

REQUEST FOR SPONSORSHIP

- FOR 2024 LEDGESTONE OPEN -

What: Opportunity to be a sponsor for the Discraft Ledgestone Open, a national disc golf event taking place in Central Illinois. Disc golf is one of the fastest growing, recreational sports in the World. This tournament will bring people from around the World and every state.

When: This year's tournament will take place August 1st through the 4th.

HOW MUCH TO BE A SPONSOR

(all sponsors get mentioned on the website and will be listed in the tournament app):

Exclusive hole sponsor: \$200

Food Sponsor: Ability to sell food/drinks at one course for one day is \$125; all four days would cost \$350

Exclusive hole sponsor at three courses: \$375

Banner Course Sponsor – Includes banner at course, special mention at awards as course sponsor and hole sponsor at three courses: \$500

Elite Banner Course Sponsor – Includes everything in Banner Course Sponsor opportunity plus one additional banner at course and two additional hole sponsorships: \$900

Silver Sponsor – includes hole sponsorship at 4 courses, banners at 3 courses, special mention online, special mention at awards, chance to include coupon in player's pack bags, inclusion on master sponsor banner that is printed on each course, DGN live broadcast ads with a minimum \$2500 sponsorship, additional sponsor opportunities, etc: \$1,000 to \$5,000

Major Sponsorship – Includes everything in the Silver Sponsorship plus additional banners at courses, additional sponsorship opportunities online, hole sponsorship at all courses, vending opportunities at the tournament, 2 DGN 30 second ads each day of the event, and more opportunities to be negotiated: \$10,000 to \$40,000 depending on opportunities

Additional Opportunities – Could include feather banners, viral marketing opportunities (such as decorating the water tower at Eureka), custom prints, truss banners, player party sponsorships, side event sponsorships (glo disc golf, one of the 12 Flex C Tiers, \$10,000 hole in one contest, etc) and other additional opportunities.

Presenting Sponsorship – Benefits negotiated directly with company: \$50,000+





FLYMARTS

One FlyMart: \$225 (10 by 10 space, additional space can be bought)

Both Flymarts: \$425 (10 by 10 space, additional space can be bought)

Vending all Weekend at one specific course: \$550 (Eureka, Northwood already reserved)

Both FlyMarts/Vending at one course all weekend: \$800 (Eureka, Northwood already reserved)

10 feet of additional linear space for each flymart: \$175

Other Sponsorship Opportunities: Flymart and Hole Sponsorship: \$350 | Both FlyMarts, Hole Sponsorship: \$575

DETAILS

The 2024 event is a national event that will part of the Disc Golf Pro Tour. The 2024 tournament will be broadcast online by the Disc Golf Network and will be covered by 4 other video production companies. Our tournament will be published online at www.pdga.com, covered by local media, covered by disc golf media, is expected to have over 2400 competitors and should achieve 3,000,000 views from our video broadcasts.

ST. JUDE INVOLVEMENT

In 2013 we decided to put the tournament proceeds towards St. Jude and raised \$5,800. We put money towards St. Jude again in 2014 and in 2015 we gave \$20,000. We gave \$30,000 to St Jude in 2016 and another \$20,000 in 2017 and 2018. We gave \$36,000 in 2019, \$60,000 in 2020 and **a disc golf record \$200,000 in 2021** (spread over 4 charities). Our 2022 and 2023 events gave **\$250,000 to charity**, which increases our total charitable giving since 2013 to **\$632,000**.

CONTACT

Tournament Director Nate Heinold's number is 309-657-2301 and his email is nate@lisopen.com. Sponsor checks can be made out to **Nate Heinold LLC** and mailed to **1890 Constitution St Washington, IL 61571**



PARTNERSHIP GRID

PARNTER BENEFITS	PRESENTING SPONSOR	MAJOR SPONSOR	SILVER SPONSOR	ELITE BANNER COURSE SPONSOR
RECOGNITION IN EVENT LOGO	X			
COMPANY NAME INCLUDED IN ALL EVENT ANNOUNCEMENTS	X			
DOMINANT MARKETING PRESENCE AT EVENT (W/ DISCRAFT & LEDGESTONE)	X			
FEATURED ON SOCIAL MEDIA COVER PHOTOS	X			
ONE COURSE DEDICATED FOR SPONSOR	X			
ADS IN LIVE BROADCAST	X	X		
ADS IN POST PRODUCTION BROADCASTS	X			
ADDITIONAL MARKETING PIECES AT COURSES	X	X		
TOURNAMENT WILL PRINT SPECIAL MARKETING PIECES	X	X	X	X
MAXIMUM EXPOSURE IN MEDIA PLAN	X	X		
FEATURED IN PROMOTIONAL VIDEOS	X	X		
HAS PERMISSION TO PRINT AND SELL LEDGESTONE MERCHANDISE	X	X		
FREE VENDING AT EVENT	X	X		
LOGO ON OFFICIAL FLYER	X			
ADS IN EVENT CADDY GUIDE APP	X	X	X	X
BANNERS, TENTS AND FEATHER FLAGS AT COURSES	X	X	X	
HOLE SPONSORSHIP SIGNAGE	X	X	X	X
LISTED AS SPONSOR ON TOURNAMENT WEBSITE	X	X	X	X
OPPORTUNITY TO ADD GOODIE BAG TO PLAYER PACKS	X	X	X	
SPECIAL MENTION AT CEREMONIES	X	X	X	X
PRE TOURNAMENT CLINIC FEATURING MANUFACTURER PROS	YES	NO	NO	NO
PLACE SPONSORED PLAYERS ON FEATURED CARDS	YES	NO	NO	NO
TOTAL INVESTMENT	\$50,000	\$10K to \$40K	\$1K to \$5K	\$900



EVENT STATISTICS — 2023 LEDGESTONE OPEN



FIELD

PRO PURSE
\$162,653

AM PLAYER PACK VALUE
\$950,000

AM PRIZES PAID OUT
\$130,000

CHARITABLE CONTRIBUTION
\$100,000

TOTAL PLAYERS
2195

WEB

EVENT SITE VIEWS (YTD)
227,879

EVENT WEEK PAGE VIEWS
97,687

PEAK EVENT PAGE VIEWS
13,057

META REACH (FACEBOOK/IG)
1,135,037

VIDEO

POST PRODUCTION VIEWS
1,744,100
DGN / JOMEZPRO / GATEKEEPER MEDIA / GKPRO

TOTAL LIVE VIEWERS
33,840

PRESS

NEWS ARTICLES
65

TELEVISION FEATURES
10

