



**PSA PLANO  
SPONSORSHIP  
PACKAGE**

**Plano Sports Authority**

6500 Preston Meadow Drive  
Plano, Texas 75024  
972-208-5437

[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
- 2020 over 110,000 participants!
- **Back to Pre-Covid Registration Numbers!**





## 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 110,00 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*

With estimated total visitation patterns of over 3.7 million each year, PSA can help you reach your target market! PSA's demographics profile reflects an educated, family-oriented community with expendable income.



## PSA 1 Features



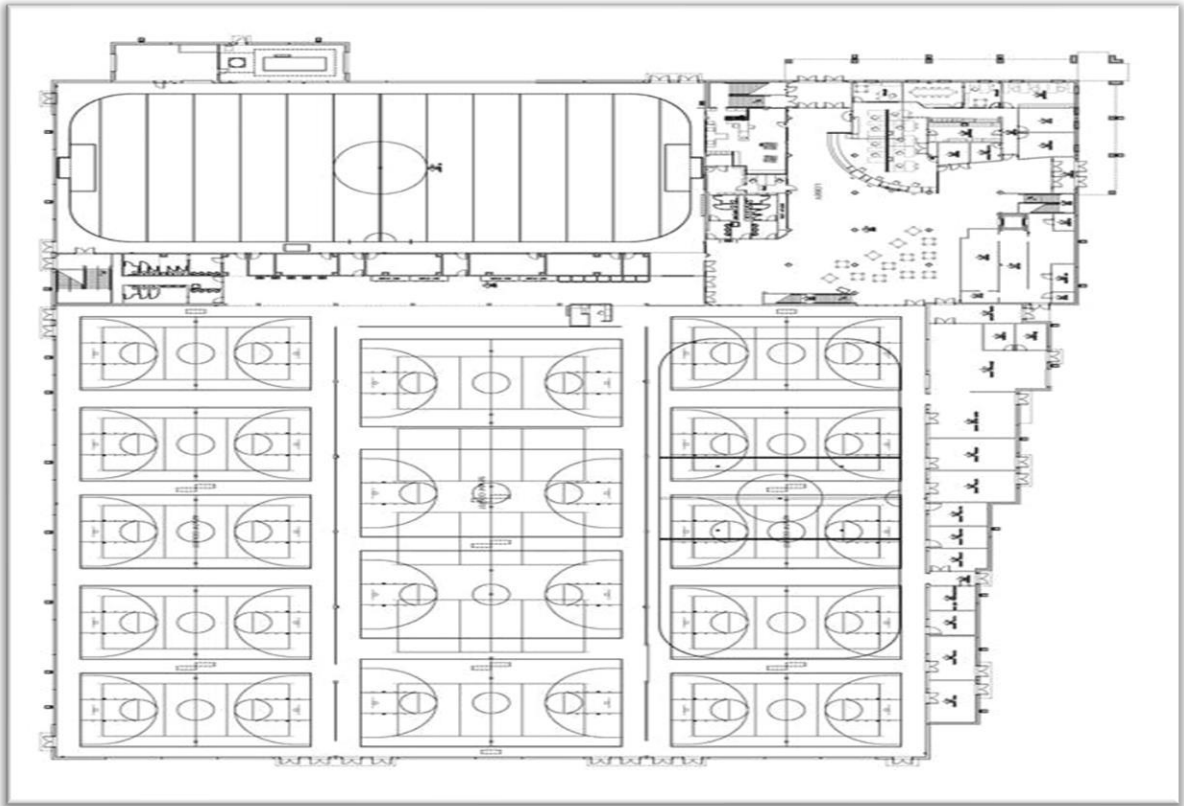
*6500 Preston Meadow Drive*

### PSA 1:

- 143,000 square foot bi-level sports complex
- 14 Multi-purpose hard-wood courts between 84' and 74'
- Multi-use 20,000 square foot permanent turf arena
- Multi-use Seasonal turf arena
- Martial Arts Academy
- Meeting rooms and executive offices
- Food court and dining area
- Sports at PSA 1 include basketball, volleyball, indoor 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
- **Over 2.1 million visitors each year!**



