



**2018 MASCOT GAMES  
SPONSORSHIP PACKAGE**

**June 22 & 23, 2018  
Amway Center - Orlando, FL**

# THE MASCOT GAMES™

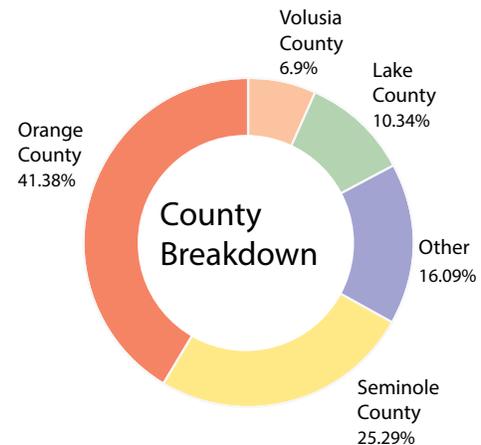
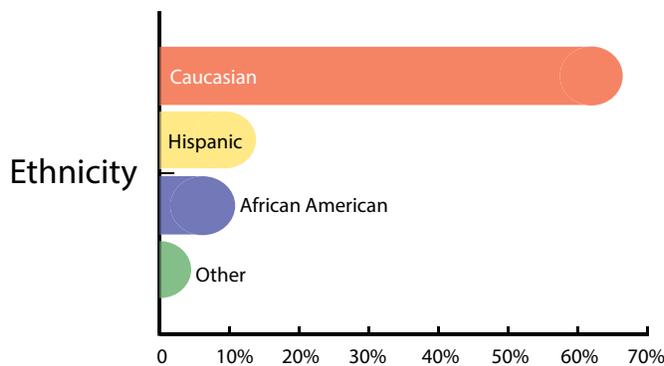
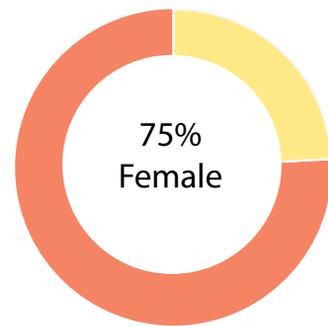
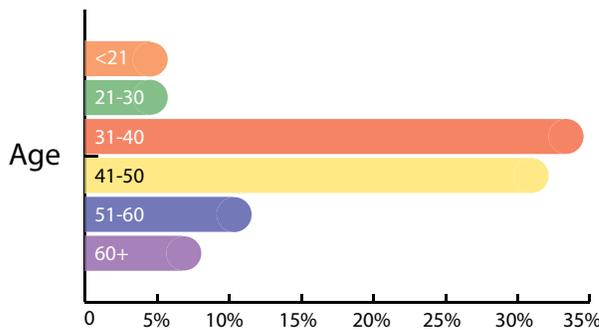
The Mascot Games features professional mascots from sports teams around the country competing in a variety of games in two exciting shows. Fans enjoy thrilling and pulse-pounding competition, as mascots from MLB, NFL, NBA, NHL and NCAA teams battle through wild and wacky games to see who is the true champion of the mascot world.

## NEW HOPE FOR KIDS

This large scale sports entertainment event is owned and operated by New Hope for Kids, a Central Florida based 501(c)(3) organization. Their mission is to support children and families grieving the death of a loved one and to grant wishes to children with life-threatening illnesses in Central Florida.

## OUR AUDIENCE

The Mascot Games is an annually anticipated event by Central Florida families. The majority of the target audience are college educated. The three main ethnicity groups that attend the event are Caucasian, Hispanic and African American. Most families have attended the event in the past, however 39% of attendees experienced The Games for the first time in 2017.



Source: 2016 Mascot Games post event survey



# 2017 MARKETING & MEDIA

## PRINT

Orlando Weekly  
El Osceola Star  
The Winter Park Observer  
Seminole Chronicle  
Playground Magazine (distribution 10,000)  
Lifestyle Magazine (distribution 60,000)  
Orange County Library System  
El Sentinel  
Orlando Sentinel - Scott Maxwell Story



AILEEN PERILLA/STAFF PHOTOGRAPHER  
Orlando Sentinel columnist Scott Maxwell mugs for a team photo while coaching the red team Friday in the Mascot Games at the Amway Center in Orlando.

## OUTDOOR - BILLBOARD

Amway Center  
Multiple digital billboards throughout Central Florida with ClearChannel Outdoor

## TELEVISION

More than 100 spots on Fox 35/My 65  
Appearances on:  
WESH TV  
WKMG: Channel 6:11pm News  
FOX35: morning news (2 times)  
Channel 13: Interview at Amway Center

## COMMUNITY PARTNERSHIPS

Inclusion on Pizza Hut box toppers and in-store displays during the month of June

10,000 promotional postcards distributed at 15 branches of Orange County Public Library, local festivals, 85 Central Florida Wawa locations, and Amway Center events.

