

PAGERS ATHLETIC CENTER

ADAW VONND ANNE MERE
GROW YOUR GAME HERE
ULKAW LUKK ULAWIG ULKIKS



WHO WE ARE

PACERS ATHLETIC CENTER



- 88,000 SQUARE FOOT FACILITY
- 8 BASKETBALL/VOLLEYBALL COURTS
- OVER 1 MILLION PEOPLE THROUGH OUR DOORS ON A YEARLY BASIS

YOUTH SPORTS OVERVIEW: PARTICIPANTS IN THE U.S.

35 Million

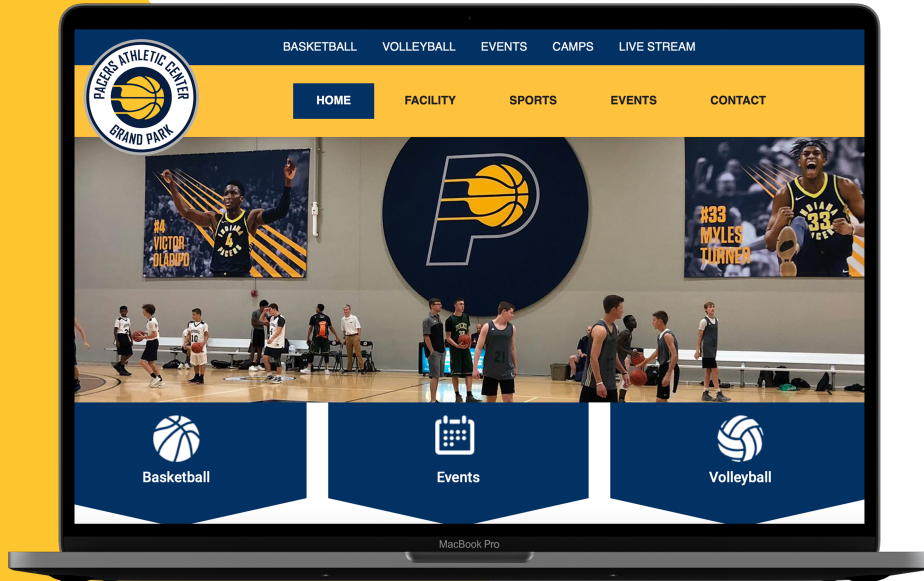
Organized School Sports Participation
(Ages 5-18)

21 Million

Non-School / Travel Sports Participation
(Ages 5-18)

9 Billion

Estimated U.S. Financial Impact from Travel Sports



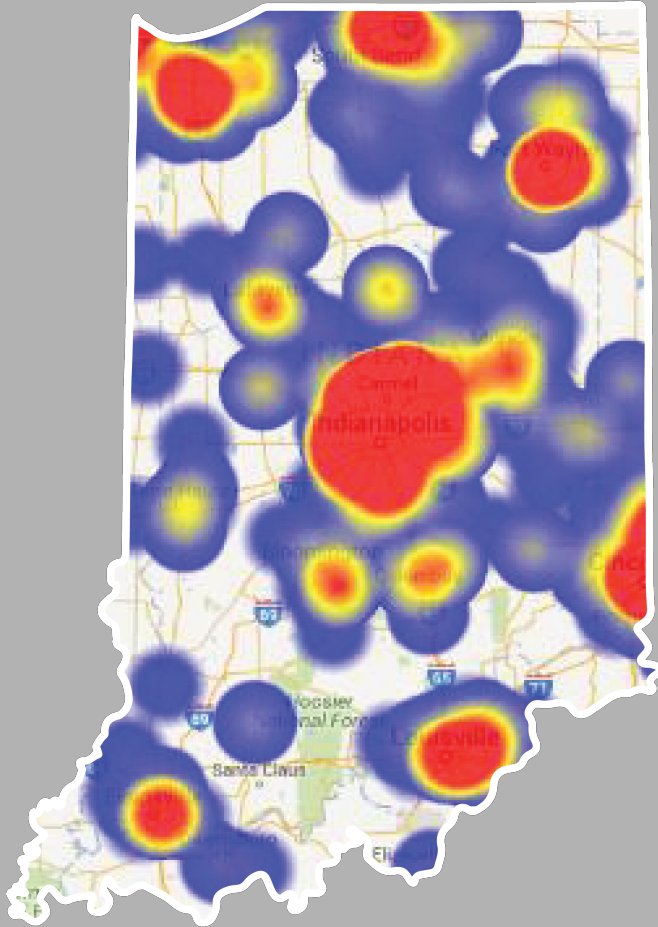
ONLINE ACTIVITY

WEBSITE

- 50,000 monthly viewers
- 4 page views per visit

SOCIAL MEDIA

- Over 6000 likes on FB
- 4.7/5 Rating
- 2700 followers on Twitter
- 3000 followers on Instagram



DIGITAL FOOTPRINT

TOTAL INTERACTION

- Over 125,000 people/month
- Hotspots throughout Midwest
- National Reach

EMAIL

- Constant Contact
- 50,000+ emails

PROUD TO BE CALLED 1 OF 15 JR. NBA FLAGSHIP NETWORK MEMBERS



In the fall of 2017, the Jr. NBA formed a group of youth basketball experts from around the United States and invited Pacers Athletic Center to be a part.

