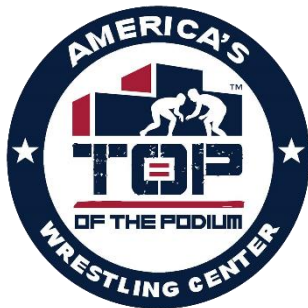


BUSINESS SPONSORSHIPS



22135 Davis Drive #105

Sterling, VA 20164

www.topofthepodium.org

Contact: Tom Houck (703-509-3728)



TOP'S MISSION

Youth wrestling is a unique sport that teaches important life lessons, improves fitness and health, and changes countless lives in positive ways. TOP offers traditional and innovative programs enabling boys and girls of all ages and abilities to participate and thrive in the world's oldest sport.

WHY TOP NEEDS YOUR SUPPORT

TOP offers programs, classes, camps, leagues, etc. to boys and girls at various locations throughout the community. In 2022, we also opened TOP 24/7 in Sterling to provide wrestlers and coaches access to training facilities at any time. All of these programs require supplemental funding to keep prices affordable (and even free) for families in our area.

BUSINESS SPONSORSHIPS

TOP offers business sponsorships that attract new customers, boost sales, increase brand visibility, and support children in the local community. TOP is a 501c3 nonprofit and depends on charitable donations. Unrestricted donations are always greatly appreciated, plus donors may contribute to specific programs or athletes in need of financial assistance.



OVERVIEW

Nearly three thousand years after debuting in the ancient Olympics, amateur wrestling remains popular. At the collegiate level, attendance and TV ratings are at “all-time” highs. Wrestling is the sixth most popular high school sport for boys (according to National Federation of State High School Associations), and girls’ programs are growing rapidly. At the youth level, more than one million boys and girls wrestle in America. Many compete on school teams, earn college scholarships, and even represent the United States in international competitions, including the Olympics. In our local area, since TOP opened in 2014, wrestling has been growing like crazy.

Wrestlers have always been respected due to admirable levels of commitment, discipline and sacrifice. The unique nature of the sport teaches valuable life lessons and dramatically improves fitness levels of participants. Even at young ages, kids benefit from great exercise and through learning important principles that bring success in life.

Despite compelling benefits, the sport was largely neglected in Northern Virginia until Top of the Podium opened in 2014. Since then, TOP has offered clubs, classes, clinics, camps and competitive events for boys and girls of all ages and abilities throughout the year.

TOP sponsorship packages provide a fantastic way for businesses to obtain new customers, increase sales, raise brand visibility, and support the community. Through onsite, online and other promotions, organizations reap rewards while supporting TOP’s important mission.

TOP sponsorships provide access to a highly desirable demographic group of youth athletes and their families. Most of TOP’s participants are local boys and girls from ages 5-18. Parents, siblings and other family members also routinely engage with TOP at physical events or through social media. Our online presence continues with thousands of social media followers, and our monthly email is distributed to over 2,000 local families.



The NCAA Championships are one of the greatest events in all of college sports.



TOP's Winter Wrestling Series (WWS) has become one of the premier youth leagues in the nation.



TYPES OF SPONSORSHIPS

BRONZE SPONSOR (\$250 per year)

- Company logo/description and link included on TOP web site and posted prominently at TOP 24/7
- Promotional materials, products and/or coupons distributed at TOP 24/7

SILVER SPONSOR (\$500 per year)

All Bronze benefits, plus the following:

- Company sponsorship (including web links) broadcasted through our main social media platforms (Facebook, Twitter, Instagram)
- T-shirt recognition on TOP special event shirts

GOLD SPONSOR (\$1,000 per year)

All Silver benefits, plus the following:

- Announcement of Gold sponsorship in the TOP Monthly Update (proprietary email to over 2,000 families)
- Corporate banner prominently displayed at TOP 24/7

PLATINUM SPONSOR (\$5,000 per year)

All Gold benefits, plus the following:

- Automatic sponsorship of TOP's major public events, including Discover Wrestling clinics, Winter Wrestling Series (WWS), Dulles Duals, Washington Girls Wrestling League, various camps, and more. Includes public recognition on marketing and event materials, verbal recognition at events, and optional corporate presence at events.