Truly Nolen agents distributed BOGO offers to all customers three weeks leading up to the Games

## ONLINE

Attractions Magazine  
Orlando Sentinel: Article & Calendar of Events  
Daytona Beach News Journal: Article & Video  
WFTV: Online Video Feature  
Apopka Chief  
My Central Florida Family  
Macaroni Kid (11 publishers)  
Fun4Kids (7 publications)

## RADIO

Over 500 spots on 8 iHeart Radio Stations

## EVENT POSTERS

Posters distributed throughout Central Florida  
Oversized posters placed in 85 Wawa locations in Central Florida for seven weeks leading up to the Games

## E-MAIL NEWSLETTER

Orlando Regional Chamber of Commerce  
Florida Hospital Employee Newsletter  
Orlando City Soccer Fan Newsletter  
Orlando Solar Bears E-Blast  
Orlando Solar Bear Game Day Announcements  
Orlando Predator Game Day Announcements  
OUC The Reliable One Newsletter (distribution 150,000)  
Amway Center E-blast (x2)  
Interfaith Council Newsletter  
The Annunciation Church Bulletin  
Baldwin Park Newsletter (x2)

## SOCIAL MEDIA

An All-Star Tweet!  
119 Retweets  
491 Favorites  
13,129 Engagements  
208,140 Impressions



# SPONSORSHIP AT-A-GLANCE

	TITLE	PRESENTING	TEAM	GAME	TIMEOUT
Number Available	1	1	4	5	3
Event Naming Rights	★	★			
Team Naming Rights			1 team		
Game Naming Rights				1 game	
Timeout Naming Rights					1 timeout
<b>Advertising Opportunities</b>					
TV & Radio Inclusion	★	★			
Inclusion in Select Print Advertising	★	★	★		
Logo Inclusion on Event Poster	★	★	★	★	★
Social Media Inclusion	10	6	4	3	1
Logo Inclusion on Event Website	★	★	★	★	★
Press Release Inclusion	★	★	★	★	
<b>On-site Visibility</b>					
Logo at Center Field	★				
Logo Inclusion on Cheer Sticks	★				
Logo Inclusion on Step & Repeat	★	★			
Company Banner Displayed at Center	3	2	1	1	
On-Site Acknowledgement	★	★	★	★	★
Logo Inclusion on Team Cheer Card	★	★	1 team		
Jumbotron Video	★	★	★		
Community Festivals	★	★	★		
Digital Wrap in Amway	★	★	★		
Post Game Concourse Distribution	★	★			
Logo Inclusion on Volunteer T-shirts	★	★			
<b>Ticketing</b>					
Corporate Suite	★				
VIP Huddle - Saturday	25	15	10	8	4
Premium - Saturday	25	15	10	8	4
General Admission - Saturday	50	35	25	15	8
Complimentary Parking	20	15	10	8	4

# TITLE

## SPONSORSHIP

- Event Naming Rights  
(“Your Brand Name Mascot Games”)
- Logo placed on center field of the Amway Center
- Logo inclusion on cheer sticks (est. 20,000)
- TV & Radio inclusion (as agreed to by media partners)
- On-Field company representative presentation
- Logo inclusion in print advertising
- Logo inclusion on event poster (est. 1,000)
- Company inclusion in 10 customizable social media blasts
- Logo inclusion on event homepage and sponsor page of the Mascot Games website
- Logo inclusion on step and repeat banner
- Three company sideline banners throughout event (Company to provide banners.)
- Logo inclusion on all 20,000 team cheer cards in conjunction with the Mascot Games logo
- Company video displayed on the Jumbotron (Company to provide produced video of 30 seconds or less.)
- 15 VIP Mascot Huddle & seating tickets
- 15 Premium seats (lowest rows)
- 35 General Admission tickets
- 15 Parking comps at Geico Garage
- Corporate Suite (14 guests) catering available but not provided
- Ability to use the Mascot Games logo on company website as an Official Sponsor
- Spotlight role for corporate or brand mascot, if applicable
- Community Festival activation
- Company name on digital wraps in Amway during the games
- Post game option to hand out company information on the concourse

**SPONSORSHIPS ARE  
CUSTOMIZABLE TO ACHIEVE  
CORPORATE GOALS**



# PRESENTING SPONSORSHIP

- Event Naming Rights (‘‘Mascot Games presented by Your Brand’’) 
- TV & Radio inclusion (as agreed to by media partners)
- On-Field company representative presentation
- Logo inclusion in print advertising
- Logo inclusion on event poster (est. 1,000)
- Company inclusion in six customizable social media blasts
- Logo inclusion on event homepage and sponsor page of the Mascot Games website
- Logo inclusion on step and repeat
- Two company sideline banners throughout event (Company to provide banners.)
- Logo inclusion on all 20,000 team cheer cards in conjunction with the Mascot Games logo
- Company video displayed on the Jumbotron (Company to provide produced video of 30 seconds or less)
- 15 VIP Mascot Huddle & seating tickets
- 15 Premium seats (lowest rows)
- 35 General Admission tickets
- 15 Parking comps at Geico Garage
- Ability to use the Mascot Games logo on company website as an Official Sponsor
- Spotlight role for corporate or brand mascot, if applicable
- Community Festival activation
- Company name on digital wraps in Amway during the games
- Post game option to hand out company information on the concourse