All of the groups are considered leaders in building team programs/coaching for young athletes, event operations and management, and facility operations and management.

IN-HOUSE PROGRAMS



GRAND PARK PREMIER

- 30 teams
- 300 athletes



PRIMETIME

BOYS AND GIRLS BASKETBALL

- 65 teams
- 500+ athletes



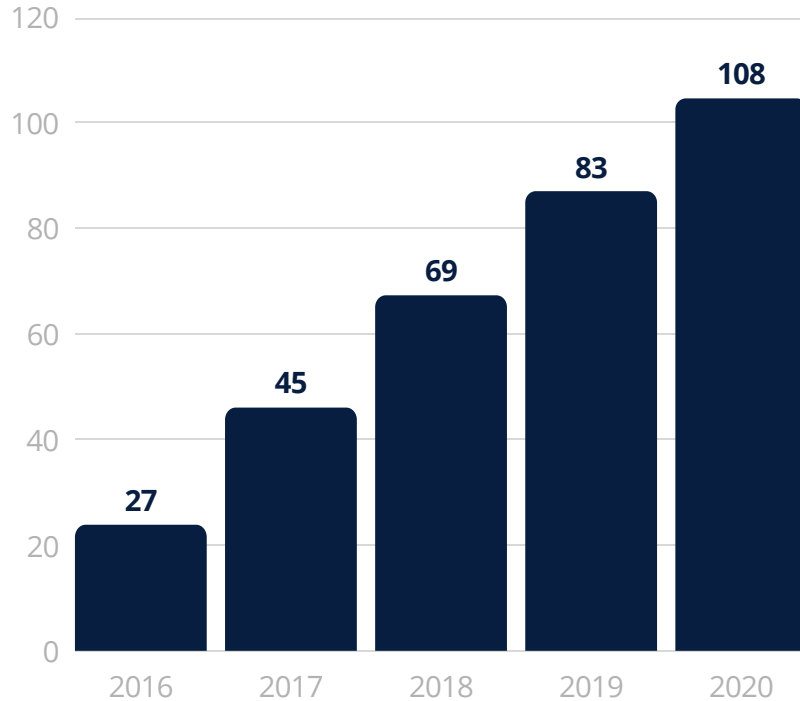
PAC FLIGHT NORTH

- 15 teams
- 150 athletes

TOTALS: OVER 150 TEAMS AND OVER 1,500 ATHLETES

IN-HOUSE YEAR-TO-YEAR TEAM GROWTH

TOTAL TEAMS BY YEAR



PERCENTAGE CHANGE BY YEAR

2016-2017: 66.67%

2017-2018: 53.33%

2018-2019: 20.29%

2019-2020: 30.12%



X



INDY YOUTH BASKETBALL LEAGUE (IYBL)

Fall: Over 550 teams

Winter: Over 550 teams

March: 80 teams

Spring: At least 175 teams

Summer: At least 175 teams

Back-to-School: At least 175 teams

Estimated 10,000+ athletes

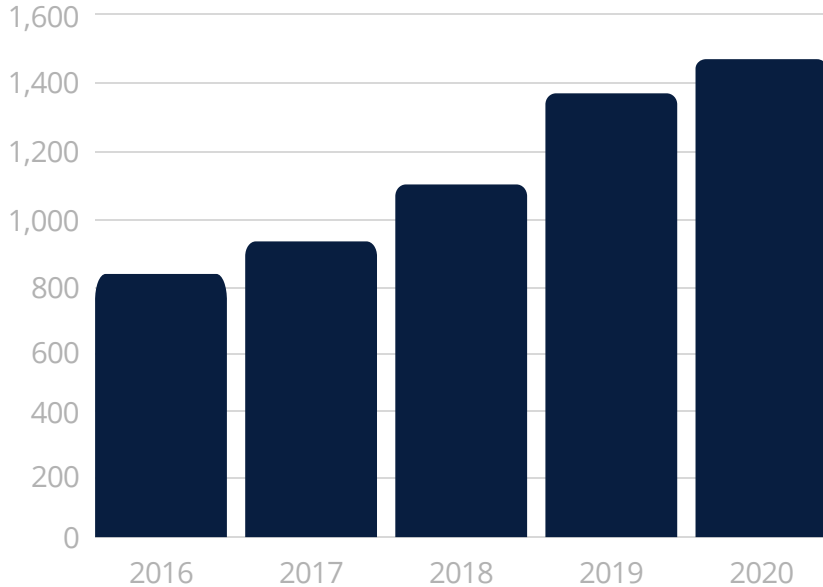
TEAMS PARTICIPATING

- Avon
- Brownsburg
- Carmel
- Fishers
- Fort Wayne
- Kokomo
- Lapel
- New Palestine
- Noblesville
- Pendleton
- Perry Meridian
- Plainfield
- Terre Haute
- Westfield
- Zionsville



