



SPONSOR & PARTNER PACKAGE



January 18-19, 2020 | Huntington Beach, CA



INTRODUCTION



2020

Lei Out is a two day, coed, beach ultimate frisbee tournament in Huntington Beach, CA, January 18-19, 2020. Since 2000, we have been running on the beach, chasing plastic, Lei-ing Out for the disc and enjoying the weekend with 3,500 of our closest friends from across the country and around the world.

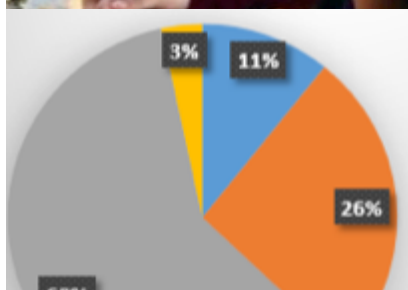
Two full days of running on the beach is a lot of hard work, and most of our players are pushing themselves as hard as they can for 24 hours of competition, camaraderie, and laying out for the glory of winning the game



SPONSORSHIP BENEFITS



2020



- Los Angeles county
- Other California
- Another State in the US
- Outside the US

Ultimate players are an ever growing tight knit community of players, who continually support those who support them. Lei Out has participants that compete at the highest level you'll find of any weekend warrior, as well as participants who run hard all weekend for the love of the sport. Ultimate has been demonstrated to require a higher cardiovascular fitness level than any other field game (and that's just on the grass, try a weekend of running on the sand).

The participants of Lei Out come from California, across the U.S., and around the world.



Lei Out 2020 is more than passive sponsors. We're looking to partner with companies who have a passion for their product; who know that theirs is the best product for our participants and are looking for a return on their investment from people who appreciate being supported playing the sport they love.



Huntington Beach, CA



2020

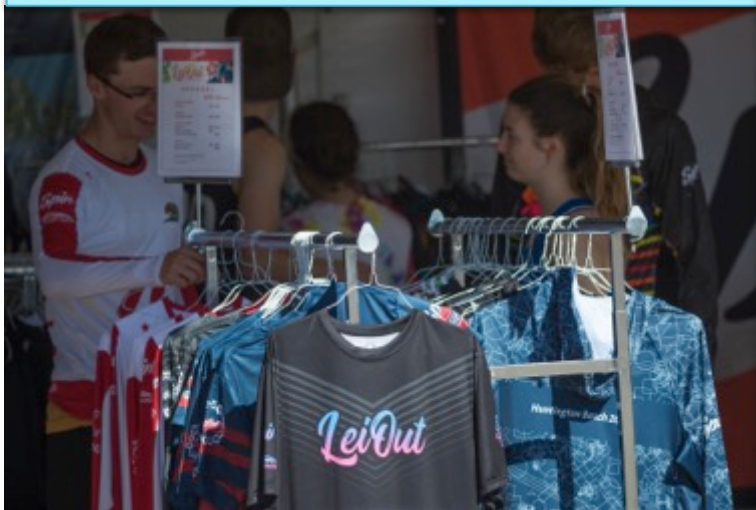


Lei Out has evolved from a beach Ultimate tournament to a weekend experience. We're growing as a community, and we'd love to support you.