# 4 TEAM SPONSORSHIPS

- Team Naming Rights (Blue, Red, Yellow, Green) ‘‘Your Brand Green Team’’
- Logo inclusion in television advertising
- Logo inclusion in print advertising
- Logo inclusion on event poster (est. 1,000)
- Company inclusion in four customizable social media blasts
- Logo inclusion on sponsor page of the Mascot Games Website
- Two company side-line banners displayed throughout event (Company to provide banners.)
- On-field acknowledgement
- Logo inclusion on 5,000 team cheer cards associated with the color of your company’s team
- Company video displayed on the Jumbotron (Company to provide produced video of 30 seconds or less.)
- 10 VIP Huddle & seating tickets 
- 10 Premium seats (lowest rows)
- 25 General Admission tickets
- 10 Parking comps at Geico Garage
- Ability to use the Mascot Games logo on company Website as an Official Sponsor
- Community Festival activation



## ★ 5 GAME SPONSORSHIPS

- Game Naming Rights (“Game Sponsored by Your Brand”)
- Your brand name/message integrated into 1 of only 5 mascot competitions
- Logo inclusion in print advertising
- Logo inclusion on event poster (est. 1,000)
- Company inclusion in three customizable social media blasts
- One company banner hung at the event (Company to provide banner.)
- On-field acknowledgement
- 8 VIP Mascot Huddle & seating tickets
- 8 Premium seats
- 15 General Admission tickets
- 8 Parking comps at Geico Garage
- Ability to use the Mascot Games logo on company website as an Official Sponsor

## 3 TIMEOUT SPONSORSHIPS ★

- Timeout naming rights
- Ability to customize a short audience engaging timeout activity
- Logo inclusion on event poster (est. 1,000)
- Company inclusion in one customizable social media blast
- 4 VIP Huddle & seating tickets
- 4 Premium seats
- 8 General Admission tickets
- 4 Parking comps at Geico Garage
- Ability to use the Mascot Games logo on company website as an Official Sponsor



“Go Yellow! Love this event and look forward to it every year. The girls had a blast today! Already talking about next year!” - Lisa B.

# ADDITIONAL OPPORTUNITIES



## VIP MASCOT HUDDLE - \$5,000

The Huddle provides a meet & greet opportunity for fans of our beloved Mascots. Photos, autographs and high-fives are what make this Saturday pre-event interactive fun for everyone! The Official Mascot Huddle Sponsor will receive recognition in all print and online advertising related to the Mascot Huddle. This includes logo inclusion on the VIP badges as well as an activation area at the Huddle.

## MASCOT DINNER - \$3,000

The Official Mascot Dinner sponsor(s) will receive recognition in all print and online advertising related to this private dinner held at the New Hope for Kids Center. Attendees of this event are 350 New Hope families, VIPs, press and Mascots.

## SOCIAL MEDIA BOARD- \$1,500

The "<Your Brand Name> Social Media Board". This will be a live, interactive display for fans to interact with each other and the announcers during the Saturday event, constant stream throughout show.

## VOLUNTEER T-SHIRT- \$1,200

Company logo will be displayed in black & white on the back of an estimated 400 volunteer T-shirts worn during both shows.

## HIGH-FIVE CAM - \$1,000

The "<Your Brand Name> High-Five Cam " will surprise excited fans in the crowd on the Jumbotron throughout the course of both shows. 3 per day.

## CONCOURSE ACTIVATION - \$500

Concourse activations allow companies the opportunity to create engaging areas for fans to visit before and after the games. An 8' table and 2 chairs will be provided.



## VOLUNTEER LUNCH - \$1,500

Over 400 dedicated volunteers join us to provide a one of a kind experience for our guests and fans. The Official Volunteer Lunch sponsor at Amway Center will receive recognition both days of the event in front of our volunteers. This sponsor has the opportunity to decorate the volunteer area and provide refreshments for our much appreciated volunteers who work hard behind the scenes.

## MASCOT HOSPITALITY - \$2,000

Two (2) opportunities are available for companies that would like to provide support specifically for the much anticipated mascots. This includes recognition in their hospitality areas throughout the event. These companies have the opportunity to decorate the space prior to arrival in designated areas.

## HALFTIME SHOW - \$3,000

The "<Your Brand Name> Halftime Show". The halftime sponsor will have the opportunity to introduce the halftime show on both days. The company logo will appear on the jumbotron as well as the Mascot Games Website.