



The Sports Explosion is an interactive, educational event designed to connect youth and families to resources and opportunities for healthy, active lifestyles. The Sports Explosion is offered at no cost to community members of all ages and abilities. While the core target is youth of all ages, the event is designed to welcome the entire family for a “Day of Play.”

The Sports Explosion is a wonderful way to showcase the significance of healthy lifestyles, preventive care, and overall wellness by celebrating the benefits of sports as a fun way to provide these key messages:

1. Treating yourself as an athlete will encourage proper nutrition, rest, preventive care and overall well-being and fitness.
2. Maintaining health doesn't have to be a chore or an expense. Playing games with friends and family can satisfy the recommended daily amount of physical activity to prevent health disparities and control weight.
3. Engaging in sports and recreation on a regular basis will form healthy habits for life.
4. Participating in sports, fitness activities, and play will benefit all aspects of your life: social, mental, emotional, and physical.
5. Fitness is a family affair! There is sport and fitness activity out there for everyone, and Sports Explosion will help you find it!

#### **EVENT DETAILS**

To reinforce these messages, the Sports Explosion offers a variety of professional & elite athletes, health & wellness experts, and community organizations & businesses to speak on behalf of the benefits of active lifestyles. Athlete interviews, demonstrations of selected sports, and participation opportunities (clinics and unstructured play activities) are components unique to the Sports Explosion. Sports ranging from rock climbing to rugby, and tai chi to tennis, offer every participant a personal experience with the sport in a friendly environment.

A passport/raffle system is utilized to encourage event attendees to visit as many information booths as possible in order to be eligible for drawings throughout the day. Participating vendors are encouraged to donate free trial memberships, wellness materials, and appropriate prizes to continue the education opportunities after the Sports Explosion event.

#### **ABOUT THE PHOENIX WOMEN'S SPORTS ASSOCIATION**

The Sports Explosion is presented by the Phoenix Women's Sports Association (PWSA), a non-profit organization that helps girls and women find their power through sports. PWSA reaches out to underserved girls and women, providing them with opportunities to reach their greatest potential by building confidence and self-esteem through participation in sports and fitness activities.

#### **ABOUT THE PHOENIX REGIONAL SPORTS COMMISSION**

The event is also hosted by the Phoenix Regional Sports Commission, a 501(c)(3) non-profit corporation whose mission is to “Enrich Our Community Through Sports” by representing the citizens of the Valley to bring national and international sporting events to the state, assist in the promotion of existing events and teams, and support youth sports programs.



## **SPONSOR/PARTICIPATION OPPORTUNITIES**

### **Phoenix Women's Sports Association**

#### **Sports Explosion**

**Saturday, October 15**

8 a.m. – 2 p.m.

Paradise Valley Park

### **EVENT HIGHLIGHTS**

- Professional and elite athlete appearances including women's soccer legend Brandi Chastain, and former Arizona Diamondbacks player Luis Gonzalez
- Sports demonstrations and clinics
- Educational opportunities on nutrition, wellness, and healthy lifestyles
- Interactive booths and inflatables

### **PARTICIPATION OPPORTUNITIES**

Sports Explosion 2011 anticipates over 2,000 attendees of all ages. We invite organizations, businesses, and community partners who share our mission to participate in this exciting day focused on improving the health and lifestyles of our community.

### **HOST A BOOTH (cost includes pop-up structure, table and chairs)**

- Non-profit organizations: \$50 per booth
- Business and vendors: \$100 per booth

All booth hosts are encouraged to provide educational materials, coupons, giveaways, and/or raffle item donations for the event.

*Deadline for Booth Registration is September 30, 2011*

### **SPONSOR OPPORTUNITIES**

*All sponsorship opportunities are tax deductible and can be tailored to meet your marketing goals*

#### **• Single Presenting Sponsor: \$10,000**

- Presenting sponsor name and logo in all advertising, promotion and marketing collateral as well as public relations efforts
- Logo presence at event and special recognition by announcer during event
- Logo presence on website, link to your website and social media mentions
- VIP meet and greet with elite athletes before or during the event
- Premium event booth and additional presence as suggested

#### **• Supporting Sponsor: \$5,000 or two \$2,500**

- Inclusion in all advertising, promotion and marketing collateral as well as public relations efforts
- Logo presence at event and special recognition by announcer during event
- Logo presence on website, link to your website and social media mentions
- Event booth and additional presence as suggested

#### **• Patron Sponsor: \$1,000**

- Inclusion in all advertising, promotion and marketing collateral as well as public relations efforts
- Logo presence on website, link to your website and social media mentions
- Premium event booth and additional presence as suggested

*Deadline for Sponsor Commitment is September 30, 2011*