



## PSL Golf Outing Sponsorship Opportunity

### PSL Background

The Pittsburgh Sports League (PSL) is a social enterprise housed within the nonprofit Pittsburgh Urban Magnet Project (PUMP). Founded in the fall of 2000, PSL started as a flag football league of 150 participants and has grown over time to become the premier provider of young adult, mainly co-ed, recreational sports leagues in the Pittsburgh region. Today, the PSL provides over 24,000 participants with an opportunity to play and socialize, making it one of the largest operations of its kind in the whole country. Presently, the PSL consists of 18 sports citywide and runs year-round across 4 distinct seasons.

### PSL Golf Outing

PSL will be hosting a golf outing on a Friday in September at Butler's Golf Course in Elizabeth, PA. This event will bring together 100+ golfers and volunteers for a 4 person scramble golfing event plus picnic style lunch and awards ceremony to follow. Skill prizes, raffles, and giveaways will all be a part of this event throughout the day.

### Sponsorship Opportunities

#### Champion Sponsorship Level - \$5,000

##### Pre-Event Marketing

- Sponsor name added to official PSL Golf Outing event logo (e.g. *PSL Golf Outing presented by...*) and included on all eCommunications, websites, and social media platforms
- Premium placement for company logo on PSL Golf Outing main website and registration pages
- Premium placement for company logo on all PSL Golf Outing electronic marketing communications
- Company logo and mentions on all social media platforms (Facebook, Twitter, Instagram, etc.)
- Premium logo placement in all captain/participant emails regarding PSL Golf Outing

##### Event Day

- Two (2) foursomes for the event
- Premium placed sponsor table at event
- Premium placement for company logo on back of T-Shirt or other event swag (along with event logo on front that includes sponsor)
- Premium placement for company logo on signage throughout event location
- Premium signage on a hole that will host a hole – in – one challenge
- Verbal acknowledgement during pre-event addressing of the golfers
- Opportunity to display up to two sponsor banners onsite
- Opportunity to include sponsor prize in onsite raffle drawing
- Opportunity to include sponsor swag/give-away in participant bags

- Opportunity to address attendees during awards presentation

#### Post-Event

- Premium company logo placement in post event “Thank You” email to all participants
- Active official 2019 event logo and company logo on website through December 2019
- First right of refusal for *2020 PSL Golf Outing* Champion Level Sponsorship (December 31, 2019 deadline)

## Hole - in - One Sponsorship Level - \$2,500

#### Pre-Event Marketing

- Company logo on PSL Golf Outing main website and registration pages
- Company logo on all PSL Golf Outing electronic marketing communications
- Company logos and mentions on all social media platforms (Facebook, Twitter, Instagram, etc.)
- Company logo in all captain/participant emails regarding PSL Golf Outing

#### Event Day

- One (1) foursome for the event
- Sponsor table onsite at event
- Company logo on back of T-Shirt or other event swag
- Company logo on signage throughout event location
- Company name on signage on a tee box (2 tee boxes per course)
- Verbal acknowledgement during pre-event addressing of the golfers
- Opportunity to display up one sponsor banner onsite
- Opportunity to include sponsor prize in onsite raffle drawing
- Opportunity to include sponsor swag/give-away in participant bags

#### Post-Event

- Company logo in post event “Thank You” email to all participants
- Active company logo on website through December 2019
- First right of refusal for *2020 PSL Golf Outing* Gold Level Sponsorship (December 31, 2019 deadline)

## Eagle Sponsorship Level - \$1,000

#### Pre-Event Marketing

- Company logo on PSL Golf Outing main website and registration pages
- Company name on all PSL Golf Outing electronic marketing communications
- Company name on all social media platforms (Facebook, Twitter, Instagram, etc.)
- Company name in all captain/participant emails regarding PSL Golf Outing

#### Event Day

- One (1) foursome for the event
- Sponsor table onsite at event
- Company logo on back of T-Shirt or other event swag
- Company name on signage throughout event location
- Company name on signage on a tee box (1 tee boxes per course)
- Opportunity to include sponsor swag/give-away in participant bags

#### Post-Event

- Company name in post event “Thank You” email to all participants
- Active company logo on website through December 2021
- First right of refusal for *2022 PSL Golf Outing* Silver Level Sponsorship (December 31, 2021 deadline)

## Birdie Sponsorship Level - \$500

### Pre-Event Marketing

- Company name on PSL Golf Outing main website and registration pages
- Company name on all PSL Golf Outing electronic marketing communications
- Company name on all social media platforms (Facebook, Twitter, Instagram, etc.)
- Company name in all captain/participant emails regarding PSL Golf Outing

### Event Day

- Opportunity to reserve one (1) foursome for the event (entry fee paid separately)
- Company name on back of T-Shirt
- Company name on signage throughout event location
- Company name on signage on a tee box
- Opportunity to include sponsor swag/give-away in participant bags

### Post-Event

- Company name in post event "Thank You" email to all participants
- Active company name on website through December 2021
- First right of refusal for *2022 PSL Golf Outing* Silver Level Sponsorship (December 31, 2021 deadline)

## Tee Box Sponsorship Level - \$100

### Event Day

- Company name on signage on a tee box (1)
- Limited number of tee box sponsorships available (36)

### **Sponsor Sign-Up and Payment:**

Sponsor sign up can be done easily online at <https://www.pump.org/>. Payment can be made at the time of sign up using a credit card or at a later date via credit card or check. PUMP will send an invoice to all sponsor commitments that do not pay by credit card at the time of sign up.

### **Questions?**

Should you have any questions about PSL Golf Outing sponsorships, please contact Greg Mitrik at [greg@pump.org](mailto:greg@pump.org) or 412-338-2133 ext. 11.



## PSL Golf Outing

### Key Market and Reach Data

#### **PUMP / PSL Constituent Profile**

- 56% male, 44% female
- 69% between 25-34 years old
- 64% earn between \$30,000 and \$70,000 annually
- Committed to Pittsburgh, live in the urban core, educated, and civically engaged

#### **PUMP / PSL Programming**

- 30,000+ constituents (PUMP and PSL programming)
- 23,000+ PSL participants annually
- 9,000+ dues paying PUMP Members
- 1,950+ PSL teams annually
- 200+ PSL leagues annually
- 30-40 events annually

#### **PUMP / PSL Communications and Impressions**

- PUMP Website: 1,200,000+ page views annually
- PUMP / PSL eNews subscribers: 28,000+
- PUMP Facebook Fans: 4,300+ followers
- Twitter Followers (@PUMP\_PSL): 3,600+
- Instagram Followers (@PUMP\_PSL): 1,950+