

SPONSORSHIPS, NAMING RIGHTS, AND CHARITABLE GIVING



www.topofthepodium.org

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Top of the Podium, Inc. is a 501(c)3 nonprofit organization
Tax Identification Number 47-1282716



TOP'S MISSION

Top of the Podium is a 501(c)3 nonprofit organization committed to growing and enhancing amateur wrestling.

Since 2014, TOP has made a remarkable impact on the local wrestling community at a small leased facility in Loudoun County. In short, TOP has proved wrestling can be a very popular, fast-growth sport.

TOP is now launching its most ambitious project yet—the purchase and renovation of a 21,000 square foot building into a state-of-the-art wrestling center that is a “game changer” for the community and the sport of wrestling.

WHY WRESTLING MATTERS

Wrestling is a unique sport that teaches important life lessons, improves fitness and health, and changes lives in positive ways. While all sports are valuable in their own right, there is no other youth sport like wrestling. The impact on a participant's overall health (e.g., exercise, nutrition) is obvious, but wrestlers often develop attributes that lead to long-term success, including strong work ethic, sacrifice, personal responsibility, accountability, courage, mental and physical toughness, perseverance and more.

TOP NEEDS YOUR SUPPORT

Our 501(c)3 nonprofit needs financial support to pay bills at our new facility, expand programs, and keep prices affordable for families at all income levels. Since opening, TOP has relied heavily on a single donor and volunteer staff to operate the facility. With the move into a much larger facility, TOP's financial demands are far greater. To ensure financial and operational viability, TOP must increase funding from other sources, including sponsorships, naming rights, and charitable donations. Many of these contributions can be tax-deductible.



ABOUT TOP

Top of the Podium offers a variety of programs for boys and girls of all ages and skill levels. Our motto is “Wrestling for Everyone!” Major activities include:

“Discover Wrestling” Clinics. Every fall, TOP hosts free “introduction to wrestling” practices throughout the community. These interactive sessions make it easy for interested persons to try the sport and are highly effective in boosting registrations at local clubs. TOP also routinely visits schools and other organizations to promote wrestling.



Summer Camps. TOP currently offers six week-long camps for beginners to advanced wrestlers. For higher-level camps, TOP brings in some of the most accomplished wrestlers and coaches in the nation and world to inspire and teach local athletes. TOP intends to expand its offerings in future summers.



Competitions. TOP runs two popular winter youth leagues. In both cases, TOP challenges conventional wisdom to create experiences loved by wrestlers and families. *Dulles Duals* debuted in 2014 and now has 4 divisions with teams from around the region. The *Winter Wrestling Series* (WWS) debuted in 2017 and was an instant hit as we challenged all assumptions about how youth wrestling leagues operate. With a larger facility, TOP plans to offer high school and other tournaments throughout the year.





Facility Rentals. TOP is a resource for the entire wrestling community and does not compete with winter teams by running its own clubs. Mat space is rented by independent clubs throughout the year. As wrestling grows, space in schools is harder to obtain, so TOP strives to keep rental rates as affordable as possible to support local clubs.

Classes, Clinics and Clubs. TOP regularly offers classes and clinics for all experience levels throughout the year. In addition, TOP recently assumed management of a local, off-season club that was struggling with administrative challenges.

Wrestling Store. TOP currently operates a full-service store in a confined space. In doing so, we provide gear at discounted prices for hundreds of wrestlers in the area. In addition to shoes, headgear, kneepads, etc., we sell DEFENSE soap products to promote proper hygiene as well as various types of apparel to promote the sport.

A “SHOWCASE” FACILITY

TOP recently purchased a building at 310 Glenn Drive (Sterling) and is converting the facility into a state-of-the-art wrestling center. The renovated facility will be the premier independent wrestling center in the nation. It will feature:

- Up to 5 mats on main floor
- Dedicated wrestling room on mezzanine level
- Full-service, retail wrestling store
- Concessions/eatery
- 37-seat movie theater
- Strength and conditioning area
- Coaches locker room (inc. showers and sauna)
- Spectator seating (permanent and portable bleachers, floor and mezzanine viewing)
- VIP suite
- Hospitality/party room
- State-of-the-art A/V system, including 19 televisions



Phase One of the renovation project was completed in December 2018. Phase Two is expected to be completed in early June 2019.