IYBL YEAR-TO-YEAR TEAM GROWTH

IYBL TOTAL TEAMS BY YEAR



PERCENTAGE CHANGE BY YEAR

2016-2017: 10.67%

2017-2018: 17.26%

2018-2019: 23.38%

2019-2020: 3.86%

JUNE HIGH SCHOOL LEAGUE

- 30 Indiana High Schools Represented
- 36 Varsity / JV Boys Teams
- 360 Athletes



3 V 3 LEAGUES



- 90 teams
- 450 athletes



VOLLEYBALL

- Pacers Athletic Center is home to Academy Volleyball
- Over 70 total teams ages 7-18
- 10+ shootouts and tournaments a year

CAMPS

- Primetime Multi Sport Camps
- Primetime Elite Camp
- Primetime Skills and Drills Camp
- Grand Park Premier Elite Camp
- Volleyball Camp
- Westfield Elite Camp
- Butler Basketball Camp



EVENTS



HOST TO 26 MAJOR EVENTS PER YEAR


NIKE EYBL



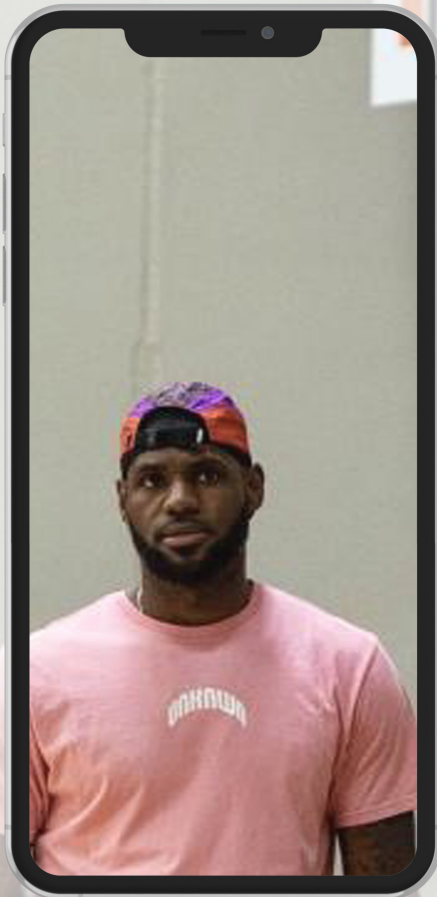
EYBL MEDIA COVERAGE

THE ATHLETIC FREE TRIAL

What happens when basketball dad LeBron James, Bronny Jr. and top freshman Emoni Bates collide at your AAU event?



By Bill Landis May 11, 2019 28



sports.yahoo.com

YAHOO! SPORTS

LeBron goes into full dad mode coaching LeBron James Jr. at Nike tournament

Pat Forde
Yahoo Sports May 11, 2019, 9:05 PM GMT



Update privacy choices

319 Reactions

RECOVERY ROOM

- Whole Body Cryotherapy
- Local Cryotherapy
- GameReady
- Normatec



PROUD SPONSORS OF PACERS ATHLETIC CENTER



PARTNER WITH US

SIGNAGE

- Wall banners
- Hanging Banner
- SEG Framed Advertisements

COURT BRANDING

- Center Court Logo
- Logo Decals
- Baseline Logo or Tagline

BENCHES

- Logo Stickers on Bench Seating
- Possible Courtside Seating
- Branded Courtside Chairs

SCOREBOARD & SCORE TABLE

- Company Advertisements

LIVE ACTIVATION

- Full Time Company Table
- Specialized Event Exposure

VIDEO PRODUCTION

- Spotlight Video
- Company Interview
- Company Commercial(s)

SOCIAL MEDIA MARKETING

- **Social Media - Organic Posting**
 - Sponsor Thanks Post
 - Business Spotlight Post
- **Social Media - Paid Ads**
 - Sponsor Thanks
 - Business Spotlight
 - Featured Training Video
 - Parent Testimonial

WEBSITE MARKETING

- **Featured Content**
 - Partners Page
 - Logo on Page
- **Email**
 - Branded on Email Template
 - Featured Sponsor Section (special offers)

