



*Bo Jackson's*  
**ELITE SPORTS**  
TRAINING ATHLETES INSIDE-OUT

LOCKPORT, ILLINOIS  
BENSENVILLE, ILLINOIS

# LOCAL PARTNERSHIPS

ADVERTISING AND PROMOTION





1987  
Nike's first "Bo Knows" ad airs on TV during the MLB All Star Game. Bo's first home run is his first at bat and is selected the game's MVP. The series of "Bo Knows" ads become a sensation and launch Nike's cross-training category into a \$1 billion a year business by the mid 1990s.

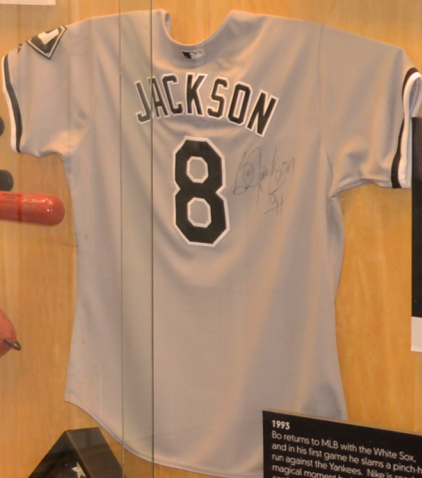


1991  
Bo's promising football career ends on January 13, after a hip injury during a playoff game. Bo goes through hip replacement surgery and extensive rehabilitation with the goal of returning to Major League Baseball.



1990 Air Trainer SC High

1987  
After a year in the Double-A minor league football club the Memphis Ducks, Bo is called up for regular duty with the Kansas City Royals. Bo is then drafted by the Los Angeles and becomes one of the few professional athletes ever to play in both MLB and NFL.



1985  
Bo plays college baseball and football at Auburn. He finishes the football season having 441 yards with 17 home runs and 63 RBIs. He makes 176 yards in his first college football season and is awarded the Herman W. Lay Trophy.



1995  
Bo returns to MLB with the White Sox and in his first game he shows a pinch-hit home run against the Yankees. Nike is ready for Bo's magical moment by handing out "Bo Knows" cards and baseball caps to fans in the stadium. Bo retires from baseball in 1994 after a season with the California Angels.



2010 Trainer SC

# BO KNOWS

WHEN IT COMES TO BUILDING THE COMPLETE ATHLETE, NO ONE KNOWS MORE THAN THE GREATEST MULTI-SPORT, PROFESSIONAL ATHLETE EVER PRODUCED IN THE USA.



# High Income Active

## **Advantages to Partnering with Bo Jackson's Elite Sports**

- a. High income families*
- b. Active lifestyle families*
- c. Multiple impressions*
- d. Massive social media reach*

## **THE VISION**

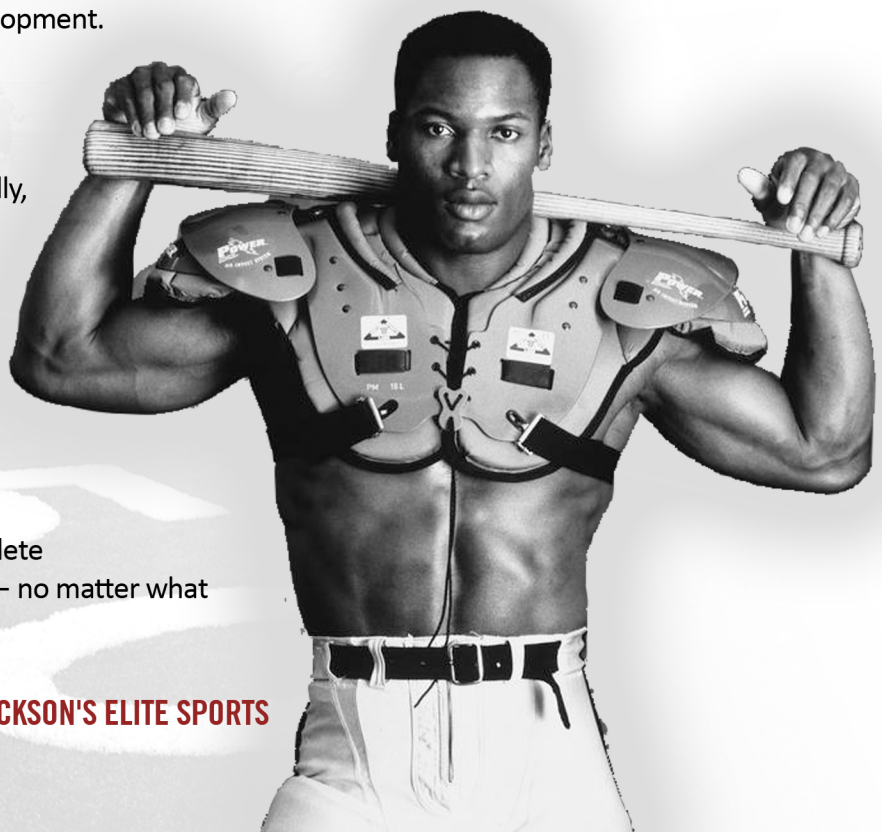
The Bo Jackson's Elite Sports Dome is focused on developing best-in-class sports, fitness and recreation facilities, driven by proven management systems, and industry leading programs.

