



**RE: 2025 Wildwood Beach Ultimate Frisbee Sponsorship / Advertising Opportunity**

Dear Potential Sponsor,

Thank you for your interest in becoming a sponsor! The American Beach Ultimate Association [ABUA], Inc. is a 501(c)3 charitable organization, and is the organization that hosts the annual Wildwood Beach Ultimate Tournament. In 2025, This tournament will be held on the beach in Wildwood, NJ the weekend of July 26th – 27th. We are looking for businesses and organizations interested in showcasing their brand, their products, and to raise 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 2025 please complete the attached interest form and return it to us via email: [TDS@wwbeachultimate.com](mailto:TDS@wwbeachultimate.com), Subject Line "SPONSORS". Do not hesitate to reach out if you have any questions.

Sincerely,

*April Uhlenburg*

April Uhlenburg



**WILDWOOD 2025 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](mailto: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 / 14 Vella La Vella Lane / Egg Harbor Twp., NJ 08234

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

**SIGNATURE:** \_\_\_\_\_ **DATE** \_\_\_\_\_

**Print Name** \_\_\_\_\_



**For On-site Tournament Sponsors- Our event is on the sand! Event is Rain or Shine!**

*<Sponsors with booths on the beach are required to submit an Insurance Certificate naming "The City of Wildwood" as additional insured.>*

*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 2025 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](mailto: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 TOURNAMENT 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 SUPPORTER**

- Logo on Tournament Websites with link to your website.
- Full Page ad in Team Package brochure.

### **BROCHURE ADVERTISERS ONLY**

- \$60 for partial page ad
- \$25 for providing a coupon to our players

**[ABUA, Inc. / 14 Vella La Vella Lane / Egg Harbor Twp., NJ 08234](#)**



## **SPONSORSHIP ARTWORK REQUIREMENTS**

Send files to [TDs@wwbeachultimate.com](mailto: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: JUNE 10<sup>TH</sup>**

- T-Shirt Logo print files should be a 1 color design. (Logos will be printed in the shirt colors or in blk. & wht. at TD discretion.)
- Brochure print ads should be submitted in full color with dimensions of 4.25" w x 5.5" h.  
**600 dpi preferred.**

### **DIGITAL MATERIALS DUE BY: June 15th**

*(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](mailto:TDs@wwbeachultimate.com): **Subject=Sponsorship**

### **MAIL PAYMENTS BY JUNE 10<sup>TH</sup> TO:**

ABUA, Inc.  
c/o Len Dagit  
14 Vella La Vella Lane  
Egg Harbor Twp., NJ 09234



**EXAMPLE IN-KIND DONATION LETTER**

[Company Letterhead]  
Company  
Contact  
Address 1  
Address 2  
Phone  
Email

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

**Dates:** July 26-27, 2025

**Description of item or service donated:**

Company will supply / donate to the Wildwood Beach Ultimate tournament July 26 and 27th, 2025.

**Donor's estimate of fair market value:** \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_ 2025