



# ADVERTISING & SPONSORSHIP BUSINESS GUIDE



# WHY ADVERTISE AT STL ATHLETIC CENTER?



Advertising at STL Athletic Center is a strategic move for businesses targeting a specific, engaged, and affluent audience. This guide will show you why advertising with us at STL Athletic Center is beneficial, along with insights into your potential reach and visibility.

## 1. Targeted Audience

- **Diverse Demographics:** Indoor soccer attracts players of all ages, from youth leagues to adult recreational groups, as well as families and spectators. This creates opportunities to target a wide range of potential customers.
- **Active Lifestyle Enthusiasts:** The audience typically includes individuals and families focused on sports, fitness, and active living -ideal for all businesses.

## 2. High Visibility

- **Consistent Foot Traffic:** We host games, practices, and events daily, so you can ensure you are getting the visibility you paid for.
- **Repeat Exposure:** Regular customers, like league players, coaches, and spectators provide repeated exposure to your brand, increasing recognition and recall.
- **Prime Locations for Ads:** Opportunities include magnets, door and window advertising, league and program advertisements, and so much more to fit every business's goals and budgets and ensure your brand stands out.

## 3. Community Connection

- **Local Engagement:** STL Athletic Center is not just a soccer facility, it's a soccer community. Our culture earns your business opportunities to align your brand with local values and build relationships with your customers. Our community leads you to your newest potential client.



## ADVERTISING PARTNER BENEFITS FREE FACILITY ACCESS

As a valued advertising partner, you'll have access to free facility space that enhances your business operations and serves as an amenity for your team. This includes field time for your company's team-building events, conferences, and gatherings. Or come play a quick pick-up game on a Friday as your new end of the week ritual! When you advertise with STL Athletic Center, you gain a convenient and professional environment to support your business while fostering collaboration and growth—all as part of our partnership.

Under \$1,000 —————→ 5X / Year

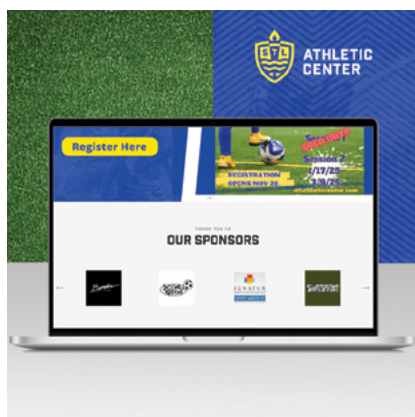
Under \$5,000 —————→ 10X / Year

Exclusive Advertising Opportunities —————→ UNLIMITED FACILITY ACCESS

\*Mutually agreeable times Monday-Friday 9:00 am - 3:00 pm.

# ≡ ADVERTISING OPPORTUNITIES

**UNDER \$1,000 FACILITY ACCESS: 5X / YEAR**



## WEBSITE

**Cost: \$100/Year**

**stlathleticcenter.com** is a hot spot for parents getting their kids involved in our programs, finding information about our leagues and business, and checking out your brand! Grab a spot on our homepage, and showcase your brand.



## SOCIAL MEDIA

**Cost: \$100/Per post**

Social media shout outs are a perfect to share your business with a new audience. Share narratives about your business, spread brand awareness, or let us boost promotions as we advocate for your business to our social network.



## BATHROOM STALL

**Cost: \$250/Year**

An affordable, highly effective way to advertise. High traffic, no distractions. This advertising opportunity offers total attention on your brand and your brand alone.



## LOBBY TV AD

**Cost: \$250/Year**

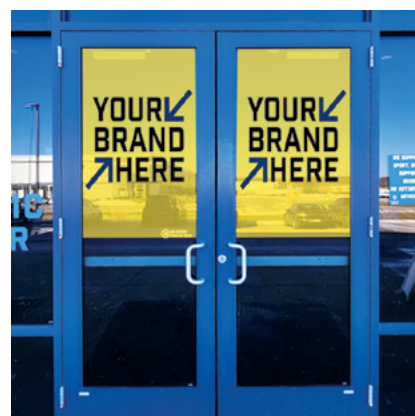
The lobby at STL Athletic Center is a place where parents can find a quiet retreat, grab a snack, and take a break from the chaos of the game. Put your business's name on our TV screen, so that whether waiting in line, or chilling between games, your business is highlighted, and in view.



## TABLE

**Cost: \$750/Year**

Table sponsorship allows for a more intimate opportunity to engage with the customer. The time a customer spends with your advertisement is longer, allowing them to really digest your brand - usually with a side of fries.



