



EXPERIENCE TRICKING

SPONSORSHIP PROSPECTUS

Thank you for your interest in sponsoring Experience Tricking 2018! Our annual event will be held January 13-14, 2018.

Whether you or your company sponsor the event, provide food, provide services, or spread the word about our event, you will be supporting hundreds of positive martial arts trickers who apply “The Power of Positivity” to accomplish their goals and dreams.

Our roots go back to two martial artists playing basketball in 2011. The first local martial arts tricking seminar was followed by a broader, regional event that brought in participants across the Gulf Coast. What started as just a seminar began operating as a full-fledged weekend experience under the name and brand of Experience Tricking. As the fifth annual event is approaching, Experience Tricking has become an international event backed by renowned trickers, martial artists, gymnasts, dancers, partners, and sponsors with more than 250 attendees from 34 martial arts schools and gymnastics gyms across the United States and Nicaragua. Through martial arts tricking, members of our community gather to develop their craft and form relationships with other driven people. Our tagline is “The Power of Positivity.” We believe a positive attitude is the most foundational approach to success and we hold this at the core of our business. Many generous individuals and organizations have helped our participants grow and develop at this event, and we hope you will consider joining our community of supporters by giving to Experience Tricking.

As thanks for your generosity, we offer opportunities to publicly display and recognize your support and officially welcome you to the Experience Tricking family. A list of suggested sponsorship levels is enclosed.

Thank you for your commitment to being part of our community. Trickers are made, not born, and martial arts tricking is a lifestyle, not just a sport.

We look forward to working with you and showing you how your contributions can benefit young people across the world.

Sincerely,

The Experience Tricking Team

WHAT WE DO

Experience Tricking is a martial arts tricking event company based in New Orleans, LA. We host the largest kid-friendly tricking event in the Gulf South of the US. In a unique environment founded on the power of positivity, we teach and spread the skills and qualities developed through training martial arts tricking.

Experience Tricking has continually grown year after year through gathering attendees from across the US and abroad, increasing its impact in the tricking community, and providing leadership and growth opportunities to everyone on our team. The annual event stands out among others because it includes an overnight lock-in at both gymnastics gyms which allows for continued bonding between all attendees.

#ET2017 BY THE NUMBERS



Over 20 Hours of Martial Arts Tricking



75 Pizzas and 200 King Cake Slices Eaten



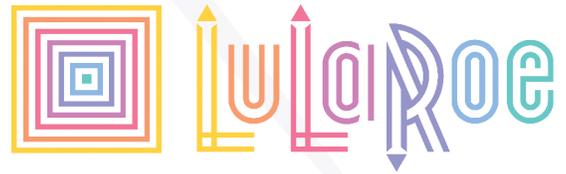
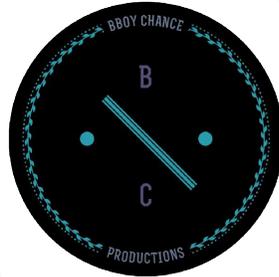
Refreshed by 250 Gallons of Water and Sports Drinks



