

MEDIA PROGRAM



MID AMERICA YOUTH BASKETBALL

RYAN HUJING

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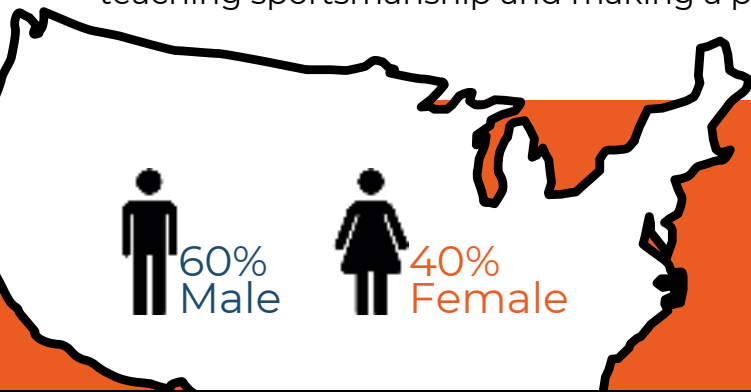
MAYB MEDIA PROGRAM

ABOUT MAYB



MAYB has been organizing and promoting youth basketball tournaments since 1993, and what started as one summer tournament has grown to more than 600 tournaments involving 3700 teams from at least 25 states and two foreign countries. Today, MAYB is one of the largest organizations of its kind in the country.

Through our sponsorship programs we are able to ensure that cost isn't a barrier for young people who wish to play in our tournaments. Tournaments are fundraising opportunities for each of the individual communities involved and all proceeds stay within those communities. It is our mission to provide affordable participation opportunities while teaching sportsmanship and making a positive impact in the communities we serve.



ANNUAL PARTICIPATION

35000 Players
3700 Teams
600 Tournaments
25 States



DIGITAL STATS

1,000,000 Annual Page Views
100,000 Annual Unique Visitors



TOURNEY MACHINE
by sport engine

60% of parents use Tourney Machine to monitor results and schedules.

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www.mayb.com



MAYB MEDIA PROGRAM

PLATFORMS



Our 10-player teams are supported by an outstanding network of parents, friends and family who eagerly share social media pictures and videos of their loved ones playing in our tournaments.

Through our sponsorship programs, you can reach them at home and at the game!

Tournament schedules, registrations, locations and results information are found easily on our website which is used an average of 10 times per year by more than 100,000 unique visitors, accounting for more than one million annual page views.

Banner advertising is available at the national and local levels.



MAYB has embraced the mobile revolution by partnering with Tourney Machine, a tournament scheduling mobile application that offers something for everyone. Coaches can register, pay and manage their rosters. Parents can track schedules, locations and results from their phones while sitting in the bleachers during the tournaments. Sponsors can benefit from push notifications and banner ad placements at tournaments, providing a hyper local one-on-one brand interaction in a targeted geographic location.

YOU CAN FEEL GOOD ABOUT MAYB



There's a reason MAYB enjoys the following it does. Our tournaments are fundraising opportunities for each of the individual communities involved. All of our events are locally hosted and sponsored. Unlike other organizations, our events and proceeds stay in the community.

We are committed to the education of our players in the principles of teamwork and sportsmanship. Our sponsorship programs ensure we can remain focused on our mission for years to come.

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MAYB MEDIA PROGRAM

TITLE SPONSOR



If you are ready to access this passionate crowd and support MAYB in our mission, the Title Sponsorship is the best way to leverage our passionate supporters and drive your brand marketing.

Access the entire MAYB audience across the nation with a Title Sponsorship of Mid-America youth Basketball. Position your brand on millions of digital impressions with co-branding logo lockups on all MAYB materials. This includes all printed and digital properties including website, emails and MAYB-branded pages within Tourney Machine.

This sponsorship also enables you to make a strong impression in specific geographic markets with multiple brand visibility opportunities at tournaments of your choosing. Provide backdrops, table cloths and banners to be featured at local tournament venues and your brand can be featured in the most visible position possible, right at the entrance of the gym.