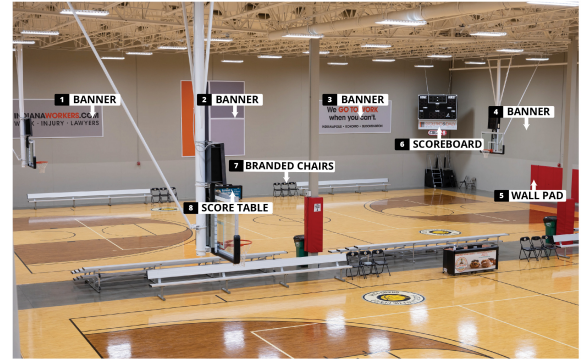
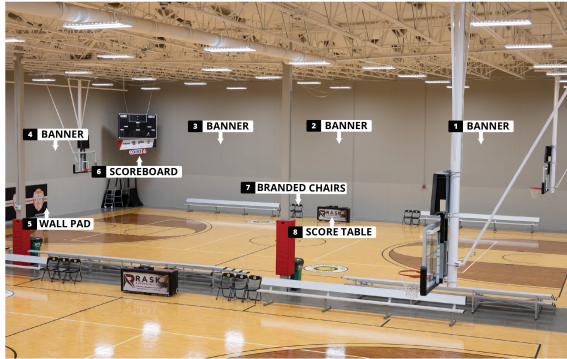
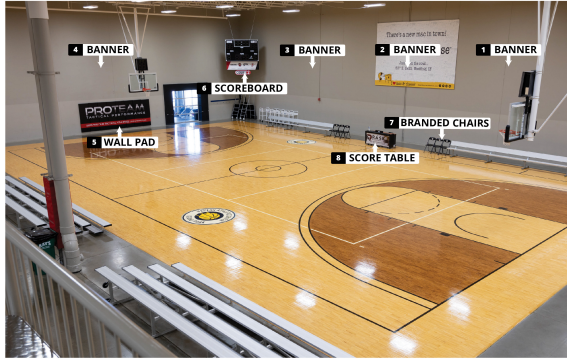
EMAIL MARKETING

- PAC Email Newsletters
- Individual Team Newsletters

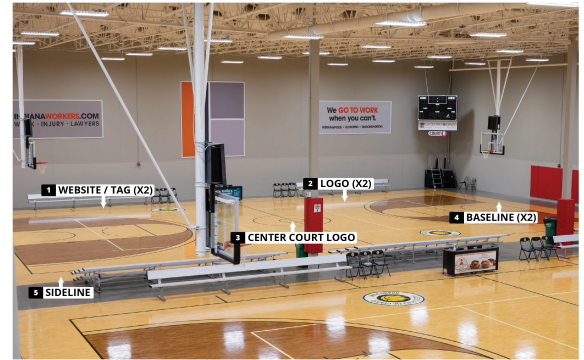
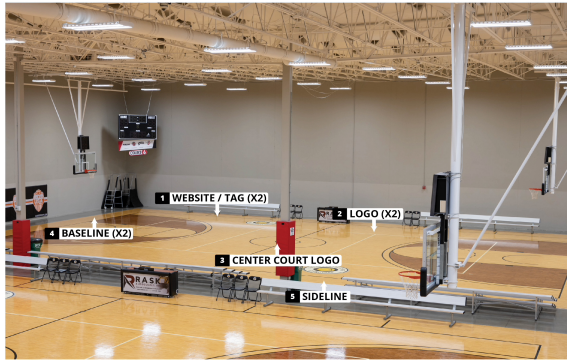
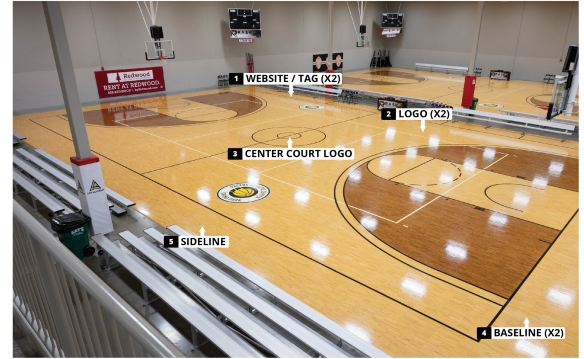
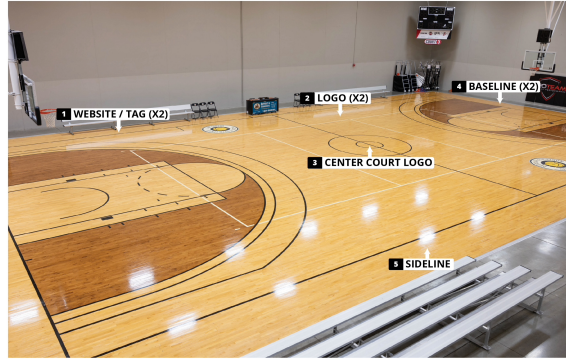
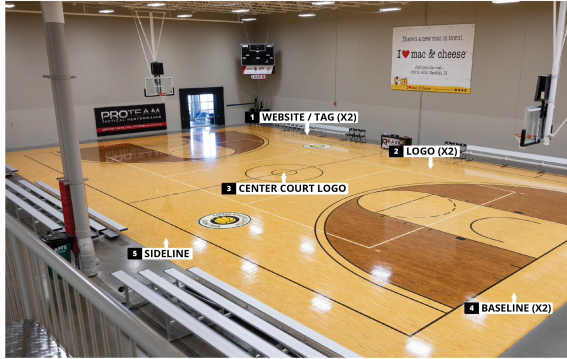