# PSA 1 Floor Plan



## PSA 2 Features



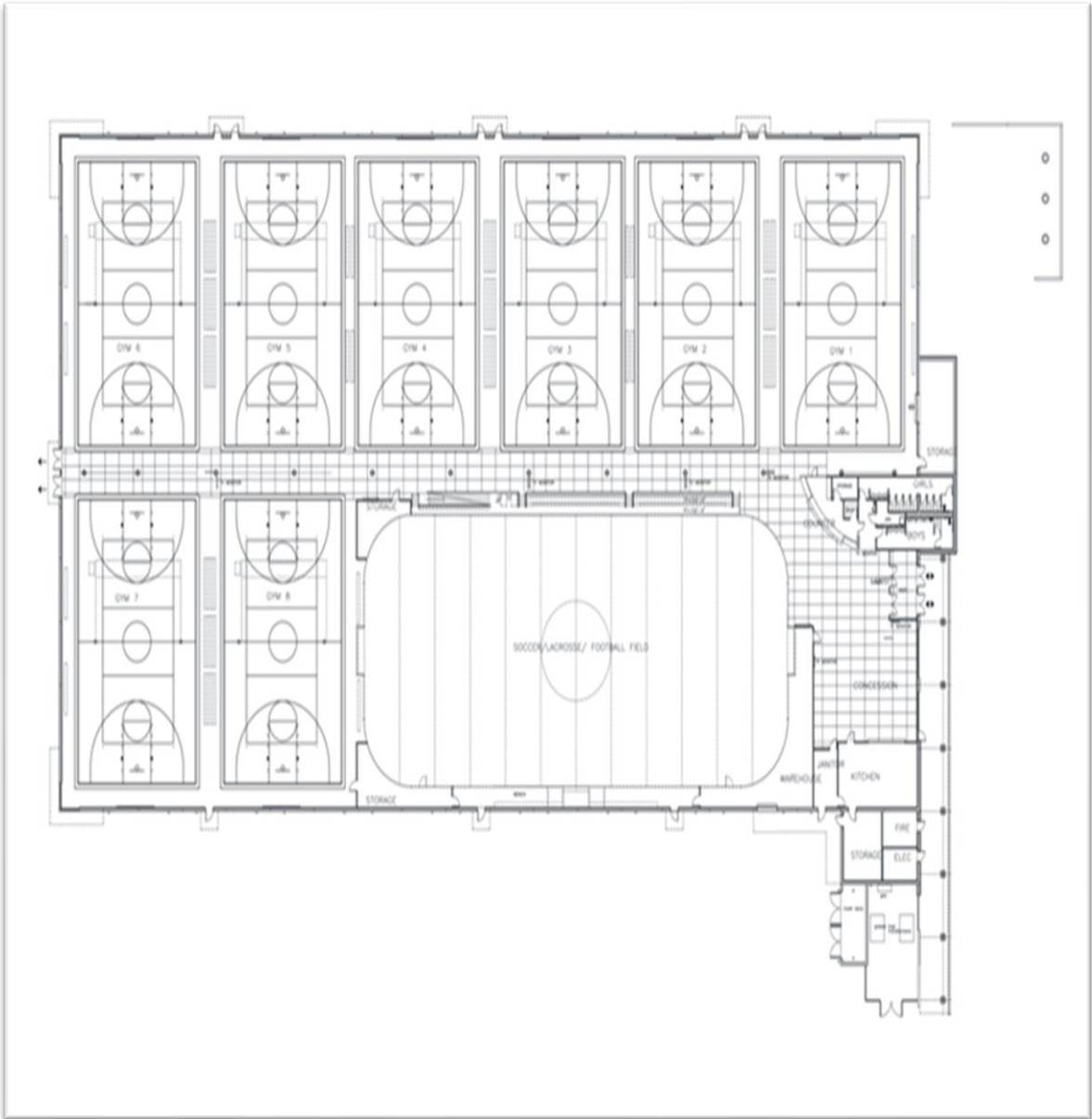
*601 Seabrook Drive*

### PSA 2 :

- 95,000 square foot sports complex
- 8 Multi-purpose hard-wood courts
- Multi-use 180' X 80' indoor turf arena
- Food court and dining area
- Sports at PSA 2 include basketball, volleyball, indoor 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 leagues - coed indoor soccer and basketball
- **Over 1.5 million visitors each year!**



# PSA 2 Floor Plan





## PSA Plano Sponsorship Benefits

A PSA Sponsorship is the perfect way to reach your target audience. No other organization in the area compares to PSA 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 Plano Sponsorships:

- PSA has over 110,000 participants in our sport's programs each year. These participants and their families are your target audience!
- PSA 1 has over 2.1 million visitors and PSA 2 has over 1.5 million visitors each year!
- PSA Plano Sponsors receive Individual Sponsor Event Days. These days allow sponsors to set up a table at PSA 1 and /or PSA 2 to reach the community. Sponsors have the opportunity talk to families about their business and distribute materials. You can reach 800 – 1,000 visitors per hour every Saturday and Sunday!
- Spring, Fall and Winter Sponsor Fair Days at the PSA 1. All PSA Plano sponsors will be invited to attend. Similar to Individual Sponsor Days, but with all sponsors invited. This event is VERY popular and successful at PSA locations. Sponsors feed off each other and network together!
- Opportunity to put materials in lobby racks of PSA 1 and/or PSA 2.
- Your logo on our Digital Media presentation displayed on TV's throughout PSA Plano.
- Sponsorship Costs range from \$2,000 - \$15,000 per year for PSA Plano Sponsors.





## PSA Sponsorships

- ❖ **Banner Sponsorship**
- ❖ **Digital Media Sponsorship**
- ❖ **Website Sponsorship**
- ❖ **Exclusive**



## **PSA 1 Banners Sponsorships:**

### **10' X 10' Wall Banners**

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

### **5' X 10' Balcony Wall Banners**

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

### **11' X 6' Double-Sided Hanging Banners Banners**

- \$2,500 - \$5,500 per year
- 4 – 6 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 60 Whole Wall Banners**

- Largest Signage in the Most Prominent Locations at PSA 1
- \$8,000 - \$15,000 per year
- 10 - 16 Individual Sponsor Event Days per year

*\*\* Sponsors are responsible for production costs \*\**



## PSA 2 Banners Sponsorships:

### 8' X 10' Wall Banners

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

### 8' X 20' Wall Banners

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

### 8' X 60 Whole Wall Banners

- Largest Signage in the Most Prominent Locations at PSA 2
- \$7,000 - \$15,000 per year
- 8 - 16 Individual Sponsor Event Days per year

*\*\* Sponsors are responsible for production costs \*\**



## Digital Media Sponsorship



- \$1,500 per year
- Includes 30 second commercial, no audio (4 still slides) on the Digital Media Presentation running on TV's throughout PSA on a rotating bases
- 2 Individual Sponsor Days for you to reach approximately 1,000 visitors per hour at PSA
- Participation in the Spring, Fall and Winter Sponsor Fair Days at PSA
- Distribution of literature in the lobby racks at PSA

*\*\* Sponsors are responsible for production costs \*\**



## Website Sponsorship



With over 1.5 million page views each year, a PSA website sponsorship is the perfect way to direct potential customers to your website!

### Website Sponsor Benefits:

- Banner ad prominently featured on the PSA homepage, [www.psaplano.org](http://www.psaplano.org), with a link to your company's website.

### Demographic Highlights:

- Reach your target audience of parents and coaches visiting [www.psaplano.org](http://www.psaplano.org) for sports, registration, schedules and scores.
- Reach over 118,000 page views each month, totaling 1.5 million each year.
- PSA averages at least 1,000 new online registrants a month.

**Sponsorship cost: \$1,500 per year**

*\*\* Sponsors are responsible for production costs \*\**





## Exclusive Banner Sponsorship

Reaching ALL PSA visitors, these are the most coveted sponsorship locations throughout PSA 1 and PSA2 facilities. Please contact us directly for cost information.

### **“The Wall”**

You can't miss this space! Visitors to PSA 1 see your unobstructed 10' x 10' space upon entering the gym or turf arena.

### **Entrance and Exit Doors**

Reach all PSA visitors arriving or leaving PSA 1 or PSA2 with your 3' x 10' banner above the entrance and exit doors.

### **Turf Goals**

Reach all PSA indoor turf spectators and participants with your signage on all turf goals in PSA.

### **Scoreboard Signage**

Catch the eye of all PSA visitors with your 8'X5' banners displayed under EVERY scoreboard in our PSA1 and PSA2 facilities.

*\*\* Sponsors are responsible for production costs \*\**





# PSA Plano Sponsorship

PSA is excited to partner with your organization! Please contact us directly for more information on how to become a PSA Plano Sponsor.

**Contact:**  
**Kim Wadley**  
**PSA Sponsorship Director**  
**214.708.5703 - Cell**  
**[kwadley@psaplano.org](mailto:kwadley@psaplano.org)**