The "Bo Dome", in multiple locations, is a multi-sport indoor complex backed by a proven methodology for athletes of all ages to train, compete, and excel within their desired sport. BJES is dedicated to "Training Athletes Inside Out" which speaks to a unique training philosophy — which is not only focused on custom skill and performance training, but on developing the whole athlete.

BJES is home to Cangelosi Baseball, Bo Jackson's Football, BSF Performance, Bo Jackson's Softball, and Bo Jackson's Elite Leadership Development.

Training opportunities include: baseball, softball, football, soccer, lacrosse and performance training for athletes of all sports. Additionally, BJES operates organizations that complete locally, regionally, and nationally. These teams are comprised of committed athletic families with teams ranging in ages from 8 yrs. to 18 yrs.

We believe "there is an elite performer in all of us" and we are committed to helping each athlete realize his/her path to excellence — no matter what their age or skill level.







*Buying Demographics*

*Average Household income*

**Bo Jackson's Audience \$102,435**

## THE PERFECT MARKETING PLATFORM

Bo Jackson's Elite Sports is a platform that reaches people when they're willing to be engaged. One with the power to let consumers experience your brand — not just see or hear about it. Television can't do that. Neither can radio or print.

At the Dome we can connect your products and services with people who have the money to spend and the desire to buy — athletes, coaches, moms, teens, young adults and families. Get up close and personal with the audiences and events at one of the nation's leading sports, fitness and recreation complexes.

Bo Jackson's Elite Sports is the perfect marketing platform — a place where consumers can see, touch and develop an emotional connection with your brand, face-to-face.

A venue that builds engagement and drives sales — and isn't that what it's all about?



*75% Of Consumers say they're never more open to being engaged by a brand and/or a marketing message than when they're doing what they love. Feel the love at the "Bo" Dome.*





## PARTNER MEDIA ACTIVATION

Drive promotions with packaged promotional inventory through our social media/email platforms.

**Social Media &  
Email Communication** *More than* **1.5 Million**  
*Projected Annual Reach*

# BUILD EMOTIONAL EQUITY THROUGH ACTIVATION

When it comes to making a connection with consumers who are ready to be engaged where they live, work and play — nothing is more powerful than changing outcomes in kids' lives.

Build meaningful relationships with Bo Jackson's Elite Sports audience through relevant, purpose-driven activation strategies designed to increase brand loyalty, generate trials, drive sales and change customer behavior.

It all starts with a complete understanding of our audience and their lifestyle, along with creative ideas and clever implementation.

We can help you tailor meaningful promotions around your products and services that will add value to the experience of the Bo Jackson's Elite Sports consumer. And facilitate the conversations you need in order to grow sales, be they face-to-face, on-line or through social media.

## DEMOGRAPHIC PROFILE

### YOUTH

- 10% = PRESCHOOL
- 25% = ELEMENTARY
- 30% = MIDDLE SCHOOL
- 35% = HIGH SCHOOL

### ADULTS

- ACTIVE SINGLES (22-34)
- PARENTS (25-54)
- SENIORS

## PSYCHOGRAPHIC PROFILE

- AFFLUENT • ACTIVE-LIFESTYLE
- EARLY ADOPTERS • INFLUENCER
- HEALTH-CONSCIOUS
- COMPETITIVE

## HOUSEHOLD INCOME

AVERAGE HOUSEHOLD INCOME  
\$102,435.00

## PRIMARY MARKET

30 MILE RADIUS  
8,120,021 (TOTAL POPULATION)





*Bo Jackson's*  
**ELITESPORTS**  
TRAINING ATHLETES INSIDE-OUT

# **THE POWER OF EMOTION**

**PASSION IS AT THE HEART OF THE BO JACKSON'S ELITE SPORTS EXPERIENCE.  
THE FOCUS OF EVERY PARTNERSHIP, EVERY WORKOUT, EVERY REP.**