BRANDED COURT EXAMPLE

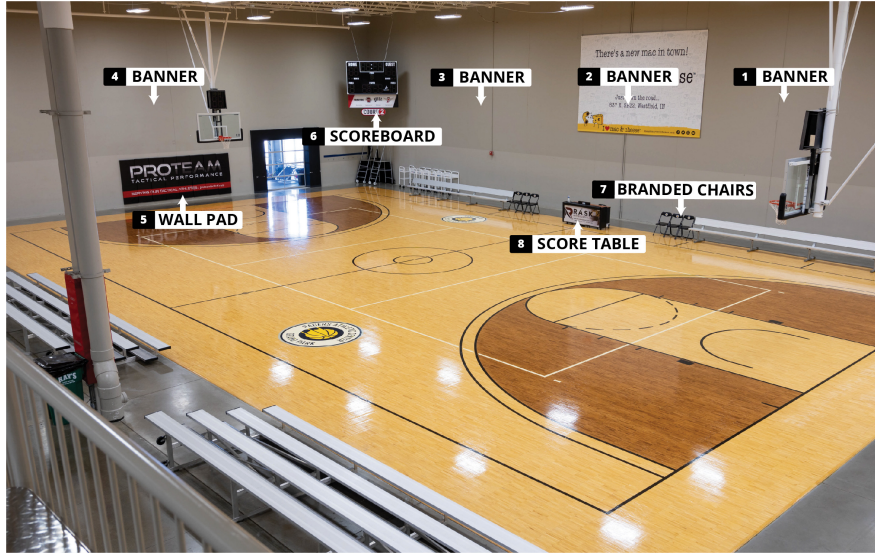
BANNER PARTNERSHIP SIGNAGE



COURT PARTNERSHIP SIGNAGE

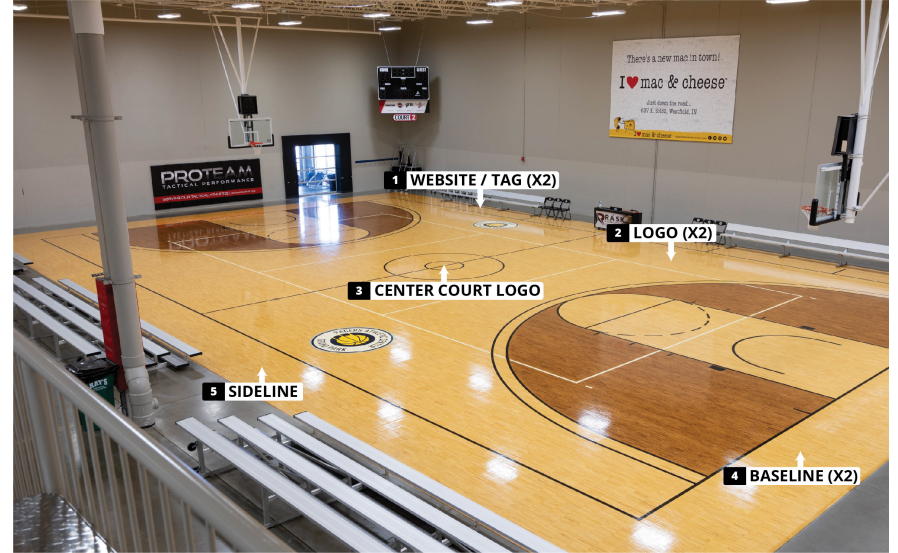


COURT 2 PACKAGE



AROUND-THE-COURT ADVERTISING

- 2 Wall Banners* (location 4 + 5)
- Scoreboard Advertisement
- Score table sticker logo
- 25 Custom Branded Chairs
- Branded Wall Pad



ON-COURT DECALS

- 2 Website / Social Tags
- 2 On-Court Logos
- Large Center Court Logo
- 2 Baseline Tags
- Sideline Tag