75 Pounds of Bananas, Apples, and Oranges Eaten

AVERAGE AGE 12.9 MEDIAN AGE 11

PARTNERSHIPS



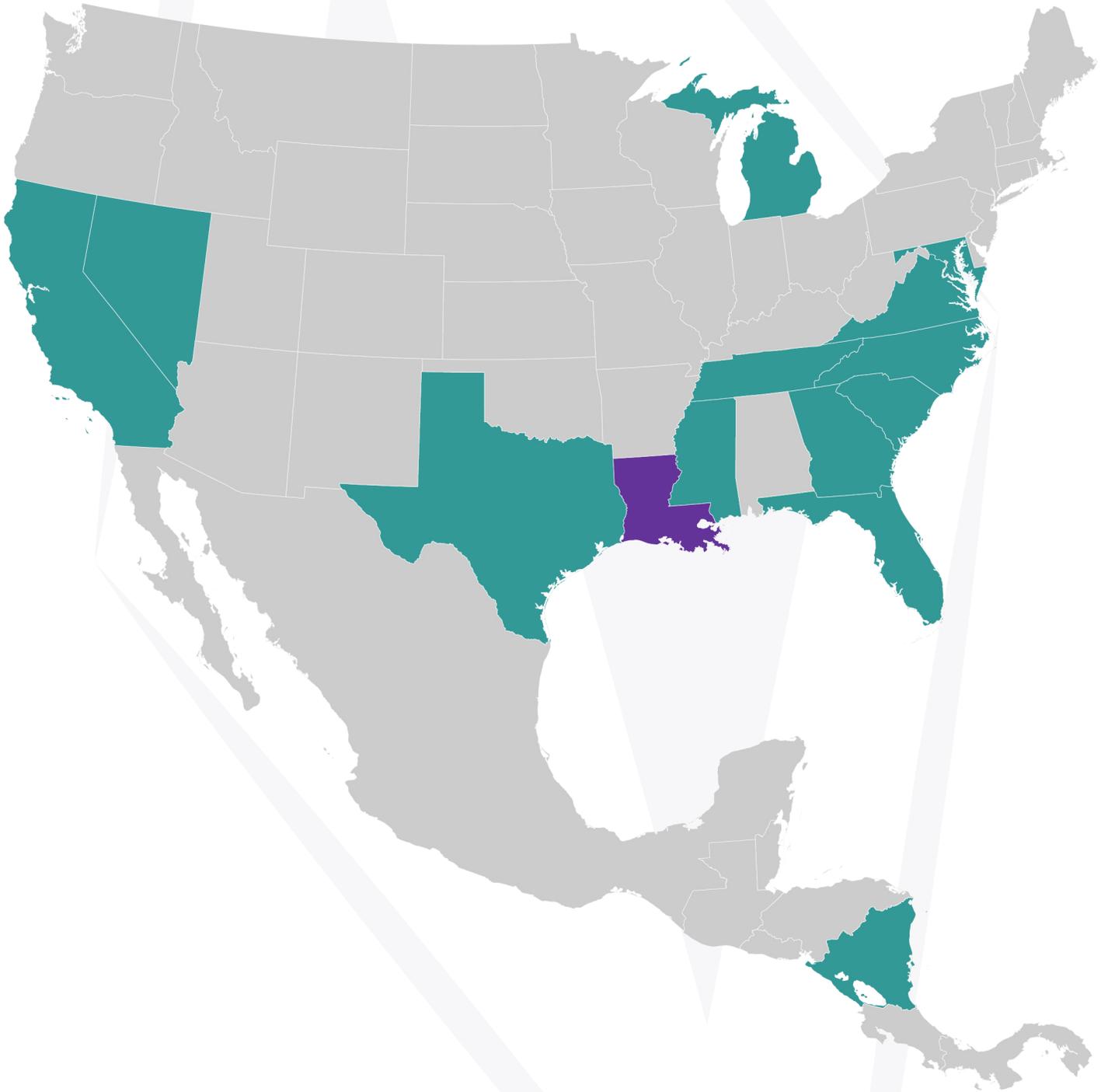
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SPONSORS