# THE OBJECTIVE

Since opening the doors of the first Bo Dome in 2008, BJES has created unique opportunities for businesses to connect to and engage with our extended network in the youth & amateur sports community and our loyal customer base. The typical sports facility sponsorship allows a business to get exposure through signage. For us, signage is just the start. Our approach is to create corporate partnerships that open the two-way street between Bo Dome customers and the businesses who join the team as our partners.

The BJES philosophy is to generate sponsorship revenue in order to support the business in the following ways:

1. To provide all Bo Dome athlete with no-cost personal leadership development, classroom and experiential “life skills through sports” curriculum, and mental health awareness initiatives. Each player has access to take the Ryzer TAP, which is the same personality profile test taken by every player at the NFL combine, to reveal that individual’s own characteristics, strengths, struggles, and preferred coaching/interaction styles. The player gets reports for themselves, their coaches, and parents, as well as access to Mindset Training.
2. To be an educational resource to our customers and the larger athletic community. BJES has evolved to be a thought leader in the amateur sports space. We leverage our vast network and industry expertise to provide experiences and content at no charge. We do this by organizing “Success in Sports” nights (Fall and Spring), which are large, seminar-style events featuring a panel of experts who can share insight for players (their parents), and coaches about the journey of advancing in sports; offering online sessions to players and parents; and developing/sharing written content to educate our athletes.
3. To support hardship situations – as described in the Philanthropy section in this book.
4. To serve as a mechanism to help us control pricing for our customers and continue to re-invest in facility upkeep and enhancement.

Our primary goal is to be able to achieve the objectives listed above for our BJES athletes, and we are committed to expanding that reach as we attract more partners who share in our mission of “Changing Outcomes in Kids’ Lives”!





# PHILANTHROPY

In 2008 Bo Jackson's Elite Sports (BJES) was founded with a mission to change outcomes in the lives of children, using sports as a platform to make that impact. Over the past decade (plus) we are proud to have played a role in the athletic, and personal, development of thousands of kids, many of whom are now successful young adults, and are impacting others. BJES is dedicated to "Training Athletes Inside Out" which speaks to our training philosophy to not only provide skill training, but also to develop the whole athlete. To ensure that this extraordinary training could be available to all kids the Bo Jackson's Give Me A Chance Foundation was established. This 501c3 organization has been able to provide financial assistance to kids from low-income families.

With the excitement of this growth, also comes challenges. We have seen a lot of families who are "financially" caught in between. They want to be able to give their kids the opportunity to play competitive travel sports, but the cost challenges keep them behind the eight ball. They earn above the threshold to qualify for assistance through the Give Me A Chance Foundation, but they don't have the discretionary dollars to meet the cost of travel sports. Or, in many cases, their child has been participating in travel sports for years and then there becomes a dramatic change in the family's financial circumstances. As our footprint has grown, we have seen more cases of financial hardship, and the dollars generated through our corporate partnerships have become a solution for such cases.

Much of what we have presented in this partnership guide highlights the powerful benefits of connecting your company with the Bo Jackson brand, however the greatest impact is often realized by the families who need the help from time to time. BJES is dedicated to your company's goals; Whether to activate customer engagement, drive ROI, be philanthropic to support those in need, or all of the above.





# TEAMS

Our most dedicated and loyal customers are those who participate on our travel baseball (Cangelosi Sparks) and softball teams (Chicago Cheetahs). In the Chicago market we have nearly 90 travel teams with over 1,250 players. These families are the most deeply connected to BJES, and view our staff as trusted advisors for their kids' overall athletic development.

The Sparks and Cheetah players have a dome membership that allows them access to the dome year-round, and they train in the dome multiple times per week from late fall through spring. This frequency of visit, coupled with our constant communication with the families, builds a strong connection between the family and BJES. These families not only represent our ideal customer relationship, but by association connect to our partners as well.

We work with our partners to find creative and seamless ways to leverage the power of our trusted customer relationships.



