



## Jacksonville Scene Sport and Social Club



Jacksonville Scene is the largest adult sport and social club in Northeast Florida. Our goal is to enhance and build our community through leagues, tournaments, events and fund-raisers. We are locally owned and operated with a direct connection to today's active young professionals.



Jacksonville Scene begins our 12th year of bringing together the sought after demographic of 21-40 year-olds across the city and beaches. Participants stay informed through JacksonvilleScene.com, weekly e-mails and social media. Averaging more than 350 page views per month. We notify members of upcoming leagues, events, game times, as well as host photo galleries and networking profiles. Our newsletter is sent regularly to over 10,945 recipients. Currently we have more than 7,530 Facebook, 5,080 Twitter, 1,095 Instagram followers, and these are growing every day. Jacksonville Scene is unique because we are more than social media, we also have face-to-face interaction with league players every week.

## HOW WE CAN HELP YOU

Jacksonville Scene can introduced, promote and put your product in consumers' hands, encourage trial and incentivize them to purchase at specific retailers. We've brought numerous services to an audience with maximum disposable income that have allowed our members to learn, grow and make their lives easier and more fun.



## DEMOGRAPHIC



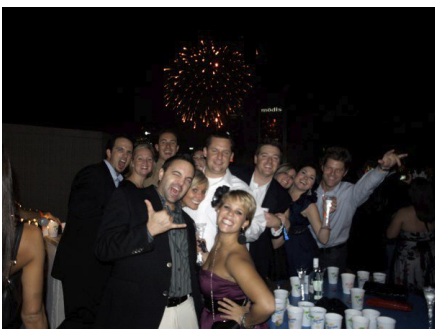
### Smart, Young and Available

- Male to female ratio: 1 to 1
- 82% are single
- 90% are college graduates
- 35% are in a management role
- 80% are between the ages of 21 and 34
- 99% drink socially



### Healthy

- 50% eat or drink health food 1-2 times a week
- 55% are health club members
- 53% work out 3 times a week
- 79% have a gym membership



### Funded

- 70% are worth more than \$50,000
- 34% own a home
- 56% make \$60,000 or more

## Sport



From traditional sports like softball and volleyball to outrageous sports like kickball and dodge ball, Jacksonville Scene offers its participants a chance to let loose and enjoy the sport they love. Additional tournaments and large one day events (e.g., scavenger hunts, bar crawls and cornhole tournaments).

[Basketball](#), [Bowling](#), [Cornhole](#), [Dodgeball](#), [Flag Football](#), [Golf](#), [Kickball](#), [Softball](#), [Soccer](#), [Tennis](#), [Volleyball](#)



League Advertising/Sponsorship Opportunities:

- Sampling
- T-shirt advertising
- On-site Presence at JacksonvilleScene.com
- League/Event Title Sponsors
- Email
- Social Media

## Social

After almost every league post game celebrations are set up at sponsor bars. Much larger weekly, monthly and seasonal events are available to sponsor including HallowScene, Wedding Crashers, sporting events, tournaments, tailgates, holiday parties, happy hours and concerts...just to name a few.



Sponsors can be integrated in to these events at every level including the following opportunities:

- Title Sponsorship
- Sampling
- On-Site Integration
- Email
- Online
- Brand Ambassadors/Exclusive Rights



## **Special Packages**

The following are a breakdown of our most popular packages. Trade up to \$1000 can be applied to Hall of Fame and MVP packages to maximize your visibility. Length of sponsorship is until December 31, 2017.

### **HALL OF FAME PACKAGE \$8,000.00 (Or \$7000 + \$1000 in trade)**

- Exclusive Rights to all leagues, tournaments and social events
- Company logo with link on JacksonvilleScene.com
- Image or logo with link on weekly newsletters
- Company logo on all league shirts
- Company logo on all champion shirts
- 36 dedicated social media posts (12 Facebook, 12 Twitter, 12 Instagram)
- Company logo on all league photos
- Company logo on all event photos
- Unlimited sampling/give-aways/promotional fliers at leagues and events
- Banner placement at leagues and events

### **M.V.P. Package \$4,000.00 (Or \$3000 + \$1000 in trade)**

- Company logo with link on JacksonvilleScene.com
- Image or logo with link on weekly newsletters
- Company logo on all league shirts
- Company logo on all champion shirts
- 18 dedicated social media posts (6 Facebook, 6 Twitter, 6 Instagram)
- Sampling/give-aways/promotional fliers at leagues and events

### **All-star Package \$2,000.00**

- Image or logo with link on weekly newsletters
- 9 dedicated social media posts (3 Facebook, 3 Twitter, 3 Instagram)
- Sampling/give-aways/promotional fliers at leagues and events

### **Fan Favorite Package \$1,000.00 per season**

- Presenting Sponsor Title for a selected sport (ie: Spring Beach Volleyball Presented by Sponsor)
- Banner/Flier placement at leagues
- Sampling/give-aways/promotional fliers at sponsoring

**We also offer individual advertising options:**

<b>INDIVIDUAL OPPORTUNITIES (JANUARY 1-DECEMBER 31, 2017)</b>	<b>PRICE</b>
Company Logo with Link on JacksonvilleScene.com	\$2,000.00
Image or Logo on Weekly Newsletter	\$2,000.00
Logo on League and Champion Shirts	\$2,000.00
Sampling at leagues and events	\$2,000.00

Prior to a contractual agreement, proposals may be amended upon collaboration.

As a Sponsor of Jacksonville Scene, you will build brand loyalty while interacting with active professionals at leagues and events. We are your one-stop shop to reach your target demographic through social media, grass-roots marketing, product distribution, brand displays and sampling.

For more information and to become part of enhancing your community please contact:

Jason Ryan  
JasonR@JacksonvilleScene.com  
JacksonvilleScene.com