



# PSA McKinney Sponsorship

## Plano Sports Authority

6500 Preston Meadow Drive

Plano, Texas 75024

972-208-5437

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[www.psaplano.org](http://www.psaplano.org)



## History of PSA

- Formed in 1970 to provide youth sports management by volunteers and not under Parks & Recreation Department
- 2002 Opened PSA1 with 12,000 participants
- 2008 Opened PSA2 with 45,000 participant
- 2013 Opened PSA Murphy with 70,000 participants
- 2014 Opened PSA McKinney with over 75,000 participants
- 2016 over 100,000 participants!





# Plano Sports Authority, Inc.

Plano Sports Authority, Inc., is a 501(c)(3) non-profit corporation established in 1970. We provide quality, year-round recreational and competitive youth programs to 75,000 participants per year.

## PSA Sports include:

- **Court Sports:** *Basketball, Volleyball, Futsal, Dance Team*
- **Outdoor Turf Sports:** *Football, Soccer, Cheerleading, Rugby*
- **Outdoor Diamond Sports:** *Baseball, Softball*
- **Indoor Turf Sports:** *Indoor Soccer, Flag Football*
- **Individual Sports:** *Martial Arts, Track, Golf*
- **Summer Camps:** *Sports Camps, FlexiPass*

PSA's newest endeavor, PSA McKinney has been a resounding success!





## PSA McKinney



## PSA McKinney Features



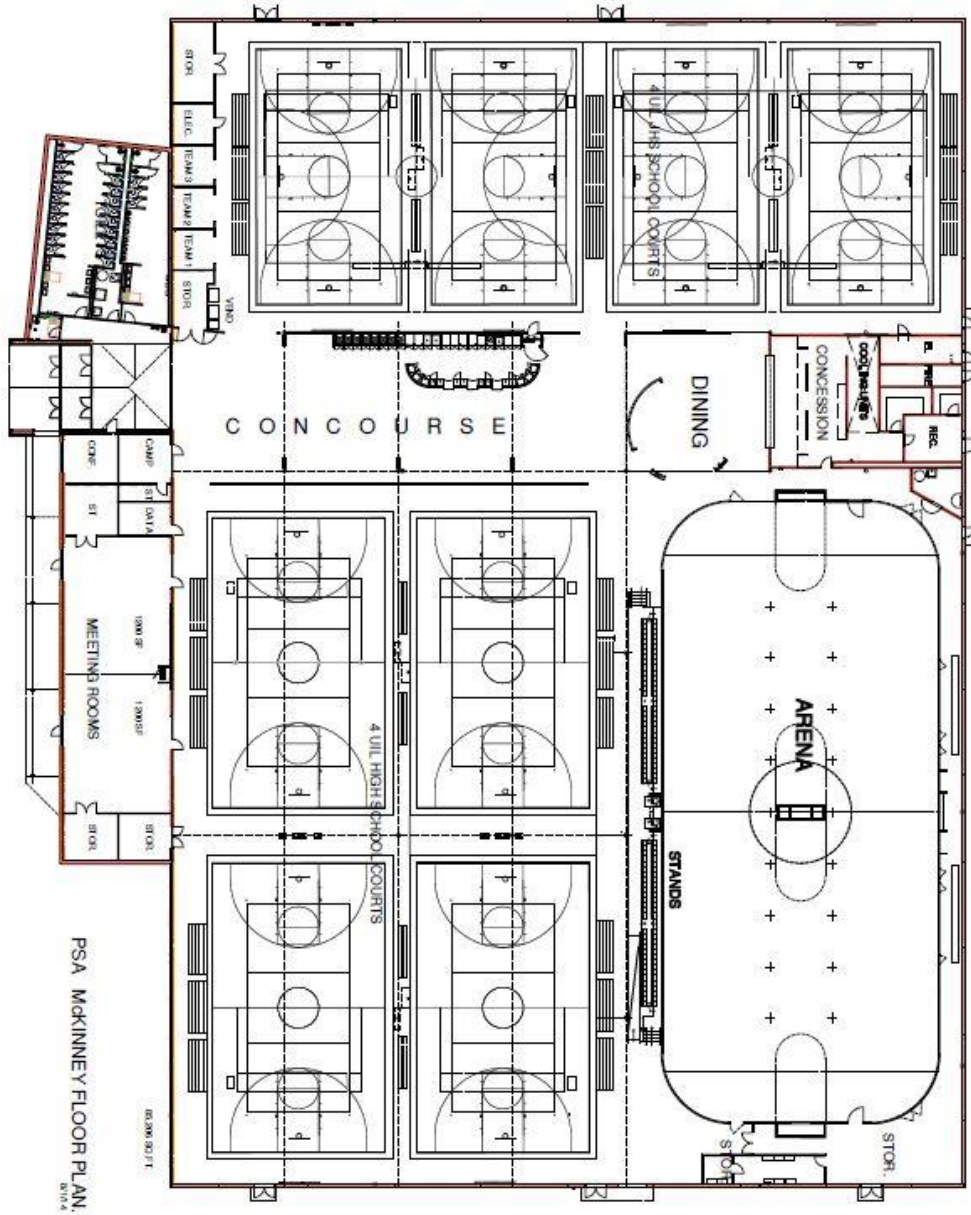
### PSA McKinney:

