



**ATHLETIC
CENTER**



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.



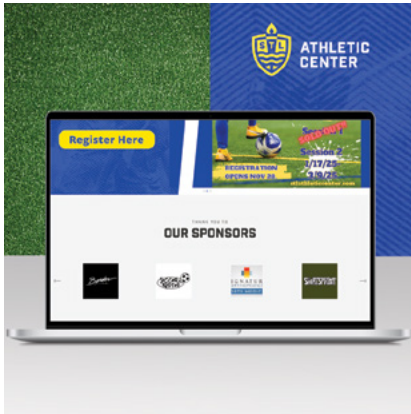
ABOUT US / TAKE IT INDOORS

At STL Athletic Center, we take indoor sports to the next level. With our state-of-the-art indoor turf, full-service concession stand, and climate-controlled fields, our like-new facility has unlimited potential. Not just for our players, but for our advertising partners too.

We aren't just a place to play, our 56,000-square-foot custom-built facility with year-round hosting capabilities allows us to grow a community that never stops engaging. STL Athletic Center was custom-built to bring outdoor sports indoors, and we apply that same custom-built intent and bold and dynamic energy in all of our advertisements with our partners. When you pair up with STL Athletic Center, our busy season will bring you yours!

≡ ADVERTISING OPPORTUNITIES

UNDER \$1,000



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**

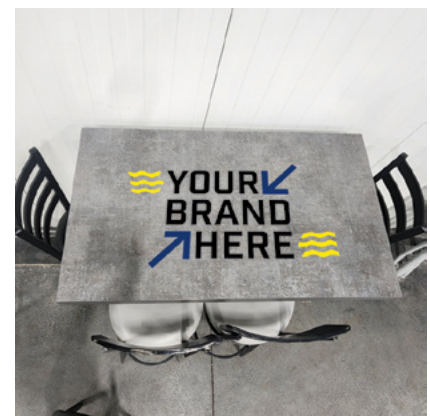
The lobby at STL Athletic Center is a place where parents can find a quiet retreat, grab a snack, and take a break from the chaos of the game. Put your business's name on our TV screen, so that whether waiting in line, or chilling between games, your business is highlighted, and in view.



INTERIOR WINDOW

Cost: **\$750/Year**

Exterior door's less expensive partner option. Get your business's name in the same room as everyone that visits STL Athletic Center. A more affordable, yet efficient option for companies with a lower budget, looking to make a big impact.



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.

≡ ADVERTISING OPPORTUNITIES

UNDER \$1,000



EXTERIOR DOOR

Cost: **\$1,000/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.



FLOOR MAT

Cost: **\$1,000/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.

≡ ADVERTISING OPPORTUNITIES

UNDER \$5,000



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**

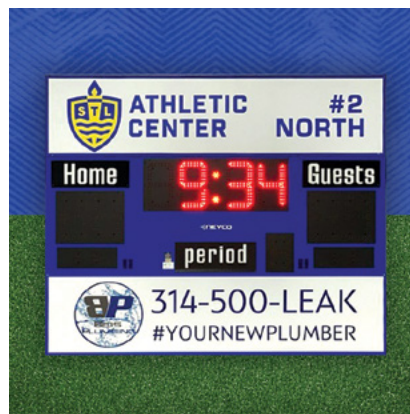
A newer program at STL Athletic Center, that has seen tremendous growth. Advertise to parents and new families starting their kids in sports. Your business's name will be included on our Early Kicks shirts, and will also be in social media advertising, email marketing campaigns, your logo on our graphic,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



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.

≡ ADVERTISING OPPORTUNITIES

EXCLUSIVE ADVERTISING OPPORTUNITIES



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.