EXCLUSIVE NAMING RIGHTS (AT NEW BUILDING)

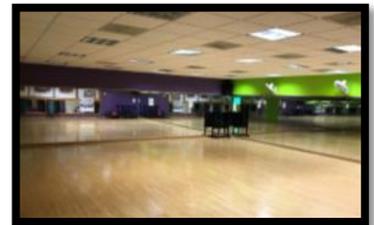
MOVIE THEATER

Imagine your company or family name on a Hollywood-style theater marquee. Our 37-seat theater will constantly be promoted by TOP as we show movies, live sports and more. Your contribution will pay for theater seating, A/V equipment, and special lighting. Naming Rights to the theater are \$36,000 for a 6-year term.



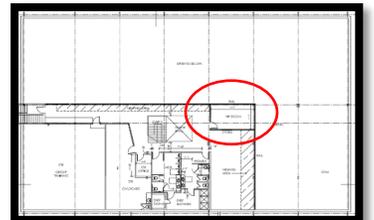
WRESTLING ROOM

A fantastic way to honor a loved one or gain valuable publicity for a business is to name the dedicated wrestling room. A highly visible sign will be placed at the entrance as well as inside the room. Everyone who visits TOP (or follows on social media) will know about this room! Naming Rights are \$15,000 for a 3-year term.



VIP SUITE

This comfortable suite is located at the prime viewing spot on the Mezzanine for tournaments, dual meets, and other events. Guests enjoy special amenities, including an excellent view of all mats, comfortable sofas and chairs, live television, and more. Naming Rights are \$9,000 for a 2-year term.



ENTIRE FACILITY

Are you a REALLY big visionary? Why not have our entire building named after your family or company? Imagine constantly hearing "Top of the Podium at the {your name} Wrestling Center" or "{your name}'s Top of the Podium. The cost for this ultimate Naming Rights package is \$45,000 per year.





CORPORATE SPONSORSHIPS

TOP SUPPORTER (\$250 per year)

- Company logo/description/link included on TOP web site
 - Company recognized during major competitions at TOP
 - Promotional materials, products and/or coupons distributed at TOP
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BRONZE MEDAL (\$500 per year)

All TOP Supporter benefits, plus:

- Corporate banner prominently displayed at TOP
 - Company sponsorship (including web links) announced on social media
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SILVER MEDAL (\$2,000 per year)

All Bronze Medal benefits, plus:

- Dedicated company slide featured on Digital signage at TOP
 - Announcement of sponsorship in TOP's monthly email to proprietary email list
 - Special announcement of sponsorship (including web links) on social media
 - Oversized corporate banner prominently displayed at TOP (larger than bronze banner)
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GOLD MEDAL (\$5,000 per year)

All Silver Medal benefits, plus:

- Video/slide on TOP's three big-screen TVs before and during competitions (a unique promotion opportunity not available at most athletic events)
 - Verbal recognition at all major competitions, including Dulles Duals, Winter Wrestling Series, TOP Championships, and other tournaments (includes verbal acknowledgement, name on printed and electronic materials, and inclusion of promotional items at such events)
 - Special recognition of sponsorship in TOP's monthly email to proprietary email list
 - Company representatives invited to attend/exhibit/present at key events at no charge
 - Company logo included in any TOP advertisements (e.g., local newspaper)
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PLATINUM (\$10,000 per year)

All Gold Medal benefits, plus:

- Company logo included in TOP's monthly email update sent to proprietary email list
- Automatic premium sponsorships for all public events, including summer camps, classes, clinics, etc.
- Sponsor/recognition for purchasing awards at WWS and other tournaments
- Extra "Big TV" visibility during major competitions
- Free facility rental for a corporate party or event



CHARITABLE GIVING OPPORTUNITIES

TOP OF THE PODIUM is a 501c3 nonprofit (Tax ID = 47-1282716), making donations eligible for tax-deductions under the Internal Revenue Code. TOP appreciates all unrestricted donations and uses them prudently to advance its tax-exempt mission. Receipts are provided to donors for tax documentation purposes.

