



If you are looking for a way to raise brand awareness and increase market penetration for your business, sponsoring the Carlisle area's only top-level grass volleyball tournament is an excellent way to do it!

GIVE BACK WHILE ACCOMPLISHING YOUR GOALS!



NEW
for 2024!!!



A portion of the proceeds is donated to local girls & boys volleyball programs.

SPONSORSHIP LEVELS

CENTER COURT SPONSOR \$5,000 (1 available)

- Logo painted on Center Court
- Logo on Center Court pole padding
- 4 Center Court 8 foot x 2 foot banners
- 4 player registrations
- Carlisle Crush branded Yeti water bottle
- Carlisle Crush branded volleyball shorts
- Tournament T-shirt | Website recognition
- Listed as Center Court sponsor on marketing materials
- Center back logo placement on registration shirts

SILVER SPONSORS \$1,000 (4 available)

- Center Court 8 foot x 2 foot banner
- 2 player registrations
- Carlisle Crush branded Yeti water bottle
- Carlisle Crush branded volleyball shorts
- Tournament T-shirt | Auxiliary Court Recognition
- Logo on promotional materials | Website recognition
- Small low back logo placement on registration shirts

BRONZE SPONSORS \$500 (10 available)

- Auxiliary Court recognition | 2 player registrations
- Carlisle Crush branded Yeti water bottle
- Tournament T-shirt | Website recognition
- Logo on printed promotional materials
- Small low back logo placement on all registration shirts

**For more information contact:
Amanda Cornwell, Fundraising Manager**

CARLISLE FAMILY YMCA

717-243-2525 ext 203

acornwell@carlislefamilyymca.org



CARLISLE FAMILY YMCA

311 South West Street, Carlisle PA 17013
717-243-2525 | carlislefamilyymca.org

CARLISLE CRUSH SPONSORSHIP

The Carlisle Crush Volleyball Tournament in 2023 was a resounding success, drawing in **over 204 teams and 483 participants** from both within Pennsylvania and beyond. With **over 20 divisions** ranging from youth to adult and special parent-child divisions, the tournament **catered to players of all ages and skill levels**, ensuring a fun and competitive atmosphere for everyone involved. Notably, **over 20% of the teams traveled from out of state**, showcasing the tournament's **regional appeal and potential for further expansion**.



impact in fostering a love for the sport of volleyball, **contributing significantly to the sport's growth in the area**. Particularly noteworthy was the parent-child division, which emerged as the 4th largest division, highlighting the tournament's inclusive nature.

With an **estimated attendance of 1,000 to 1,500 individuals** over the course of the 3-day event, the Carlisle Crush Volleyball

Tournament offers a unique platform for **fostering community spirit and sportsmanship while simultaneously promoting the growth of volleyball in the region**. Continued support from sponsors is vital to sustain and **further enhance the tournament's impact**, ensuring its continued success and expansion in the years to come.

What sets the Carlisle Crush apart is its ability to engage younger generations, with **nearly half of the teams comprised of individuals under 30 years old**. This demographic shift underscores the tournament's

We promote the Carlisle Crush Grass Volleyball Tournament through a variety of media. Depending on your sponsorship level, you could be included on our website and print materials as well as digital and print advertising, social media posts, email blasts and T-shirts. The Center Court Sponsor has the option to collaborate on a video to promote the event.

EVENT DAY EXPOSURE

DIGITAL & PRINT EVENT FLYER

EVENT T-SHIRTS

EMAIL

# CONTACTS	AVG OPEN RATE	AVG CLICK THRU RATE
12,417	64%	6%

WEBSITE

2022 PAGEVIEWS	AVG MONTHLY VISITS	AVG SESSION DURATION
382,162	31,847	1:36

*****As an added bonus, sponsors who contribute \$5,000 or more in a calendar year are featured as Carlisle Family YMCA Community Partners, which comes with additional year-long exposure.**

OUR REACH



Y SOCIAL MEDIA



FOLLOWERS AS OF APRIL 2024 4,074



FOLLOWERS AS OF APRIL 2023 1,374



SUBSCRIBERS AS OF APRIL 2023 101

In addition, the Cut Shot Volleyball Events & Promotions Facebook page has 1,400 followers & 1,100 likes.

FACILITY EXPOSURE

2023 MEMBERSHIP UNITS	4,802
2023 MEMBER CARD SWIPES	226,722