



Event Name

Place
Date



SUPPORT THE **FUN** TODAY...

SPONSORSHIP OPPORTUNITIES



...BUILD YOUR **BUSINESS**
For Tomorrow!

ABOUT WATER SKIING AND WAKEBOARDING



Throughout history, water skiing and wakeboarding have closely paralleled the development of recreational boating in its appeal to the general public. Over the years water skiing and wakeboarding have shown almost continuous, sustained growth. Surveys of sports participation show that there are roughly 15 million water skiers and wakeboarders in the United States. Only one-tenth is competing. Our National Ski League (NSL), National Wakeboard League (NWL) and National Barefoot League (NBL) participants represent over 9 million of these “weekend warriors”.



Wakeboarding is another added success story. Wakeboarding has been one of the biggest sports-related phenomena of the past decade. Once considered an obscure addition to the family of water sports, it now is recognized as the fastest growing sport in the world. Last year, nearly 4 million people across the globe participated in this fast moving and awe-inspiring sport. This extreme variation of water skiing is exploding on the waterways around the world. Wakeboarding has been featured in the ESPN X Games, on MTV sports and is aggressively sought after by marketers targeting youth and active young adults. The National Wakeboard League provides a venue and opportunity for these extreme sport enthusiasts to start wakeboarding and to continue to the next level of competition



Water skiing and wakeboard are family-oriented activities and the participants tend to be well educated and affluent.

- Three-fourths of adult USA Water Ski members are college graduates. Their professions include administrators, physicians, attorneys, psychologists and business owners



- 70% of USA Water Ski members have yearly annual household incomes of more than \$50,000 a year
- 53% of USA Water ski members have yearly annual household incomes of more than \$65,000

ABOUT THE NATIONAL SKI LEAGUE NATIONAL WAKEBOARD LEAGUE AND NATIONAL BAREFOOT LEAGUE



with the same ability level others of the same age group for competing, a t-shirt, hat or each division are awarded medal. The atmosphere at with banners, music, announcer vendors and many times clinics, giving new competitors the feeling of competing like a pro without the intimidation of serious competition. In its first year the NSL started with 20 tournaments in 8 states. It has grown today to include 150 tournaments in 20 states. Due to its huge success the NWL and NBL were created to provide the same opportunities for participants of additional sports disciplines.



With the demand of over 11 million recreational water skiers and 4 million wakeboarders, a venue for competition had to be formed. The National Ski League was founded in 1998 with the vision of creating fun, non-intimidating, ability-based tournaments that invite the recreational participant to become more involved in competition. These fun tournaments allow participants to compete against others instead of strictly competing with Each participant receives a prize CD case, etc. and the top three in with a memorable trophy or these events is fun and inviting



“These events are non intimidating and fun for everyone participate in and watch”- Jennifer Lamb, Competitor

“Families gather for friendly competition. It is something fun to do on a Saturday.”- Melinda Metzger, Competitor

“No one is criticized. They are cheered on to try again which creates a confidence boost” –Chris Prunty, Competitor

“NSL/NWL/NBL events are easy to run if you prepare ahead of time”- Michael Colmant, NSL Coordinator

“ NSL has proved to be beneficial to boat and equipment dealers”- Paul Vitucci, Master Craft Dealer

USA Water Ski’s goal is to make hosting a NSL/NWL/NBL tournament as easy and turn key as possible so coordinators can concentrate on having fun for today and building champions for tomorrow. For more information on becoming a tournament coordinator contact Grassroots Coordinator at 800-533-2972 or grassroots@usawaterski.org.

ABOUT THE PRO-AM CHALLENGE

The Pro-Am Challenge was developed as the end-of-the-year finale in which NSL, NWL and NBL participants can compete on a team with their favorite professional athletes. Throughout the year water skiers, wakeboarders and barefooters have been competing at grassroots events across the country to attain the most Pro-Am Points and have the chance to win their trip to the Pro-Am Challenge. This year the Pro-Am is being held October 20-21 at the Orlando Water Sports Complex located on the Beeline expressway.



There are many opportunities for you to be involved in the 2001 Pro-Am Challenge. To discuss opportunities to be involved with the NSL/NWL/NBL and the Pro-Am Challenge please contact Steve Upp at (800) 533-2972 x 114 or email him at supp@usawaterski.org. In addition, there are various opportunities for your company to be involved with the

NSL/NWL/NBL, the Pro-Am Challenge and USA Water Ski on a national and/or local level. Get involved today and take advantage of the exponential growth of this opportunity.