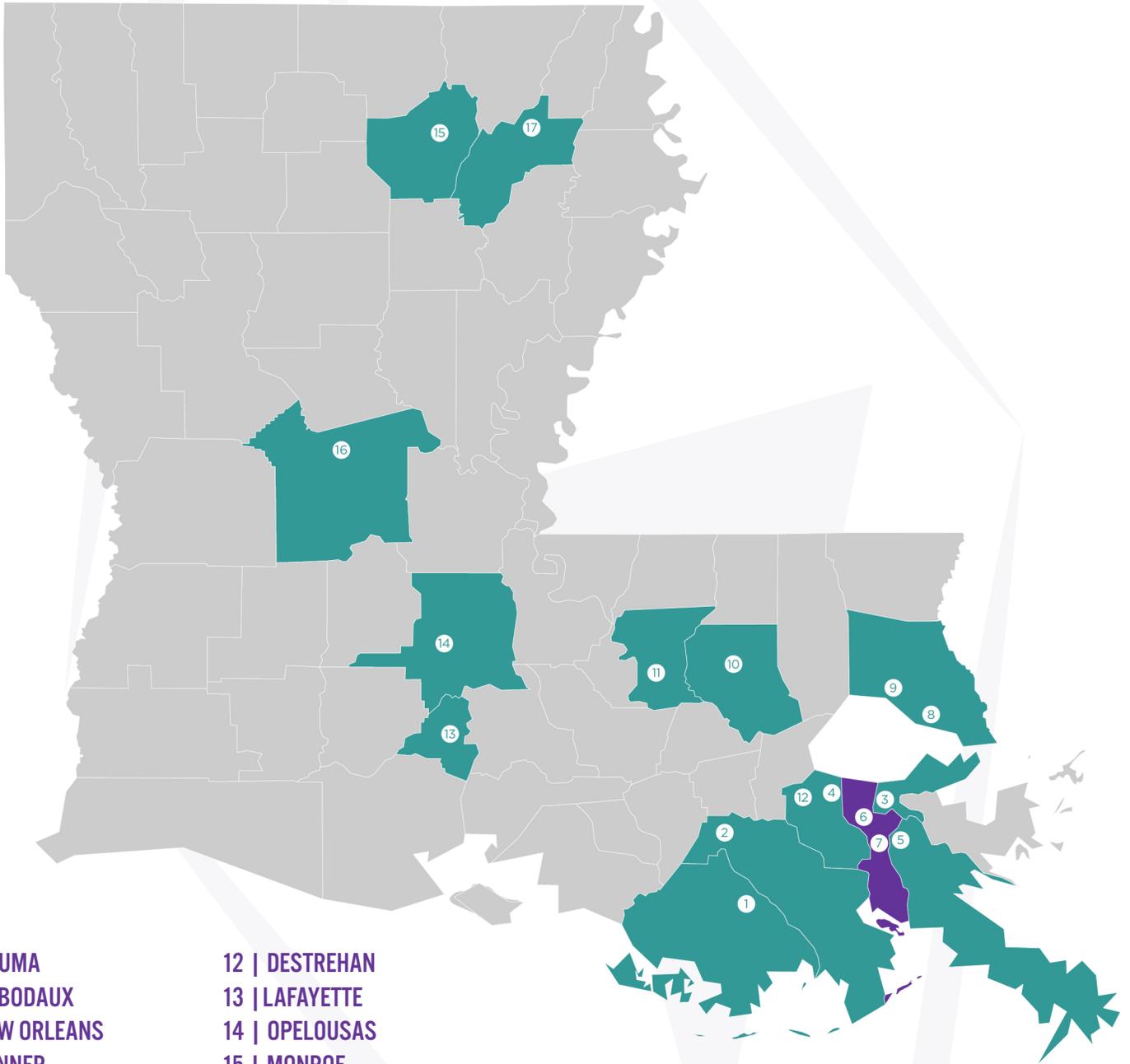


JIMMY JOHN'S
HARVEY, LA

MAP OF ATTENDEES



LOUISIANA PARTICIPANTS



- 1 | HOUMA
- 2 | THIBODAUX
- 3 | NEW ORLEANS
- 4 | KENNER
- 5 | GRETNA
- 6 | METAIRIE
- 7 | MARRERO
- 8 | SLIDELL
- 9 | MANDEVILLE
- 10 | DENHAM SPRINGS
- 11 | BATON ROUGE

