

# UBT

## Union Bank & Trust<sup>®</sup> Sports Complex



Sponsorship Opportunity  
Packet

2023 -2024

# Sponsorship Overview



Building a partnership with the UBT Sports Complex means your company will reach customers in ways other marketing entities cannot. The over 1100 teams attracting over 400,000 visitors from various walks of life throughout region who connect with our teams on many different levels. When fans arrive at the 134,000 Sq. ft UBT Sports Complex on game days and tournaments, they experience a total, fun, athletic environment, and as a partner, your company could be a part of every OSA and Elite teams, families, and fans experience.

# Economy of Youth Sports

## \$17 Billion industry

Sources: Ohio University Master's Program (2016) ;  
University of Florida Online (2015) WinterGreen  
Research (2018)

### SPEND

# \$671

The average amount parents spend annually on sports-related activities



## \$7 Billion

Traveling youth athletes and their families generated economic impact (travel expenses only)

### PARTICIPATION

# 36,250,000

Children ages 6 to 10 play organized sports in the U.S.



## 53,000,000

Traveling athletes participate in youth sporting events

### FAMILY INCOME



Households making over \$100,000 average age of entry

# 6.3

YEARS OLD  
Less than \$35,000

# 8.1

YEARS OLD

Sports participation rate for grades 3-8 whose household annual income is over \$65,000

Household income:  
**OVER \$65,000**

# of sports participated:  
**3 OR MORE**

Sports participation rate by gender:

**44%** Male  
**34%** Female

# Notable Youth Partnerships

Stadiums	Sponsor	Term	Spend
Katy ISD	Academy S&O	10 years	\$2.5 million
Cypress Fairbanks ISD	Cy-Fair FCU	10 years	\$1.5 million
Conroe ISD	Woodforest National Bank	10 years	\$1 million
New Caney ISD	Texan Drive Dealership	5 years	\$300,000
Allen ISD	Multiple	N/A	\$500,000
Grand Park Sports Campus	Pepsi	10 years	\$2 million
Art Van Sports Complex	Art Van Furniture	N/A	\$1.8 million
Kaukauna Youth Baseball	Unison Credit Union	N/A	\$375,000



- “ CenturyLink buys Lee Sports Complex naming rights
- “ Scheels buys naming rights to Overland Park Soccer Complex
- “ Youth Sports Complex Scores Millions in Pepsi ‘Pouring Rights’ Deal

# 134,000 Sq ft

## 6

BASKETBALL  
COURTS

## 8

VOLLEYBALL  
COURTS

## 8,000 Sq ft

FULL TRAINING  
CENTER

## 5,000 Sq ft

COMMON  
AREA





- ✔ Home of Nebraska Elite Volleyball, which is the **largest volleyball club in Nebraska** with 40+ teams last year.
- ✔ Home of **Next Elite Training Camp**, which host **26 Volleyball Tournaments annually**.
- ✔ **Host site for ASICS Presidents Day Classic** which had over 400 teams in 2021 and generated \$7.1M for the city of Omaha per the Convention and Visitors Bureau in 2021
- ✔ Next Elite Training Academy host over 90 summer camps over 200 participants in its youth development programs
- ✔ Nebraska Elite Beach Volleyball club has over 200 participants and hosted 7 beach events in 2019 including a USA Volleyball National Beach Qualifier in 2021
- ✔ Home of the Pella Youth Basketball League, **500 teams annually each fall and 600 teams annually each winter**
- ✔ **Will host 15-20 local**, regional and national level basketball tournaments per year - **Average 150 team per tournament**.
- ✔ 40 plus competition weekends per year
- ✔ Home of the OSA Crusaders AAU program, the only adidas shoe sponsored program in Nebraska and viewed as the top basketball program in Nebraska.
  - 60 winter teams and 60 summer teams compete regionally and nationally
- ✔ **Largest summer 3 on 3 league** in the Midwest with over 250 teams
- ✔ **Will offer 18-20 summer camps** for ages 5-14 boys and girls



# Brand Placement Guide



# Pricing

<b>Level 1</b> \$25,000 (per year/min 3 years)	<b>Level 2</b> \$15,000 (per year/min 3 years)	<b>Level 3</b> \$10,000 (per year/min 3 years)
<b>Level 4</b> \$5,000 (per year/min 3 years)	<b>Level 5</b> \$2,500 (per year/min 3 years)	<b>Level 6</b> \$1,500 (per year/min 3 years)

**Please Note:** Cost of signage is not included with sponsorship level cost





# Brand Placement Examples





**READY TO GET STARTED?**

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