- 8 Multi-purpose courts convertible between 84' and 74'
- Multi-use 180' X 80' indoor turf arena
- Food court and dining area
- Sports at PSA McKinney include basketball, volleyball, indoor and outdoor soccer, flag football, and futsal
- Full day summer camp and sport specific camps
- League Play coordinated with other PSA facilities
- Tournaments both PSA and outside PSA
- Skills training at numerous levels
- Organized youth athletics from Pre-K to high school
- Adult league play
- Reaches capacity within one year of opening!
- **1.5M visitors per year at capacity**





# PSA McKinney





## PSA McKinney Sponsorship Benefits

A PSA Sponsorship is the perfect way to reach your target audience. No other organization in the metroplex compares to PSA if you want to reach the community. Our sponsorships offer the opportunity to reach the community through signage, community events (Sponsor Event Days and Sponsor Fair Days) and the distribution of literature and coupons.

### Privileges of PSA McKinney Sponsorships:

- PSA has over 100,000 participants in our sport's programs each year, with over 30,000 participants at PSA McKinney. These participants and their families are your target audience!
- PSA McKinney has over 1.5 million visitors each year!
- PSA McKinney Sponsors receive Individual Sponsor Event Days. These days allow sponsors to set up a table at PSA McKinney to reach the community. Sponsors have the opportunity to talk to families about their business and distribute materials. We have over 1,000 visitors per hour every Saturday and Sunday!
- Spring, Fall and Winter Sponsor Fair Days at PSA McKinney. All PSA McKinney sponsors are invited to attend. Similar to Individual Sponsor Days, but with all sponsors invited. This event is VERY popular and successful at PSA McKinney. Sponsors feed off each other and network together!
- Opportunity to put materials in lobby racks of PSA McKinney.
- Your logo on our Digital Media presentation displayed on TV's throughout PSA McKinney.
- **Sponsorship Costs range from \$2,000 - \$12,000 per year for PSA McKinney Sponsors, depending on location and size.**





## PSA McKinney Sponsorship Cost Ranges

### 10' X 10' Wall Banners

- \$2,000 - \$2,500 per year
- 3 – 4 Individual Sponsor Event Days per year

### 10' X 15' Wall Banners

- \$3,000 - \$3,750 per year
- 4 – 5 Individual Sponsor Event Days per year

### 10' X 20' Wall Banners

- \$5,000 – 6,000 per year
- 6 - 7 Individual Sponsor Event Days per year

### 10' X 25' Wall Banners

- \$6,000 – 7,000 per year
- 8 - 9 Individual Sponsor Event Days per year

### 10' X 30' Wall Banners

- \$7,000 – 8,000 per year
- 9 - 10 Individual Sponsor Event Days per year

### 10' X 50' Wall Banner by Arena

- \$10,000 per year
- 12 Individual Sponsor Event Days per year

### 10' X 60 Wall Banners – North and West Walls

- \$12,000 per year
- 14 Individual Sponsor Event Days per year

**Cost is based on location and size of banner**

**\*\*Sponsor is responsible for productions costs\*\***







## **PSA McKinney Sponsorship**

PSA is excited to be a part of the McKinney community!  
Please contact us directly for more information on how to  
become a PSA McKinney Sponsor.

**Contact:**

**Kim Wadley**

**PSA Sponsorship Director**

**972-208-3802**

**[kwadley@psaplano.org](mailto:kwadley@psaplano.org)**

