



**TEAM
FAMILY**

**MAVS VOLLEYBALL
SPONSORSHIP OPPORTUNITY PACKET**

MAVS ADMINISTRATION

Kelley Kelley: MAVS Owner/MAVS KC Club Director

Bryan Swartz: MAVS Owner

Amy Benne: MAVS Managing Director/Boys Director

Kirby Kenny: MAVS KC Select Club Director/Programming

Connor Gregston: MAVS 816 Club Director/Recruitment Coordinator

OUR LOCATIONS:

MAVS KC - 16501 W 116TH STREET, LENEXA, KS 66219

MAVS 816 - 2008 W 103RD TERRACE, LEAWOOD, KS 66206

SPONSORSHIP OVERVIEW

Building a partnership with MAVS Volleyball means your company will reach customers in ways other marketing entities cannot. MAVS facilities and programming attract THOUSANDS of visitors from various walks of life throughout the Kansas City area as well as Nationally. When fans arrive to our two MAVS facilities for practices, game days, and tournaments, they experience a fun athletic environment, as a sponsor, your company could be a part of every MAVS team, family, and fan experience.

Worldwide \$24.9 billion youth sports markets are poised to achieve significant growth as travel teams become more popular and families learn to enjoy time together during a weekend sporting event.

A \$19.2 billion market in the US, means the youth sports market rivals the size of the \$15 billion NFL. Youth sports markets are comprised of segments that represent revenue generation from travel, equipment, team membership, facility construction, software, and venue rental.

(<https://www.globenewswire.com/news-release/2019/12/26/1964575/0/en/Youth-Sports-Market-Projected-to-Reach-77-6-Billion-by-2026-Comprehensive-Industry-Analysis-Insights.html>)

YOUTH SPORTS BY THE NUMBERS

\$17 BILLION INDUSTRY

Sources: Ohio University Master's Program (2016); University of Florida Online (2015); WinterGreen Research (2018)

On average, parents in the United States spend around **\$700- \$1,000** per month on youth sports.



\$7 Billion

Traveling youth athletes and their families generated economic impact

45,000,000

Children ages 6-18 play organized sports in the U.S.



53,000,000

Traveling athletes participate in youth sporting events



Households making over \$100,000 average age of entry

6.3 years old

Less than \$35,000

8.1 years old

Sprains & Strains, Fractures, Contusions, Abrasion, & Concussions

\$935 Million

Total Cost Annually on Medical Expenses

Sports participation rate for grades 3-8 whose household annual income is over \$65,000

Household income: **OVER \$65,000**

of sports participated:

3 or MORE

Sports participation by gender:

44%
male

34%
female

WELCOME TO MAVS FACILITIES

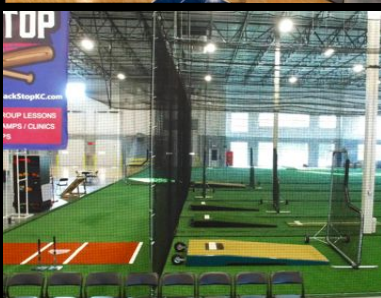
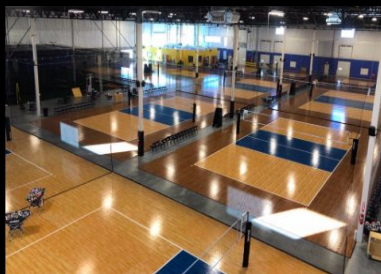
Mid-America Volleyball Club was established in 1996.

91 Teams across 3 branches

MAVS KC - 57 Premier/Select teams- located in Lenexa, KS
MAVS 816 - 21 Premier/Select teams- located in Leawood, KS
MAVS Boys - 12 teams- shared between both locations

MAVS KC

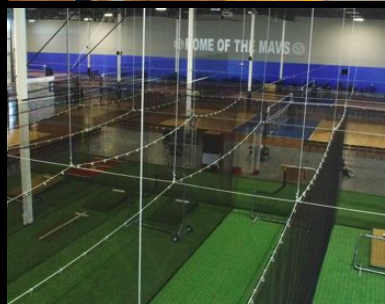
70,000 sq ft
10 Volleyball Courts
6 Turfed Tunnels
1 Turfed Practice Field
Conference Room
Retail Store
Concession Stand
Parent Lounge Area



www.mavskc.com
www.thebackstopkc.com

MAVS 816

20,000 sq ft
4 Volleyball Courts
Retail/Office Space
Parent Lounge Area



MAVS BY THE NUMBERS

- Number of tournaments hosted at MAVS facilities -> 35 tournament dates
- Average number of attendees to tournaments -> 450-480 players/coaches and 1000 spectators
- Average number of League teams at MAVS Leagues -> 200+ teams
- Number of MAVS program participants (camps/clinics) -> 1500-2000 athletes
- Approximate number of members receiving the monthly MAVS Newsletter -> 10,000
- Number of States with teams coming to MAVS events -> 10+
- Number of MAVS teams traveling out of the KC area -> Approximately 40 teams
- Number of Backstop Baseball/Softball Members and Rentals -> 75-100 athletes on each weekday and 150-200 athletes on weekend days

SPONSORSHIP LEVELS

AUGUST 2021-JULY 2022

White & White PLUS+	Royal & Royal PLUS+	Navy & Navy PLUS+
<p>5x7 Company Banner</p> <p>3 year commitment</p> <p>2 Mentions on MAVS Social Media</p>	<p>5x7 Company Banner</p> <p>3 year commitment</p> <p>5 Mentions on MAVS Social Media</p> <p>Logo & Link to Sponsor's Website on www.mavskc.com</p> <p>Sponsor's info Included in the Monthly Newsletter</p>	<p>5x7 Company Banner</p> <p>3 year commitment</p> <p>3 Mentions on MAVS Social Media</p> <p>Logo & Link to Sponsor's Website on www.mavskc.com</p> <p>Sponsor's info Included in the Monthly Newsletter</p> <p>(1) 5-10 Minute Presentation Opportunity at a MAVS Event</p>
<p>\$600/Year - WHITE \$900/Year - WHITE PLUS+</p>	<p>\$1100/Year - ROYAL \$1400/Year - ROYAL PLUS+</p>	<p>\$1700/Year - NAVY \$2000/Year - NAVY PLUS+</p>

Advertise your business at BOTH MAVS facilities with our MAVS PLUS+ Program!

***Businesses are responsible for the purchase of their own 5x7 ft Company Banner(s)

READY TO GET STARTED?

We have other opportunities available if you are not seeing a program that fits your business's needs. Please contact Amy for more information.

Amy Benne
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