## INTERIOR WINDOW / EXTERIOR DOOR

**Cost: \$950/Year**

Place your brand front and center in this bustling, high-traffic location. The front doors get direct visibility when our customers, coaches, and players enter the facility. Exterior doors also allow for added visibility to parent drop-offs, and our surrounding neighbors.



# ≡ ADVERTISING OPPORTUNITIES

**UNDER \$5,000 FACILITY ACCESS: 10X / YEAR**



## FLOOR MAT

**Cost: \$1,500/Year**

A unique choice for advertising your business that becomes a staple of the building. Floor mats are a low-cost way to advertise your business continuously. They work 24/7, passively reinforcing your brand message.



## SPECTATOR BANNER

**Cost: \$1,500/Year**

Line the fields with your company logo! Our spectator banners are sprinkled along the spec area aisles so that coming or going, your banner is at the top of mind. A high-visibility advertising product that consumes the spec area with your brand.



## 8'X7' MAGNET BILLBOARD

**Cost: \$1,950/Year**

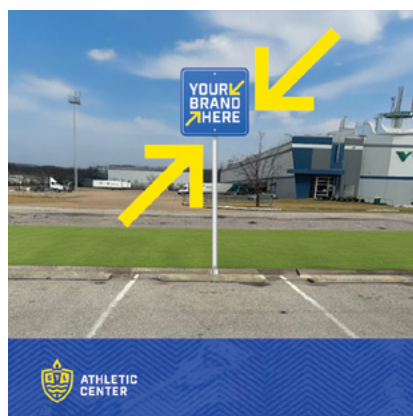
For next-level businesses looking to make a big impact: Giant Wall Magnets. The highest visibility area in our entire 56,000 square-foot building - put your business's name in front of thousands of parents, so that when they're watching their kids play, they're seeing you.



## EARLY KICKS

**Cost: \$2,500/Year**

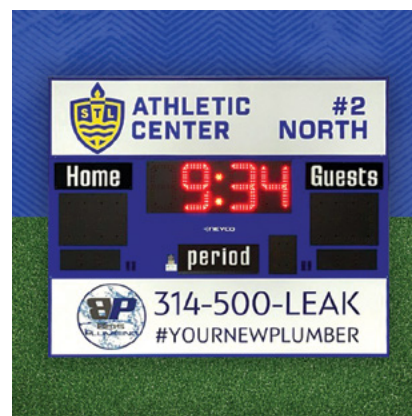
A newer program at STL Athletic Center, that has seen tremendous growth. Advertise to parents and new families starting their kids in sports. Your business's name will be included on our Early Kicks shirts, and will also be in social media advertising, email marketing campaigns, your logo on our graphic, and naming rights.



## PARKING LOT SIGNAGE

**Cost: \$3,000/Year**

High traffic, and tons of views with each new event, show off your name to a new family every hour by creating a custom sign in one of our busiest areas.



## SCOREBOARD

**Cost: \$3,000/Year**

A coveted spot that only a select few get to take advantage of! All eyes on you! The scoreboard is the superstar of our advertising package and one of the most looked-at spots in our facility. Every time a spectator checks the score, they're checking out your business.

# ≡ ADVERTISING OPPORTUNITIES

## EXCLUSIVE ADVERTISING OPPORTUNITIES

## UNLIMITED FACILITY ACCESS



### ARCADE

**Cost: \$5,000/Year**

The hot spot for kids! Advertise your business with our arcade! Naming rights to the STL Athletic Center arcade offers a unique and creative opportunity to increase brand exposure in a fun and memorable way.



### CONCESSION STAND

**Cost: \$7,500/Year**

Our newly updated, rebranded concession stand, Sideline Snacks, is looking for a new advertising partner. The concession stand is the first thing you see when you walk into STL Athletic Center, and is a hot spot for activity.



### BEER CUPS

**Cost: \$10,000/Year**

When they sip, they see you! Our custom, reusable beer cups go home with spectators every night, and live on in their homes for months to come. High value and high visibility all come together for this frequently used (and re-used) advertising option.



### WINTER LEAGUE

**Cost: \$10,000/Year**

Be a part of the best league in STL. Winter league advertising includes brand visibility to hundreds of teams, coaches and families, your business's name on our League Champs t-shirts, social media advertising, email marketing campaigns, your logo on our graphic, and naming rights. New teams, coaches and parents every year, and growing in size each year. Winter League is a multi-faceted way to create heavy brand visibility and awareness.



### BUILDING SPONSOR

**Cost: \$50,000/Year**

Make your business as well-known as STL Athletic Center! Become a building sponsor, and partner up with St. Louis's premier youth soccer facility. Become a household name by association, and get people to know and love your business by creating a connection with their favorite soccer facility.