DIGITAL + SOCIAL OFFERINGS

- 2 Posts / Mo on MSC SM
- MSC Shares Client SM Posts
- Ad Block Each Month in Weekly Newsletter
- 6 Live Activations

* Option to add 3rd wall banner for additional \$5k

\$50,000 / year 24

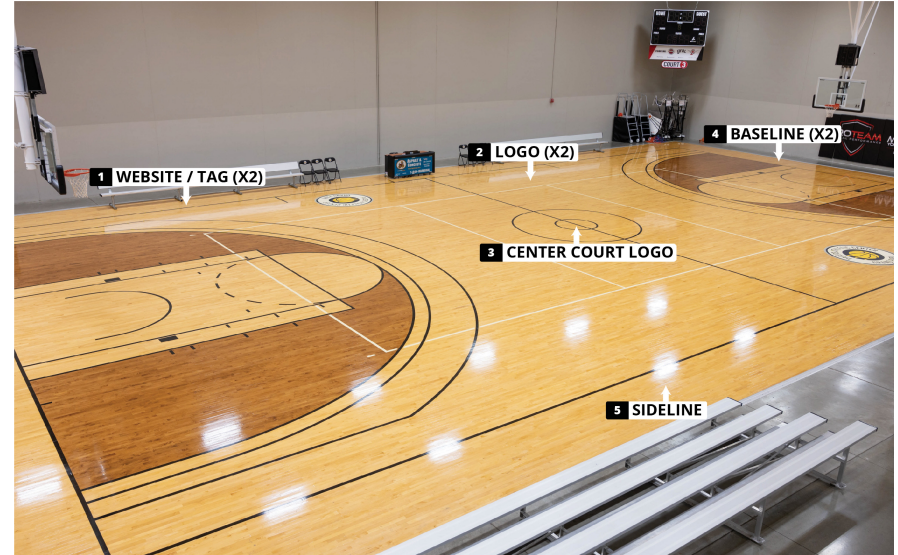
COURT 3 PACKAGE



AROUND-THE-COURT ADVERTISING

- 2 Wall Banners*
- Scoreboard Advertisement
- Score table sticker logo
- 25 Custom Branded Chairs
- Branded Wall Pad

* Option to add 3rd wall banner for additional \$5k



ON-COURT DECALS

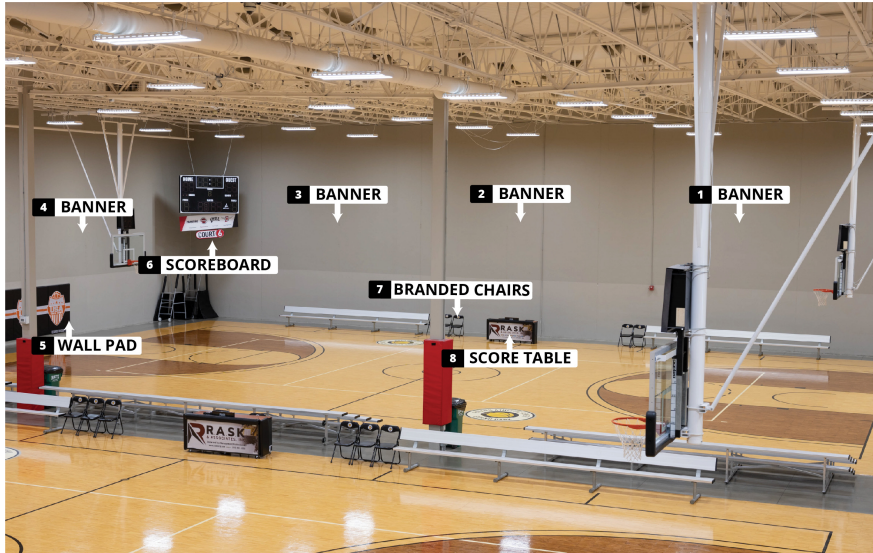
- 2 Website / Social Tags
- 2 On-Court Logos
- Large Center Court Logo
- 2 Baseline Tags
- Sideline Tag

DIGITAL + SOCIAL OFFERINGS

- 2 Posts / Mo on MSC SM
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- Ad Block Each Month in Weekly Newsletter
- 6 Live Activations