Connect with friends and family in the stands with push notifications through the Tourney Machine mobile application. Keep it traditional and hand out physical collateral like gift cards and coupons.

Want more? We're flexible. Bring your ideas to the table and we'll tailor this plan to suit your needs.

The annual investment for this sponsorship is \$92,000.

TITLE SPONSOR

Annual Agreement

Prominent Brand Positioning on all MAYB Digital and Printed Materials

Brand Placement Opportunity at Every Tournament

Ability to Distribute Promotional Material at Every Tournament

Push Notifications Via Tourney Machine at Every Tournament

Contact Ryan Hujing at (316) 284-0354 or ryanh@mayb.com

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MAYB MEDIA PROGRAM

NATIONAL TOURNAMENT SPONSOR



The National Tournament is the MAYB Premier Event and season closer. It is played in late summer and with 930 girls and boys teams from 30 states participating, it is the most sought-after tournament event of the year.

The National Tournament Sponsor receives one of only two Major Sponsor Classifications within our program and is granted the right to title the National Tournament.

Connect with friends and family in the stands with push notifications through the Tourney Machine mobile application. Keep it traditional and hand out physical collateral like gift cards and coupons.

This sponsor is also given the opportunity to present awards at the conclusion of the National Tournament.

The annual investment for this sponsorship is \$25,000.

NATIONAL TOURNAMENT SPONSOR

Major Sponsor Classification

Tournament Title

Banner Ad on MAYB Home Page, Synopsis Page for 90 Days Leading Up To Event

2x Daily Push Notifications During Tournament

Ability to Distribute Promotional Material Tournament

Presentation of Awards

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MAYB MEDIA PROGRAM

SUMMER & WINTER KICKOFF SPONSOR



Be a part of the largest summer and winter basketball tournaments in the USA. The Summer Kickoff sees more than 750 teams from 20 states, and Winter Kickoff sees more than 180 teams.

The Summer & Winter Kickoff Sponsor receives one of only two Major Sponsor Classifications within our program and is granted the right to title the Summer and Winter Kickoff Tournaments.

Connect with friends and family in the stands with push notifications through the Tourney Machine mobile application. Keep it traditional and hand out physical collateral like gift cards and coupons.

This sponsor is also given the opportunity to present awards at the conclusion of both Winter and Summer Kickoff tournaments.

The annual investment for this sponsorship is \$20,000.

SUMMER & WINTER KICKOFF SPONSOR

Major Sponsor Classification

Tournament(s) Title

Banner Ad on MAYB Home Page, Synopsis Page for 90 Days Leading Up To Events

2x Daily Push Notifications During Tournaments

Ability to Distribute Promotional Material at Both Tournaments

Presentation of Awards

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MAYB MEDIA PROGRAM

LOCAL TOURNAMENT SPONSOR



Bring your business to the people right in your home town!

With more than 600 tournaments nationwide in cities and town all over the country, this sponsorship level gives you the opportunity to reach the people you value the most: local customers. By sponsoring a local tournament you have the opportunity to spread the word about your business while helping to support your own community.

The investment per tournament is \$4000.

LOCAL TOURNAMENT SPONSOR

Local Sponsor Classification
Tournament Sponsor Highlight (*brought to you by...*)
Banner Ad on Synopsis Page
Ability to Distribute Promotional Material at Both Tournaments
Presentation of Awards

INDIVIDUAL AD PRODUCTS



The following add-ons are available a'la carte to all sponsors while inventory is available:

Home Page Banner Ads	\$500/mo per ad, minimum 12 months
Interior Page Banner Ads	\$250/mo per ad, minimum 12 months
Tourney Machine Banner Ads	\$500/day for duration of chosen tournament
Tourney Machine Push Notifications	\$500 each, minimum one push per tournament day
E-Blast and Program Ads	\$250, per tournament

Creative support is available as needed. For more information, contact MAYB.

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