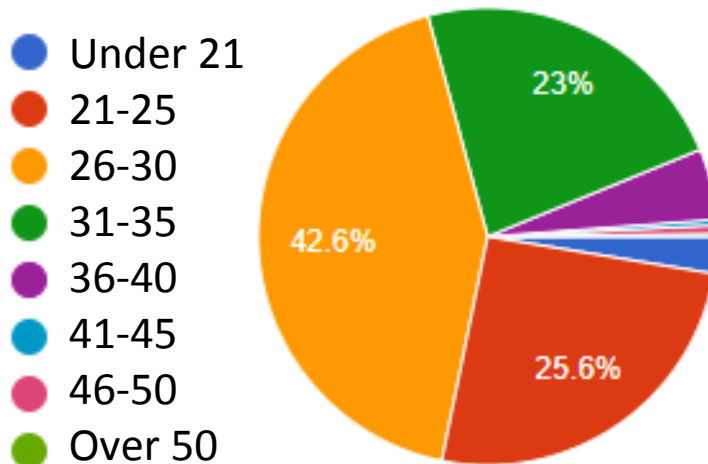
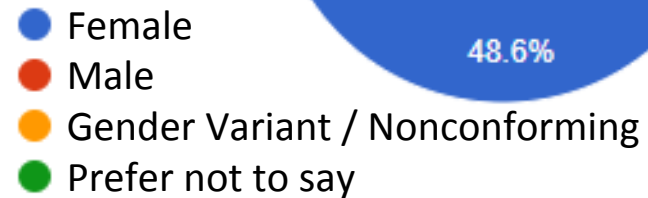
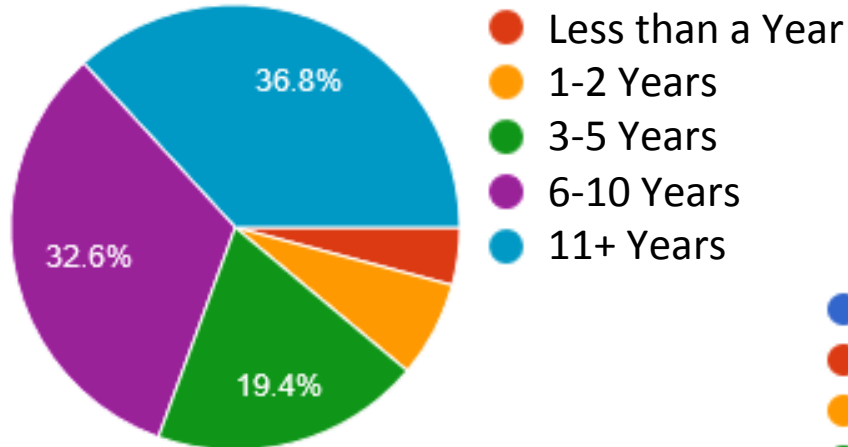


Whether you're interested in sponsoring Lei Out with your brand completely, (The 2020 'Your Brand Name' Lei Out Tournament); setting up a tent on the beach to offer your product to our participants; or somewhere in between, we are looking forward to working with you to find the right fit for our partnership.





Years Playing Ultimate



Ultimate is one of a few truly co-ed sports, where both genders compete on the field together. Most people become quickly addicted to the sport and the community, starting in high school or earlier and playing as long as they can.

Lei Out Sponsor:

- Brand Lei Out with your logo next to ours
- Your brand/logo prominently displayed on our website, social media, Lei Out merchandise sold by us, your banner at our main Tournament Central information tent
- Monthly email blast promoting your brand, leading up to Lei Out and as part of our follow up survey
- Three 10x10 tents (at our main and two satellite information locations), or one 10x20 tent at our main location)



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Lei Out Product Sponsor:

- Set up a tent to promote or sell
- **Grow your network.** Running a giveaway is a fantastic way to build your social media following.
- **Generate leads.** A sweepstakes is great for growing leads or increasing the number of email list subscribers. It's a lead generation secret weapon.
- **Gain product exposure.** Launching your product with a giveaway is an amazing way to generate buzz around your brand. Having the prize be your product will fuel excitement.



2020



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Roaming Photo Booth Branding:

- We bring the photo booth to the party, and the party is at night and on the beach
- Our roaming photo booth is carried around the beach and the party
- Your brand/logo on every picture
- Pictures shared immediately to participants' phones

Potential extra:

- Pictures from Saturday on the beach projected Saturday night at the party



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Branded sunglasses/koozies:

- Sunglasses distributed to all participants with your brand on them, alongside our name and our merchandise partner



Branded Disc Clip:

- Brand these great clips for holding a Frisbee, and clipping it to your bag



2020



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Brand our digital scoreboard:

- Place an ad on our scoreboard
- It's used at our showcase field all weekend, including the tournament finals

Branded Water/Med Tents:

- Tents available for injured players
- Your banner displayed at the tent and promoted on all maps/signs



2020



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In-Kind Sponsor:

- In exchange for your product, we'll post about your great products on our social media channels and on our website



Host an Accuracy contest:

- We have a large dart board that players throw frisbees at and stick with Velcro. This is great for interacting with players during the weekend.
- We supply the board and Frisbees, you run the contest
- Offer prizes to the most accurate participants



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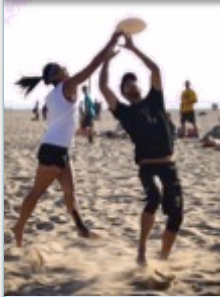


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2020



For more information, please email us at sponsorship@leioutultimate.com