TOP makes it easy to donate online by offering memberships which are charitable donations solely intended to support Top of the Podium:

Annual Membership \$50

Lifetime Membership \$150

TOP recognizes its members on our web site and periodically on social media and via direct email.

The following categories are established to specially recognize larger donors:

Medalist	\$500+	above benefits + select "meet and greet" events with guest coaches/wrestlers
Champion	\$1000+	above benefits + name plate on "Donors Plaque" prominently displayed at TOP
All-Star	\$2500+	above benefits + 4 tickets/lodging to a sold-out Penn State dual meet at historic Rec Hall in State College, PA
Hall of Fame	\$5000+	above benefits + private dinner/lunch with guest clinicians (whenever possible) and special recognition in TOP's monthly newsletter

(Note: tax deductions for All-Star and Hall of Fame status are adjusted for value of Penn State dual package)



DIRECTORS, ADVISORY BOARD AND MANAGEMENT

TOP OF THE PODIUM, INC. is a Virginia nonstock corporation and a 501c3 nonprofit organization as recognized under the Internal Revenue Code. TOP's employer identification number is 47-1282716. The operations of TOP are overseen by a three-person board of directors:



TOM HOUCK

Tom has served as Chairman and President of Top of the Podium since 2014. He previously founded AuditWatch, Inc. and served as a CPA and Audit Manager at KPMG Peat Marwick. He earned a Masters of Theological Studies at Wesley Theological Seminary and a B.S. in Accounting with honors from Penn State. He wrestled at Penn State and was a district and county champion, as well as a Pennsylvania state qualifier, in high school.



ERIC BRUGEL

Eric serves as Managing Director of Grey Owl Capital Management. Previously, he was a Private Wealth Advisor in Merrill Lynch's Private Banking and Investment Group as well as president of a mutual fund company and investment technology firm. He earned a B.S. in Finance from Penn State where he was an All-American wrestler with over 100 career victories. He is a 2x Pennsylvania state champ and a member of the Pennsylvania Wrestling Hall of Fame.



JASON BEYER

Jason Beyer is a long-time youth wrestling coach with three sons participating in the sport. He is extremely active in the local wrestling community, serving as a director on the DSYS Wrestling Board and helping DSYS become the 2nd largest club in Virginia. He has set policy for numerous leagues and has extensive connections with many clubs. Jason is currently VP of Marketing Advisory Services at Neustar.

Day-to-day operations are managed by President Tom Houck who volunteers on a full-time basis. Other volunteers assist with various duties on a part-time basis. As a former CPA, Tom also serves as Treasurer and is responsible for maintaining strong financial controls. Accounting reports are prepared on a monthly basis and are available for inspection by donors and corporate sponsors.

In addition to directors, TOP has formed an Advisory Board of local wrestling coaches to provide input and guidance on operational and strategic issues.



PHOTO GALLERY



3x NCAA champ and 2x Hodge Trophy winner Zain Retherford headlined TOP's 2018 PA inVASion Camp



The super popular Dulles Duals now offers four divisions for all ages and experience levels



Wrestlers love running out of "The Tunnel" with music blasting at the beginning of Dulles Duals events



TOP's Middle School Championships is one of the most popular events of the winter season



Before every competition, TOP's Tom Houck presents "This Week in Wrestling" to help kids and families follow and fall in love with the sport



Wrestlers love practicing in a clean, spacious, state-of-the-art facility that screams "Wrestling is Important!"