- 12 | DESTREHAN
- 13 | LAFAYETTE
- 14 | OPELOUSAS
- 15 | MONROE
- 16 | ALEXANDRIA
- 17 | RAYVILLE

Random ordering - not related to number of participants from each location

SOCIAL MEDIA



TOP 3 SOCIAL MEDIA ACCOUNTS

DOM LEWIS

@DOMITRICK

ISIAH JACKSON

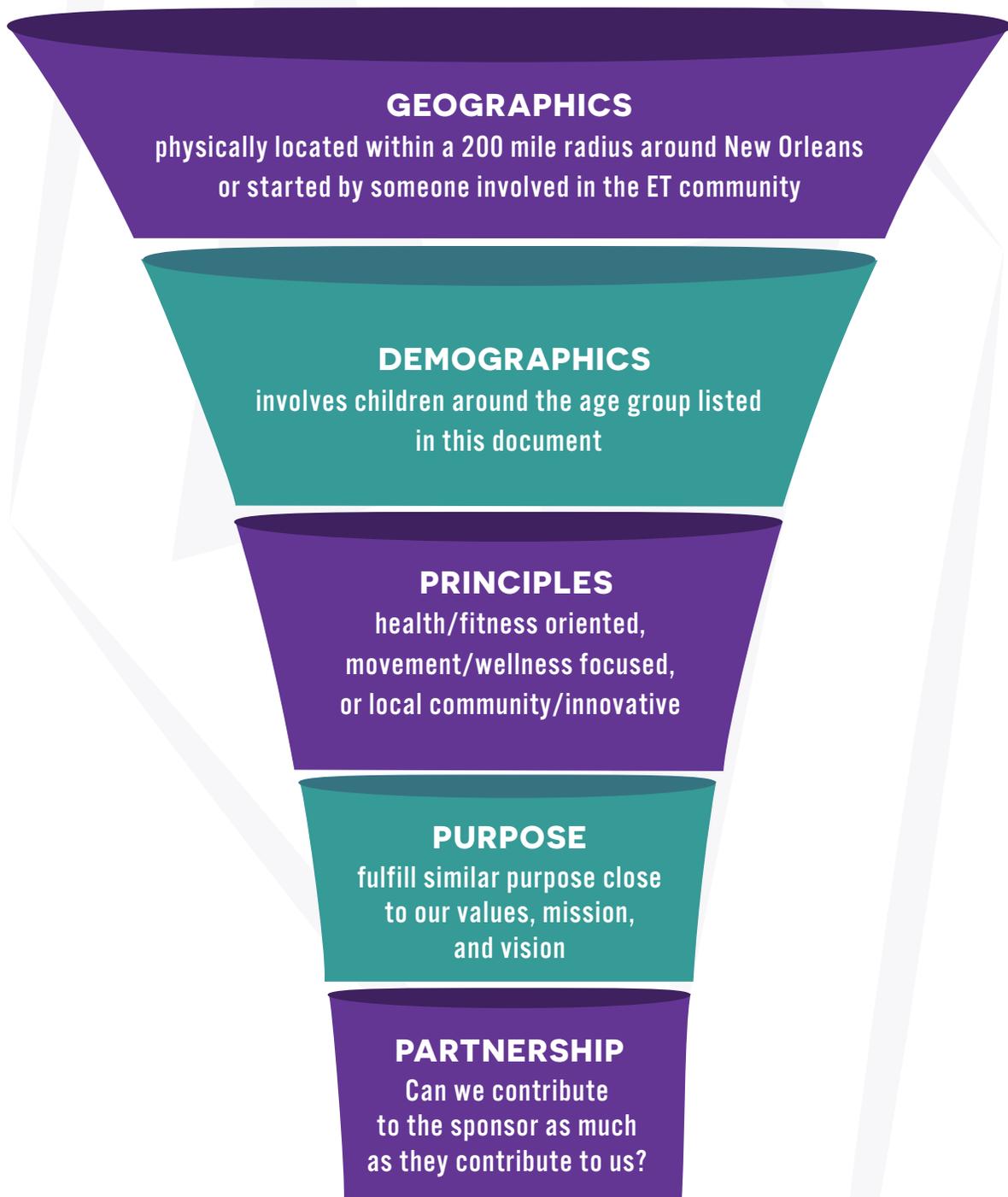
@ISIAHJACKSON

MIKE KING

@MIKE_KING35

SPONSORSHIP FUNNEL

We apply the following funnel to assist in selecting the companies we would like to work with to help make Experience Tricking happen every year. Not all requirements need to be met, but this is the process we follow to narrow down our list of potential sponsors.