# OPPORTUNITIES

## LOCAL BRANDING: SIGNAGE & MORE

Get your brand in front of the Bo Jackson's Elite Sports audience, who represent a premium buying demographic. Generate awareness and visibility through an impactful banner and signage package that will be seen by more than 400,000 visitors each year. The signage is just the start of how you connect to the customer. Our approach is to create corporate partnerships that open the two-way street between Bo Dome customers and the businesses who join the team as our partners.

The Partnership Packages page provides an outline of what a corporate partner can expect. However, we want to know from you what a successful partnership looks like. Nobody knows your brand and objectives better than you. We are open to hear your ideas of how you can best activate this unique partnership with us. You define your successful Bo Dome partnership and we will work together to achieve it.



*Bo Jackson's*  
**ELITE SPORTS**

LOCAL PARTNERSHIPS | BO JACKSON'S ELITE SPORTS



ADVERTISING AND PROMOTION

# PARTNERSHIP PACKAGES



3 YEAR AGREEMENT

LEVEL ONE \$25,000	ONE (1) BANNER TOP CENTER OF THE DOME (10X30) ONE (1) PREMIUM WALL PLACEMENT OF YOUR BRAND AND MESSAGING INSIDE DOME ONE (1) ADVERTISEMENT ON THE ALUMNI VIDEO WALL MULTIPLE PROGRAM GIVE-AWAY PACKAGES ONE (1) COMPANY TEAM BONDING/BUILDING OR SOCIAL EVENT FOUR (4) SAMPLING/DISPLAY TABLE EVENTS FULL PAGE AD IN ALL PROGRAM GUIDES - FRONT OR BACK INSIDE COVER	  
LEVEL TWO \$20,000	ONE (1) BANNER TOP CENTER OF THE DOME: (10X30) OR ONE (1) PREMIUM WALL PLACEMENT OF YOUR BRAND AND MESSAGING INSIDE DOME ONE (1) ADVERTISEMENT ON THE ALUMNI VIDEO WALL MULTIPLE PROGRAM GIVE-AWAY PACKAGES ONE (1) COMPANY TEAM BONDING/BUILDING OR SOCIAL EVENT FOUR (4) SAMPLING/DISPLAY TABLE EVENTS FULL PAGE AD IN ALL PROGRAM GUIDES	  
LEVEL THREE \$15,000	TWO (2) BANNERS: (15X8) ONE (1) ADVERTISEMENT ON THE ALUMNI VIDEO WALL FULL PAGE AD IN ALL PROGRAM GUIDES ONE (1) COMPANY TEAM BONDING/BUILDING OR SOCIAL EVENT TWO (2) SAMPLING/DISPLAY TABLE EVENTS OR MULTIPLE PROGRAM GIVE-AWAY	  
LEVEL FOUR \$10,000	TWO (2) BANNERS: (6X8) ONE (1) ADVERTISEMENT ON THE ALUMNI VIDEO WALL ONE (1) FULL PAGE AD IN ALL PROGRAM GUIDES ANNUALLY TWO (2) SAMPLING/DISPLAY TABLE EVENTS	  
LEVEL FIVE \$5,000	ONE (1) ADVERTISEMENT ON THE ALUMNI VIDEO WALL ONE (1) HALF PAGE AD IN ALL PROGRAM GUIDES ANNUALLY TWO (2) SAMPLING/DISPLAY TABLE EVENTS	

Pricing reflects a \$5,000 minimum for partnering with BJES. Corporate event rentals and/or team building includes 3 hours for up to 30 staff members. Marketing event support includes social media, email newsletters and sampling/table support. The cost to produce the banner is local partner's responsibility. the sign installation will be covered by BJES.



*B. Jackson's*  
**ELITESPORTS**  
TRAINING ATHLETES INSIDE-OUT

*Baseball Year Round*

*Cactus League*  
The old adage says "defense wins championships"...the Cactus League is designed to build winning players by developing their speed and defense.

*White League*  
is designed to give a player a training program to develop and understand his hitting approach and identity.

**BE PART OF  
THE EXPERIENCE**

WITH RELEVANT SPONSORSHIP ACTIVATION STRATEGIES THAT DELIVER



*Be Jackson's*  
**ELITE SPORTS**  
TRAINING ATHLETES INSIDE-OUT

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OFFICIAL PARTNERS



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MIDWEST  
ORTHOPAEDICS  
*at* RUSH

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