

SPONSORSHIPS & NAMING RIGHTS



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 is a 501(c)3 nonprofit committed to growing and improving wrestling in our region. Since 2014, TOP has made a remarkable impact on the local community and positively impacted youth of all ages, genders, ethnicities, and socio-economic backgrounds. Your support helps TOP expand programs and keep fees affordable for all families.

OUR PROGRAMS

TOP offers programs for boys and girls of all ages and skill levels, including:

“Discover Wrestling!” Clinics. Every fall, TOP hosts free trial practices for youth to try the sport. TOP also visits schools and other organizations to promote wrestling.

Competitions. TOP runs two extremely popular winter leagues. *Dulles Duals* and *Winter Wrestling Series (WWS)* attract teams and families from local areas, as well as the surrounding region. TOP also hosts high school, girls-only, adult tournaments and other competitions during the year.

Summer Camps. TOP hosts a variety of camps for beginners to advanced wrestlers. For higher-level camps, TOP brings in the most successful wrestlers in the nation to inspire and teach local athletes.

Facility Rentals. TOP is a resource for the community and rents space to independent groups. TOP strives to keep rental rates affordable to support local clubs and nonprofits.

Classes, Clinics and Clubs. TOP offers classes, clinics and clubs for all experience levels during the year.

Wrestling Store. TOP operates a full-service store featuring discounted prices. In addition to shoes, headgear, apparel, etc., TOP sells DEFENSE soap products to promote proper hygiene to keep kids safe.

A “SHOWCASE” FACILITY

Our 20,000 SF facility is the premier independent wrestling center in the nation. Thousands of wrestlers and families use the building, and TOP is quickly gaining local, regional and national exposure. The facility features:

- 5 full mats on main floor
- LEIDOS Wrestling Room (on mezzanine level)
- Takedowns Wrestling Store
- “Two Pound Allowance” Eatery & Concessions
- Crossface Cinema (37-seat movie theater)
- Strength and Conditioning area (coming soon)
- Coaches locker room
- CORT Furniture VIP Box
- Hospitality Suite/party room
- State-of-the-art A/V and PA system



SPONSORSHIPS

TOP SUPPORTER (\$250 per year)

- Company logo/description/link included on TOP web site
 - Inclusion in listing of sponsors posted at TOP
 - Inclusion in listing of all TOP Supporters on social media
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BRONZE (\$500 per year)

All TOP Supporter benefits, plus:

- Corporate banner displayed on main floor of wrestling area at TOP
 - Inclusion on any TOP shirts that list sponsors
 - Promotional materials or company coupons distributed at TOP
 - Inclusion in listing of all Bronze sponsorships on social media
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SILVER (\$2,000 per year)

All Bronze Medal benefits, plus:

- Announcement of sponsorship (and web link) in TOP's monthly email to proprietary email list
 - Dedicated 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 (\$5,000 per year)

All Silver Medal benefits, plus:

- Video or banner slide on TOP's big-screen TVs throughout all major competitions
 - Company representatives invited to attend/exhibit/present at key events (or set up display)
 - Verbal recognition at major competitions at TOP
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PLATINUM (\$10,000 per year)

All Gold Medal benefits, plus:

- Company logo included in all TOP's monthly email updates sent to proprietary email list
 - Additional signage (e.g., standing banner) in building at all times
 - Automatic premium sponsorships for various events, e.g., tourneys, camps, clinics, etc.
 - Special recognition in TOP's "This Week in Wrestling" video that loops in our theater at tourneys
 - Extra social media recognition throughout the year
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EXCLUSIVE NAMING RIGHTS

In addition to sponsorships listed on the previous page, interested parties can obtain exclusive Naming Rights for various rooms or areas at Top of the Podium.

MOVIE THEATER

Our 37-seat theater is constantly promoted by TOP as we show movies, live sports and more. Even non-wrestling groups (e.g., football teams, classes) can rent the theater. Your contribution helps us recoup the costs for theater seating, A/V equipment, and special lighting. Naming Rights to the theater are \$19,000 for a 4-year term. A special plaque will be placed at the entrance, and TOP's custom movies will always include recognition of the sponsor.

WRESTLING ROOM SOLD TO LEIDOS CORPORATION

TOP's dedicated wrestling room on the mezzanine level is used for many purposes, including group sessions, private lessons, etc. as well as weigh-ins and warmups at events. This is a fantastic way to honor a loved one or gain valuable publicity for a business. A sign will be placed at the front door and inside the room. Everyone who visits TOP (or follows on social media) will know about your room! Naming Rights are \$15,000 for a 3-year term.

VIP BOX, VIEWING DECK, AND HOSPITALITY SUITE

These areas located on the mezzanine level at TOP receive frequent mentions at live events, social media, emails, web site, etc. All areas will also have signage recognizing the sponsor. The VIP Box provides the only view of all floor mats during competitions and includes amenities for guests such as comfortable seating, television, fridge, etc. **(this has been acquired by CORT Furniture)**. The Viewing Deck features TOP's Memorabilia Wall, tables/chairs for eating, and a great view of Mat 5. The Hospitality Suite is an area for coaches and referees during events. Annual fees for Naming Rights are: Viewing Deck (3k), and Hospitality Suite (3k).

PODIUM BACKDROP

This tremendous branding opportunity includes displaying your company logos on the large banner that hangs behind the podium (similar to the backdrop at press conferences of professional teams). As families take photos of their wrestlers on the podium and post on social media, your brand will obtain unique and unprecedented exposure. \$7,000 per year. If combined with a Platinum Sponsorship, total cost is only \$15,000 per year.

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 \$49,000 per year.



DIRECTORS 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 Vice President 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.



PHOTO GALLERY



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



TOP's summer camps attract hundreds of athletes every summer.



TOP's free "Discover Wrestling!" clinics bring hundreds of new families into the building throughout the fall.



The view from the VIP box is the only place in the facility where viewers can see all floor mats.



TOP's Tom Houck speaking to wrestlers before one of the weekly competitions



TOP's 37-seat movie theater is used for many purposes, including rentals by non-wrestling teams