ABOUT THE PARTICIPANTS

These people participating at the NSL/NWL/NBL level have recently got involved with the sport. They are in their prime purchasing stage and are seeking out products and services pertaining to their newfound passion. The tone and products their tournament coordinator displays heavily influence these people's purchasing decisions.



ABOUT THE COORDINATORS

The coordinators are the trendsetters in their region of the country. They set and give advice on what products are the best to use to participants in their area. The most influential coordinators will be gathered in one location – the Fourth Annual Pro-Am Challenge. Present your product and or service to them and receive national exposure by supporting a local event.



ABOUT USA WATER SKI



USA Water Ski was formed in 1939 as a non-profit organization with the dual mission of promoting the growth and development of recreational water skiing, and organizing and governing the sport of competitive water skiing. The National Ski League, National Wakeboard League and National Barefoot League programs were developed as a tool to promote the growth and development at the grassroots level. USA Water Ski is affiliated with the International Water Ski Federation (world governing body) and is recognized by the United States Olympic Committee and Pan-American Sports Organization as the national governing body of competitive water skiing in the United States. There are currently over 40,000 members of the USA Water Ski that partake in the eight different affiliated sport divisions: the American Water Ski Association, American Barefoot Club, American Kneeboard Association, National Collegiate Water Ski Association, National Show Ski Association, National Water Ski Racing Association, American Wakeboard Association and Water Skiers with Disabilities Association. For more information on USA Water Ski and its programs' contact headquarters at 800-533-2972 or log onto www.usawaterski.org.

ABOUT THE SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP OF THE FOURTH ANNUAL PRO-AM CHALLENGE

- Name and Title position in all tournament communications. The event will name the “Title Sponsor” Fourth Annual Pro-Am Challenge.
- Literature, brochure and product distribution rights
- Four (4) 5’ X 15’ on-water banners in prime positions for spectators exposure*
- Six (6) 3’ X 10’ on-site banners will be displayed*
- Six (6) PA-announcements will acknowledge the Title Sponsor's support
- Full VIP and hospitality benefits for eight (8) people.
- Four (4) pre-recorded audio commercials*
- Logo inclusion on all promotional materials including t-shirts and bibs

The Title Sponsor will receive all this for a cash investment of \$1,000.

* Sponsor provides all inflatables, banners and commercials



PRESENTING SPONSOR OF THE (EVENT)

- Product exclusivity
- Literature, brochure and product distribution rights
- Two (2) 5' X 15' on-water banners in prime positions for spectators exposure*
- Four (4) on-site 3' X 10' banners will be displayed on-site
- Four (4) PA-announcer messages will acknowledge the Presenting Sponsor and invite tournament spectators to purchase your products at on-site vendor booths
- Full VIP and hospitality benefits for six (6) people.
- Two (2) pre-recorded audio commercials per day*
- Logo inclusion on all promotional materials including t-shirts and bibs



The Presenting Sponsor will receive all this for a cash investment of \$500

GOLD SPONSOR OF THE FOURTH ANNUAL PRO-AM CHALLENGE

- Literature, brochure and product distribution rights
- Two (2) 3' X 10' banners will be displayed on-site*
- Four (4) audio mentions each day will promote your company's support
- Full VIP and hospitality benefits for two (2) people.
- Logo inclusion on all promotional materials



Gold Sponsors will receive all this for a cash investment of \$200

* Sponsor provides all inflatables, banners and commercials

***BRONZE SPONSOR* OF THE FOURTH ANNUAL PRO-AM CHALLENGE**

- Literature, product and brochure distribution rights
- Banner placement (number and size depending on the donation value)
- Special (PA) Announcements recognizing the donating party
- Logo inclusion on all promotional materials



Bronze Sponsors will receive all this for donating or contributing essential event items. These include:

- Ice and water for participants judges and VIP persons for 2 days
- Lunch for 50-75 competitors for 2 days
- T-shirts for 50-75 competitors
- Bibs for 50-75 competitors
- Sponsor the banquet or after tournament party
- List other product or services needed for your individual event

* Sponsor provides all inflatables and banners