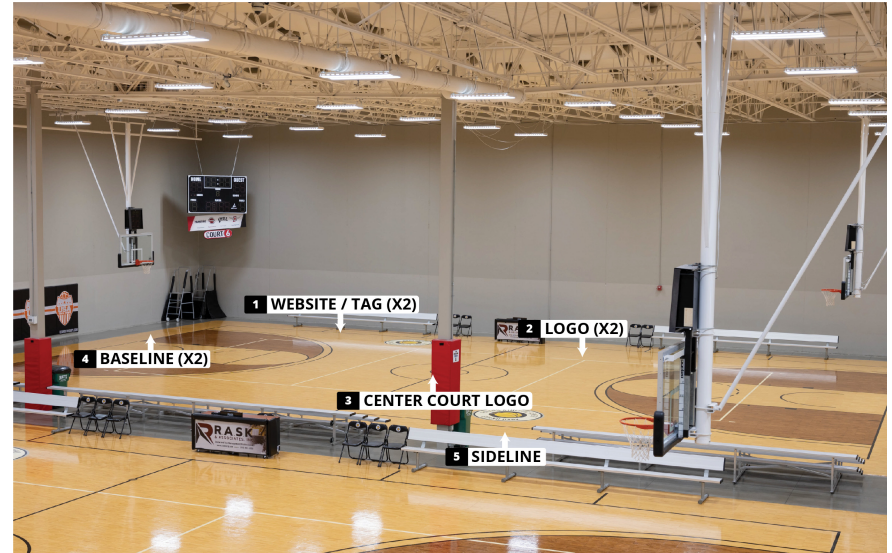
\$50,000 / year 25

COURT 6 PACKAGE



AROUND-THE-COURT ADVERTISING

- 2 Wall Banners*
- Scoreboard Advertisement
- Score table sticker logo
- 25 Custom Branded Chairs
- Branded Wall Pad



ON-COURT DECALS

- 2 Website / Social Tags
- 2 On-Court Logos
- Large Center Court Logo
- 2 Baseline Tags
- Sideline Tag

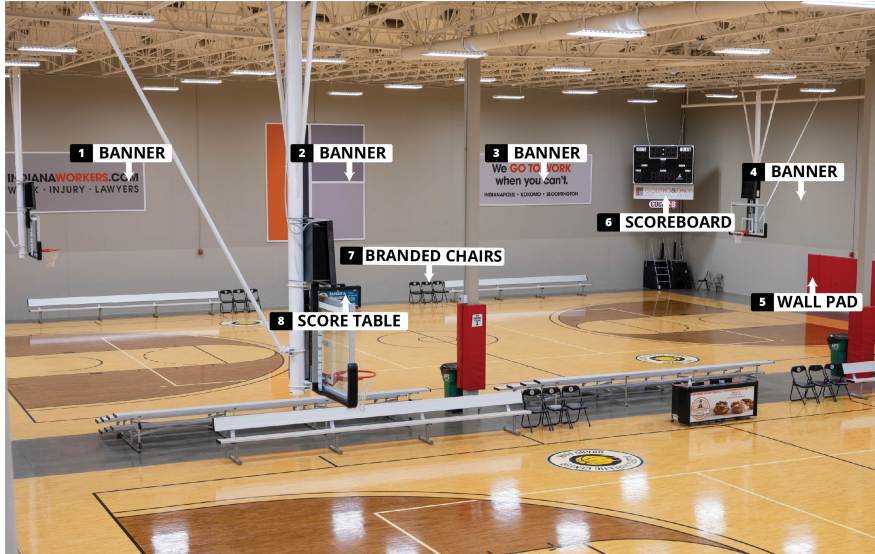
DIGITAL + SOCIAL OFFERINGS

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- Ad Block Each Month in Weekly Newsletter
- 6 Live Activations

* Option to add 3rd wall banner for additional \$5k

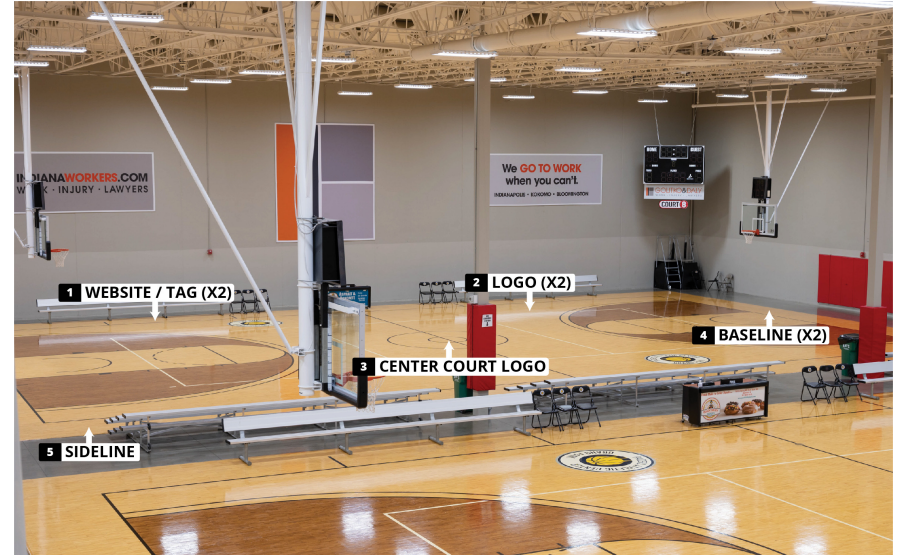
\$50,000 / year 26

COURT 8 PACKAGE



AROUND-THE-COURT ADVERTISING

- 2 Wall Banners*
- Scoreboard Advertisement
- Score table sticker logo
- 25 Custom Branded Chairs
- Branded Wall Pad