2018 SPONSOR LEVELS

#ET2018 SEMINAR SPONSORS

SPONSORSHIP NAME	TYPE	AVAILABLE	COST
900 CLUB	EXCLUSIVE CORPORATE	1	3000
720 CLUB	CORPORATE	2	1000
540 CLUB	LOCAL BUSINESS	4	500
360 CLUB	ATHLETIC PARTNER/LOCAL BUSINESS	15	250
BATTLE	BATTLE	1	1500
BEVERAGE STATION	BEVERAGE	1	700
SNACK STATION	SNACK STATION	1	700
DJ AREA	DJ AREA	1	500
TOTAL			14150

#ET2018 CLASSROOM SPONSOR

SPONSORSHIP NAME	TYPE	AVAILABLE	COST
CLASSROOM		1	500

#ET2018 MEAL SPONSORS

SPONSORSHIP NAME	TYPE	AVAILABLE	COST
TEAM LEADER DINNER		1	150
FRIDAY TEAM DINNER		1	200
SATURDAY TEAM BREAKFAST		1	150
SATURDAY TEAM LUNCH		1	150
SATURDAY DINNER		1	300
SUNDAY BREAKFAST		1	200
TOTAL			1150

#ET2018 VIP PARTY SPONSOR

SPONSORSHIP NAME	TYPE	AVAILABLE	COST
VIP VENUE		1	1000

In martial arts tricking, many tricks are named based on the number of rotations. The more rotations that occur the more difficult the trick is.

The names of our sponsorship levels reflects the extensiveness of each sponsorship.

900 CLUB \$3000 MONETARY OR IN-KIND

1 AVAILABLE

As a member of the 900 Club, we are happy to work with you to customize your recognition opportunities in thanks for your gift. At minimum, we commit to:

BRAND PLACEMENT

- ▶ Logo featured on all ET2018 event day t-shirts
- ▶ Logo featured on large, exclusive banner
- ▶ Exclusive naming rights on Experience Tricking HQ
- ▶ Logo prominently displayed at entryway of the event and Experience Tricking HQ (*check-in tent*)
- ▶ Priority tent space next to Experience Tricking HQ
- ▶ Logo featured on all bleachers and chairs

PUBLICITY

- ▶ Shoutouts to all followers through our social media and email newsletter list
- ▶ Primary ad space on our website
- ▶ Full 2 page ad in our event booklet
- ▶ DJ shoutouts during the event

720 CLUB \$1000 MONETARY OR IN-KIND

2 AVAILABLE FOR CORPORATE COMPANIES

As a member of the 720 Club, we are happy to work with you to customize your recognition opportunities in thanks for your gift. At minimum, we commit to:

BRAND PLACEMENT

- ▶ Logo featured on all ET Team Building Shirts
- ▶ Logo featured on sponsorship banner
- ▶ Priority tent space available

PUBLICITY

- ▶ Shoutouts to all followers through our social media and email newsletter list
- ▶ Ad space on our website
- ▶ 1 full page ad in our event booklet
- ▶ DJ shoutouts during the event

540 CLUB \$500 MONETARY OR IN-KIND

4 AVAILABLE FOR LARGE LOCAL BUSINESSES

As a member of the 540 Club, we are happy to work with you to customize your recognition opportunities in thanks for your gift. At minimum, we commit to:

BRAND PLACEMENT

- ▶ Logo featured on sponsorship banner
- ▶ Priority tent space available

PUBLICITY

- ▶ Shoutouts to all followers through our social media and email newsletter list
- ▶ Ad space on our website
- ▶ 1/2 page ad in our event booklet
- ▶ DJ shoutouts during the event

360 CLUB \$250 MONETARY OR IN-KIND

15 AVAILABLE FOR LOCAL BUSINESSES AND ATHLETIC BRANDS

As a member of the 360 Club, we are happy to work with you to customize your recognition opportunities in thanks for your gift. At minimum, we commit to:

