering to 50-1000+ participants each. These unique events range from happy hours, sport tournaments such as golf, soccer & softball to other signature events like “MudWars” & “Field Day”.

- **Product & Vendor areas:** Depending on the event, we can bring potential customers to you! Options include vendor booths, product placement and sampling, giveaways, and more.
- **Event Integration & Naming Rights:** Partnerships can be formed to integrate TBCS events with our sponsors. From naming rights for entire events or portions of events, to use of products and/or services within certain events – we can get everyone talking about what you have to offer!
- **Signage & Logo Promotion:** Most of our events offer chances for simple sign & banner promotion in front of all the participants. TBCS also offers a unique digital presence with up to 8 42” digital displays that can be used for presentations, logos, product announcements, and more!



Email/Facebook Promotions

Tampa Bay Club Sport harnesses the power of email and Facebook to keep its users informed about what we do and what we offer. Email uses a permission (opt-in) based email list to get the word out about upcoming leagues and events. These emails are sent out on average weekly (each blast estimated at 26,000+ TBCS participants). TBCS's Facebook presence includes a page with 3200+ fans (and growing rapidly). Creative, custom programs are available.



Email marketing is a powerful tool that potential sponsors can utilize. The header of every email includes the Club Sport logo and could also include the partner's logo listed as a co-sponsor of Club Sport. Email campaigns can include ads/logos placed in every email we send out or limited dedicated email to our entire list that solely promote your product or service. All emails will be tracked with detailed reporting and metrics. Open rates & click through numbers to your imbedded links can track the success of your TBCS advertising program.



TBCS also utilized social media such as Facebook to connect with its customers – and sponsors can do the same. Customized promotions can be tied to our Facebook page to drive traffic to a sponsor's website or their own Facebook presence. Facebook data & metrics can also be used to track its success.

Apparel Promotions

The Club Sport league tee shirts and apparel will provide great exposure for your company. Over 85% of the leagues TBCS operates include a tee shirt for each participant. This translates into over 20,000 tee shirts being distributed annually. Club Sport also prints tee shirts, prizes, and other goodies for any special events or tournaments Club Sport organizes.

Players wear the league shirt to each game plus they are seen at the sponsor bar after the game. Other players continue to wear shirts from previous seasons around town, at other events, or to the gym, providing ongoing advertising for your organization.



Website Promotions

Club Sport's website, www.tampabayclubsport.com, is the main promotional tool for the leagues, events, and outings. All registrations run through the site and it is also widely used by all of the participants to get information about game times, schedules, standings, and results. It hosts photos of all of Club Sport's happy hours and events as well.

The website averages 400,000 page views monthly (over 13,000 daily) along with over 43,000 monthly visitors. The partner's logo can be prominently displayed at the head, side, or bottom of every page throughout the website. The logos will be hotlinked, taking a surfer directly to the partner's related web page of your choice. Full site metrics can be provided.

Club Sport also has a sponsor page that would indicate the partner as a prime sponsor. It includes general text detailing why the partner is a great choice for active participants of Club Sport. The brand is also mentioned on a number of other pages wherever there is a promotion for an event that may involve the partner. In general, the partner's logo will come up on a prominent location on over 400,000 pages a month in front of a prime audience of active, social professionals.

Common ad units
 Top Banner Ad: 300x120
 Small Side Ad: 120 x 100
 Medium Side Ad: 120 x 150
 Large Side Ad: 120 x 200
 Skyscraper Side Ad: 120 x 600
 Large Bottom Ad: 800 x 65

The collage shows several overlapping screenshots of the Club Sport website. Key elements include:

- Sponsors & Advertisers:** A section featuring logos for RaceTrac and Custom CornToss, with text encouraging sponsors to support the club.
- Summer Leagues:** A prominent banner for 'Summer Leagues' with 'Registration NOW OPEN online' and 'Sign up now to start in May/June!'.
- RaceTrac:** A detailed advertisement for RaceTrac, highlighting their 265 convenience stores and variety of food and beverage options.
- Navigation & Events:** Sidebars with league information, schedules, and 'Today's Leagues' for Tuesday, May 3, listing sports like Soccer, Softball, and Volleyball.
- Events:** A 'Beach Dodgeball Tournament' scheduled for Saturday, May 21.

Date	Visitors	Unique Visitors	Page Views
April, 2010	57,167	39,890	388,101
May, 2010	57,954	40,899	371,194
June, 2010	58,951	41,807	415,583
July, 2010	60,293	42,206	381,965
August, 2010	62,606	43,708	403,825
September, 2010	58,082	40,124	392,389
October, 2010	60,818	41,621	388,480
November, 2010	54,351	37,408	321,527
December, 2010	40,763	28,587	230,446
January, 2011	62,690	43,392	418,562
February, 2011	52,450	37,351	316,539
March, 2011	61,145	43,347	401,420
April, 2011	60,366	42,358	371,980
Total	747,636	522,698	4,802,011

