



RE: 2024 Wildwood Beach Ultimate Frisbee Sponsorship / Advertising Opportunity

Dear Potential Sponsor,

Thank you for your interest! ABUA, Inc., A 501(c)3 charitable organization, is the organization hosting the 2024 Wildwood Beach Ultimate Frisbee Tournament. This tournament will be held on the beach in Wildwood, NJ the weekend of July 27th – 28th. We are looking for businesses and organizations interested in showcasing their brand, their products, and to take our player experience to new heights.

Beach Ultimate is an accessible and fun version of Ultimate Frisbee and we've been holding tournaments in Wildwood for over 30 years! *Now is your chance to become a part of the action!*

Why Sponsor this tournament?

In 2023:

- Over 3400 registered players, plus friends, family and beach goers!
- 90% of our players are between 21 – 39 years of age. *A hard to reach age group.*
- 4% were between 16 - 20 years of age.
- 60% Identify as male/boy, 38% women / girl and 2% other.
- 43 states, Canada, Italy, Australia and the Philippines were represented.
- *We also have fun!*

Additional information including our sponsorship packages is attached. I am happy to discuss your company's marketing / advertising goals and craft a plan that's right for you and our team players.

If you are interested in being a Wildwood Ultimate Frisbee sponsor for the 2024 please complete the attached interest form and return it to us via email: TDS@wwbeachultimate.com, Subject Line "SPONSORS". Do not hesitate to reach out if you have any questions.

Sincerely,

April Uhlenburg



WILDWOOD 2024 SPONSORSHIP APPLICATION

COMPANY NAME: _____

ADDRESS LINE 1: _____

ADDRESS LINE 2: _____

CONTACT PERSON: _____

CONTACT EMAIL / PHONE: _____

WEBSITE URL: _____

SOCIAL MEDIA TAG: _____

SPONSORSHIP PACKAGE or IN-KIND OFFER DESCRIPTION: _____

** Vendors selling merchandise are responsible for City of Wildwood Permits and Requirements*

DONATION AMT. \$ _____

(Or Donor's estimate of fair market value for in-kind donation)

ARTWORK REQUIREMENTS (SEE ATTACHED)- Send files to TDS@wwbeachultimate.com:

PROVIDE DONATION / IN-KIND LETTER ON COMPANY LETTERHEAD

** To receive tax credit, ABUA, Inc. must receive a formal letter on your company letterhead.*

MAKE CHECKS PAYABLE TO: ABUA, Inc.

MAIL PAYMENTS TO: ABUA c/o Len Dagit / 135 Longport Somers Point Blvd. / Somers Point, NJ 08244

Disclaimer- We can't control the weather. Sorry, no refunds.

SIGNATURE: _____

Sign

_____ Date

Print Name _____

For On-site Tournament Sponsors- Our event is on the sand!:

Tournament HQ is at the south end of Morey's Pier in Wildwood, NJ. Vehicle access is limited and subject to the discretion of the City of Wildwood and tournament staff. We will do our best to accommodate transportation requests or make other arrangements, but this is not a guarantee. Vehicle permits are limited. A permit fee will be applied. This will be finalized within 2 weeks of the event.

REQUEST EQUIPMENT / PRODUCT TRANSPORTATION (Y/N): ____ Yes ____ No

Year ____ Make _____ Color ____ Vin _____ License plate (ST. & #) _____



WILDWOOD 2024 SPONSORSHIP PACKAGES

*Donations may be monetary, in-kind contributions, or promotional items for Captain Gift Packs.
Have another idea that fits your needs- email us at TDS@wwbeachultimate.com; Subject- SPONSORSHIP*

\$4,000+ TOURNAMENT SPONSOR(S) "PLATINUM"

Headline the Largest Grass Roots Beach Ultimate Tournament in the World!

- Booth / tent space near tournament headquarters.
- Logo on tournament Welcome Sign displayed at registration and on-site.
- Company Feature Post pushed to Social Media audience (sponsor to provide).
- Prominent Logo Displayed on all Tournament Websites with link to your website.
- Prominent mention in our tournament press releases and media.
- Mentions on regular social media and email releases.
- Logo on the Cover and Full-Page ad in Team Package brochure.
- Sponsor provided banner / signage will be at registration and throughout the tournament as appropriate.
[Location(s) at discretion of TD]
- Logo on Volunteer T-shirts

\$ 1,500 BEER GARDEN / BAND SPONSOR(S) "GOLD"

Sponsor our wildly popular on the beach (over 21) player party!

- Booth / tent space if appropriate
- Signage / banners provided by sponsor near Beer Garden entrance.
- Brief introduction at the Beer Garden following TD Welcome.
- Logo on tournament Welcome Sign displayed at registration and on-site.
- Logo displayed on Tournament Websites with link to your website.
- Mentions on social media and in press releases.
- Half page ad in Team Package brochure.
- Logo on Volunteer T-shirts

\$ 500 EVENT SPONSORS "SILVER"

Sponsor a segment of the tournament such as the fruit stand or the trophy display.

- Sign / banner at your Selected Event.
- Social media mentions.
- Logo on Tournament Websites with link to your website.
- Quarter page ad in Team Package brochure.
- Logo on Volunteer T-shirts

\$ 100 TOURNAMENT SUPPORTERS

- Logo on Tournament Websites
- Business card ad or store coupon in Team Package brochure.

(Ad requirements on following page).



SPONSORSHIP ARTWORK REQUIREMENTS

Send files to TDs@wwbeachultimate.com: Subject: Sponsorship

PLEASE INCLUDE THE FOLLOWING:

- Digital Logos
- Print ready graphic file, where applicable
- URL / UTM tag to website or web page
 - Social Media tags
- Company highlights, copy for use in social media

PRINT MATERIALS DUE BY: May 15th, 2024

Print files (*Print files will be one color; shirt color or blk. & wht.*)

600 dpi preferred.

DIGITAL MATERIALS DUE BY: June 15th, 2024

(We recommend providing them as soon as possible so that we may start using them.)

Digital Ads and Logos: Full color, minimum 300 dpi resolution.

Send all files to TDs@wwbeachultimate.com: Subject: Sponsorship

Company
Contact
Address 1
Address 2
Phone
Email

Event Name: American Beach Ultimate Association's Wildwood Beach Ultimate Tournament

Dates: July 27-28, 2024

Description of item or service donated:

Company will supply / donate to the Wildwood Beach Ultimate tournament July 27 and 28th, 2024.

Donor's estimate of fair market value: _____

Signature

Date: __ 2024

EXAMPLE IN-KIND DONATION LETTER