



## CACTUS CLASSIC INVITATIONAL TOURNAMENT SOUTHERN ARIZONA'S PREMIERE VOLLEYBALL EVENT

A 2022 JVA CHALLENGE SERIES EVENT

## SPONSORSHIP OPPORTUNITIES

**JANUARY 15-17, 2022**

**TUCSON CONVENTION CENTER | TUCSON, ARIZONA**



The annual **Cactus Classic Invitational** is the largest volleyball event in Southern Arizona for junior volleyball players 18 years of age and younger. Held every January during MLK Weekend, the tournament hosts 30 courts in the Tucson Convention Center and the Sporting Chance Center to accommodate three days of girls' volleyball competition for 18-and-under, 17-and-under, 16-and-under, 15-and-under, 14-and-under, 13-and-under, and 12-and-under divisions!

The event is a member of the JVA Challenge Series, attracting teams from Southern Arizona, Phoenix, Flagstaff, California, Colorado, Nevada, New Mexico, Texas, and Sonoran Mexico. Over 150 teams are expected to register to attend each year, along with approximately 1850 participants (coaches and players) that will showcase their talents in front of an estimated total 1750 daily spectators.



The Cactus Classic Invitational is organized and hosted by **Club Cactus Juniors Volleyball Club**, a local volleyball organization that provides training and travel opportunities for local student-athletes to develop their skills or to assist in marketing themselves for a college education.

One of the goals of the Cactus Classic are to help these players realize their dreams while providing an excellent opportunity for to participate in a national volleyball showcase event. The main objectives for our corporate sponsors of the event is to partner with the volleyball community and develop relationships that support our young student-athletes.

### **BRAND | ENHANCE CORPORATE PARTNERSHIPS**

CCJ hopes to utilize the Cactus Classic Invitational as an event to help corporate partners reach consumers with their corporate brand, products, and messaging.

### **DEVELOP RELATIONSHIPS | SUPPORT YOUTH ATHLETICS**

CCJ wishes to utilize it's events and programs as venues to foster community pride, respect and excitement for its' corporate partners by developing a relationship with a successful youth organization!





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### VOLLEYBALL FANS | DEMOGRAPHICS

Typical volleyball fans are between the ages of 10-58 with a big part of the group being members of USA Volleyball and the Junior Volleyball Association. The other large group includes parents and family members (siblings, grandparents, etc.) that follow their favorite player at all of their regional and national volleyball competitions.

The Cactus Classic Invitational players and spectators can become All-Americans for your business! The Junior Volleyball fan base is largely suburban, community-minded, and intensely loyal; meaning when you partner as a sponsor for the Cactus Classic Invitational, our participants and fans can become your loyal customers!



### THE TCC VENUE | A HOME COURT ADVANTAGE

The unique venue of hosting all competition under one roof maximizes your presence. By partnering with the Cactus Classic Invitational in the heart of downtown Tucson and the Tucson Convention Center (along with The Sporting Chance Center), you can reach some of the most affluent, well-educated, and technologically savvy consumers in Southern Arizona and our USA Volleyball membership.



## SPONSORSHIP LEVELS

### CACTUS CLASSIC INVITATIONAL SPONSORSHIP OPPORTUNITIES

#### PLATINUM LEVEL | TITLE SPONSOR \$ 25,000

**Naming rights for the Tournament.** Become the Title Sponsor of the Cactus Classic Invitational and your organization's presence will be known at the TCC and SCC venues with logo placement on the Championship Courts as well as banners and public address announcements during the event. Sponsor's name and logo will appear on all printed and collateral material including Press Releases, Website, Social Media, and Tournament T-Shirts. Naming Rights to an award also offered.

Sponsor will have the privilege to set up a sponsor booth near the Championship Court and have an opportunity for promotional giveaways to participants and spectators during the tournament.

#### GOLD LEVEL | PRESENTING SPONSOR \$ 8,500

**Cactus Classic Invitational; presented by...** Tournament presenting Sponsor's will have the organization's name listed on all collateral material and presence will be known at the TCC and SCC venues with logo placed on the Championship Courts as well as column banners and PA announcements.

Sponsor will have an opportunity for promotional giveaways to participants and spectators (items provided by sponsor) during the tournament.

#### SILVER LEVEL | PRESENTING SPONSORS \$ 3,500

The Silver Level Sponsorship Packages offer sponsors a unique opportunity to align their corporate brand through special events or visible areas during the event. The following opportunities are available to showcase your company's names during the tournament:

**Player's Welcome Party on Friday Night | Coaches Hospitality Suite | Divisional Awards  
Kid's Play Zone | Director's Suite | Men's Volleyball Exhibition Match**

#### BRONZE | COURT SPONSORS | \$ 1,500

*Help defray the costs of the temporary volleyball courts that are rented by allowing your corporation to adopt the court.* Court Sponsors have their name/logo prominently displayed on the floor near each sideline of the court along with Courtside Advertising. Priority of court choice is given on a first-come, first-served basis for the first 12 courts.



**EARLY BIRD SPONSORS RECEIVE ADDITIONAL EXPOSURE ON  
WEBSITE | EMAIL MARKETING | POSTERS/FLYERS | TICKETS | AND MORE**

For more information on sponsoring the **Cactus Classic Invitational Volleyball Tournament** please contact:

Club Cactus Juniors Volleyball Club | [clubcactusvolleyball.com](http://clubcactusvolleyball.com)

Bill Lang, Tournament Director | [bill.lang@clubcactusvolleyball.com](mailto:bill.lang@clubcactusvolleyball.com) | (520) 906-6668