ON-COURT DECALS

- 2 Website / Social Tags
- 2 On-Court Logos
- Large Center Court Logo
- 2 Baseline Tags
- Sideline Tag

DIGITAL + SOCIAL OFFERINGS

- 2 Posts / Mo on MSC SM
- MSC Shares Client SM Posts
- Ad Block Each Month in Weekly Newsletter
- 6 Live Activations

* Option to add 3rd wall banner for additional \$5k

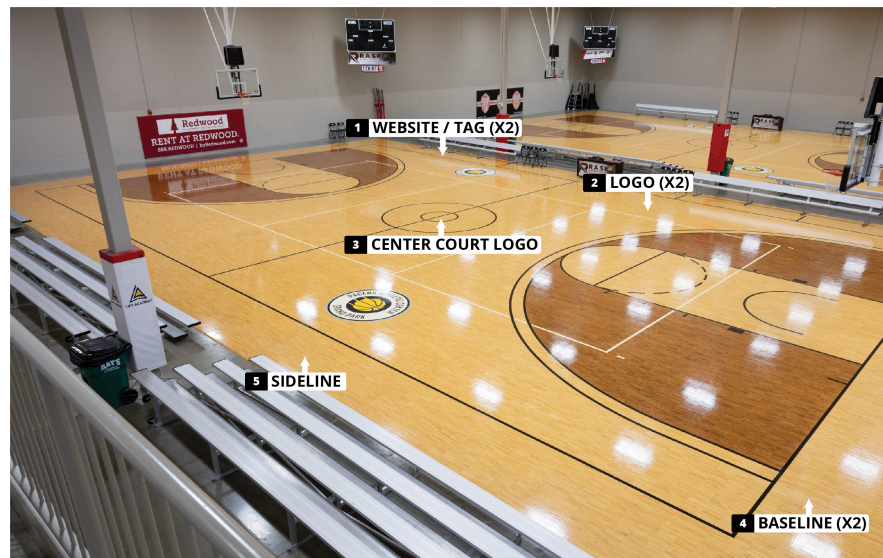
\$50,000 / year 27

COURT 5A LA CARTE OFFERINGS



AROUND-THE-COURT ADVERTISING

- Wall Banners - \$12.5K
- Scoreboard Advertisement - \$5k
- Score table sticker logo - \$5k
- 25 Custom Branded Chairs - \$10k
- Branded Wall Pad - \$10k
- Branded Pole Pads - \$2.5k (\$2k if 2+)



ON-COURT DECAL PACKAGES: STARTING AT \$20K

- Sideline Website / Social Tags
- On-Court Logos
- Large Center Court Logo
- Baseline Tags
- Sideline Skirt

Over \$90,000 in value, Claim it all for \$50,000 / year

COURT 7A LA CARTE OFFERINGS



AROUND-THE-COURT ADVERTISING

- Wall Banners - \$12.5K
- Scoreboard Advertisement - \$5k
- Score table sticker logo - \$5k
- 25 Custom Branded Chairs - \$10k
- Branded Wall Pad - \$10k
- Branded Pole Pads - \$2.5k (\$2k if 2+)



ON-COURT DECAL PACKAGES: STARTING AT \$20K

- Sideline Website / Social Tags
- On-Court Logos
- Large Center Court Logo
- Baseline Tags
- Sideline Skirt

Over \$90,000 in value, Claim it all for \$50,000 / year

PARTNERSHIP SOCIAL MEDIA

 Pacers Athletic Center
@pacersac

Looking for dinner plans? Stop by @iheartmacandchz and show them this post for 10% off!

📍 637 E State Highway 32
Westfield, IN 46074

#IHeartMacNCheese 🍝❤️

I ♥ mac & cheese
ENJOY DELICIOUS **MAC AND CHEESE**,
GRILLED CHEESE SANDWICHES, VEGAN AND
GLUTEN FREE FRIENDLY MENUS,
COOKIES & DESSERTS!



Complete IHeartMac Menu

PRESENT THIS POST AND GET 10%



 PACERS_AC
Posts

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LIFT Academy - Leadership in Flight Training



flywithlift

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#FlyWithLIFT

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@pacersac

Our partners @VCAPetHealth are #Essential workers and still open!

Visit them at:

📍 1455 S. Rangeline Road
Carmel, IN 46032

vcahospitals.com/companion-amc 🐾



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WE ARE OPEN TO SERVE YOUR PET.



THANK YOU!



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