BRAND PLACEMENT

- ▶ Logo featured on sponsorship banner
- ▶ Tent space available

PUBLICITY

- ▶ Shoutouts to all followers through our social media and email newsletter list
- ▶ Ad space on our website
- ▶ 1/4 page ad in our event booklet
- ▶ DJ shoutouts during the event

BATTLE SPONSOR \$1500 MONETARY OR IN-KIND

1 AVAILABLE

As the sponsor for our battles, we are happy to work with you to customize your recognition opportunities in thanks for your gift. At minimum, we commit to:

BRAND PLACEMENT

- ▶ Exclusive naming rights for battles
- ▶ Logo featured on sponsorship banner
- ▶ Logo featured on battle floor
- ▶ Logo featured on backdrop
- ▶ Tent space available

PUBLICITY

- ▶ Shoutouts to all followers through our social media and email newsletter list
- ▶ Ad space on our website
- ▶ 2 page ad in our event booklet
- ▶ DJ shoutouts during the event

BEVERAGE STATION SPONSOR \$700 MONETARY

1 AVAILABLE

As our beverage station sponsor, we are happy to work with you to customize your recognition opportunities in thanks for your gift. At minimum, we commit to:

BRAND PLACEMENT

- ▶ Exclusive naming rights for all beverage stations
- ▶ Logo featured on sponsorship banner
- ▶ Logo featured on all beverage stations
- ▶ Tent space available

PUBLICITY

- ▶ Shoutouts to all followers through our social media and email newsletter list
- ▶ Ad space on our website
- ▶ 1/2 page ad in our event booklet
- ▶ DJ shoutouts during the event

SNACK STATION SPONSOR \$500 MONETARY

1 AVAILABLE

As our snack station sponsor, we are happy to work with you to customize your recognition opportunities in thanks for your gift. At minimum, we commit to:

BRAND PLACEMENT

- ▶ Exclusive naming rights for snack station
- ▶ Logo featured on sponsorship banner
- ▶ Logo featured on all beverage stations
- ▶ Tent space available

PUBLICITY

- ▶ Shoutouts to all followers through our social media and email newsletter list
- ▶ Ad space on our website
- ▶ 1/2 page ad in our event booklet
- ▶ DJ shoutouts during the event

DJ AREA SPONSOR \$500 MONETARY

1 AVAILABLE

As our DJ Area sponsor, we are happy to work with you to customize your recognition opportunities in thanks for your gift. At minimum, we commit to:

BRAND PLACEMENT

- ▶ Exclusive naming rights of DJ Area
- ▶ Logo featured on sponsorship banner
- ▶ Logo featured on DJ Area
- ▶ Tent space available

PUBLICITY

- ▶ Shoutouts to all followers through our social media and email newsletter list
- ▶ Ad space on our website
- ▶ 1 page ad in our event booklet
- ▶ DJ shoutouts during the event

ET MEAL SPONSOR \$150-300 MONETARY OR IN-KIND

6 AVAILABLE - SEE TABLE ABOVE

As a meal sponsor, we are happy to work with you to customize your recognition opportunities in thanks for your gift. At minimum, we commit to:

BRAND PLACEMENT

- ▶ Logo featured on sponsorship banner
- ▶ Tent space available

PUBLICITY

- ▶ Shoutouts to all followers through our social media and email newsletter list
- ▶ Ad space on our website
- ▶ 1/4 page ad in our event booklet
- ▶ DJ shoutouts during the event

VIP PARTY SPONSOR \$1000 MONETARY OR IN-KIND

1 AVAILABLE

As the sponsor for our VIP party, we are happy to work with you to customize your recognition opportunities in thanks for your gift. At minimum, we commit to:

BRAND PLACEMENT

- ▶ Exclusive naming rights for VIP Party
- ▶ Logo featured on sponsorship banner
- ▶ Logo featured on backdrop
- ▶ Tent space available

PUBLICITY

- ▶ Shoutouts to all followers through our social media and email newsletter list
- ▶ Ad space on our website
- ▶ 1 full page ad in our event booklet
- ▶ DJ shoutouts during the event