

This sponsorship auction is presented to:

YETI[®]



Eureka!



NORTH AMERICA'S FASTEST GROWING SOCIAL SPORT

Associate your brand with the fastest growing social sport in North America

Reach an upscale, affluent audience with an average household income of over \$78,000

Consistent year-round sponsor engagement on a national and local level.

Turn-key, impactful engagement customized to meet your goals and objectives.

Provides a great platform to connect with consumers during their leisure time.



WORLD AXE THROWING LEAGUE



As Seen on ESPN

ESPN 2 **ESPN+**

The World Axe Throwing League (WATL) has exclusive rights to all axe throwing events on ESPN.





THE WORLD AXE THROWING LEAGUE CHAMPIONSHIPS

- 3 Championship Opens for 2020:
 - World Championships
 - US Open
 - Canadian Open
- Participants from across 19 countries and 200+ member companies
- ESPN Televised events (minimum two broadcasts per tournament):
 - Past broadcasts were so popular, they received extended broadcasts via ESPN's Canadian, Australian, New Zealand & Caribbean affiliates

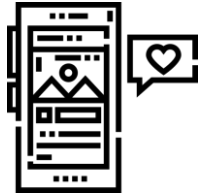


BY THE NUMBERS



Over 1.5 million broadcast viewers in the US alone.

Across up to 12 broadcasts on ESPN2 & ESPN+. Plus affiliate viewing worldwide.



1 million earned media impressions across North America.

Including local media, and social media reach.



Over 2 million post-event media impressions. Past notable interviews on The Steve Harvey Show, Fox News and Denver Post.



Drawing competitors from 203 affiliate companies across 19 countries.

BY THE NUMBERS

ESPN 2

92,000,000+ households

77% male 23% female

Age Groups:

18-34: 26%

35-54: 34%

55+: 41%

Average age: 48

% of audience income
over \$75,000: 51%

Median Income:
\$78,000

46% attended college

1+ child household:
30%



Tens of thousands of enthusiasts
participating every day.

Over 3,000 league competitors feeding into
each tournament.

Enthusiast Audience: 2/3 Male – 1/3 Female



BROADCAST EVENTS



December, 2020



August, 2020



April, 2020



Sponsor Invitation

You are invited to submit your interest your interest to become the **Official Outdoor Sponsor** of the World Axe Throwing League 2020 and its associated ESPN broadcasts.

WATL provides fabulous opportunities for brands to align themselves with the sport, broadcast and audience. As the Official Outdoor Sponsor of the World Axe Throwing League, your benefits will include the live events, a minimum of 6 TV broadcasts and year round exposure across the US and around the globe as showcased in the following pages.



Sponsor

Benefits Include:

**In Program &
On-screen Brand
Placement**



**In Broadcast Brand
Activation & Brand
Ambassador Positioning**



**TV Commercial Time on
All ESPN WATL
Broadcasts**



Sponsor Benefits Continued

Events & League Exposure:

- On-site Engagement With Participants at WATL Three Signature Events
- Opportunity to Activate or Contest Across All Participant Leagues
- Brand Placement Across All 3,000 Participant Leagues

Plus, let's explore what else we can do for you!



Sponsor Next Steps

To ensure the timely launch of the 2020 program, WATL is inviting prospective sponsors to participate in this invitational process to select its Official Outdoor Sponsor for 2020.

Sponsors are invited to: 1) Declare their interest, 2) Participate in discovery meeting(s) to tailor the opportunity to their brand and, 3) Submit their bid to become the Official Outdoor Sponsor. (Bid min. is \$25,000)

Timeline:

- **February 17, 2020** – Invitations sent to prospective sponsors
- **February 28, 2020** – Sponsors reply with their interest to:

<https://sponsorcircle.com/watloutdoor/>

Events & League Exposure:

- **March 2-20, 2020** – Discovery meetings with participant sponsors
- **March 27, 2020** – Sponsors submit their bids
- <https://sponsorcircle.com/watloutdoor/>

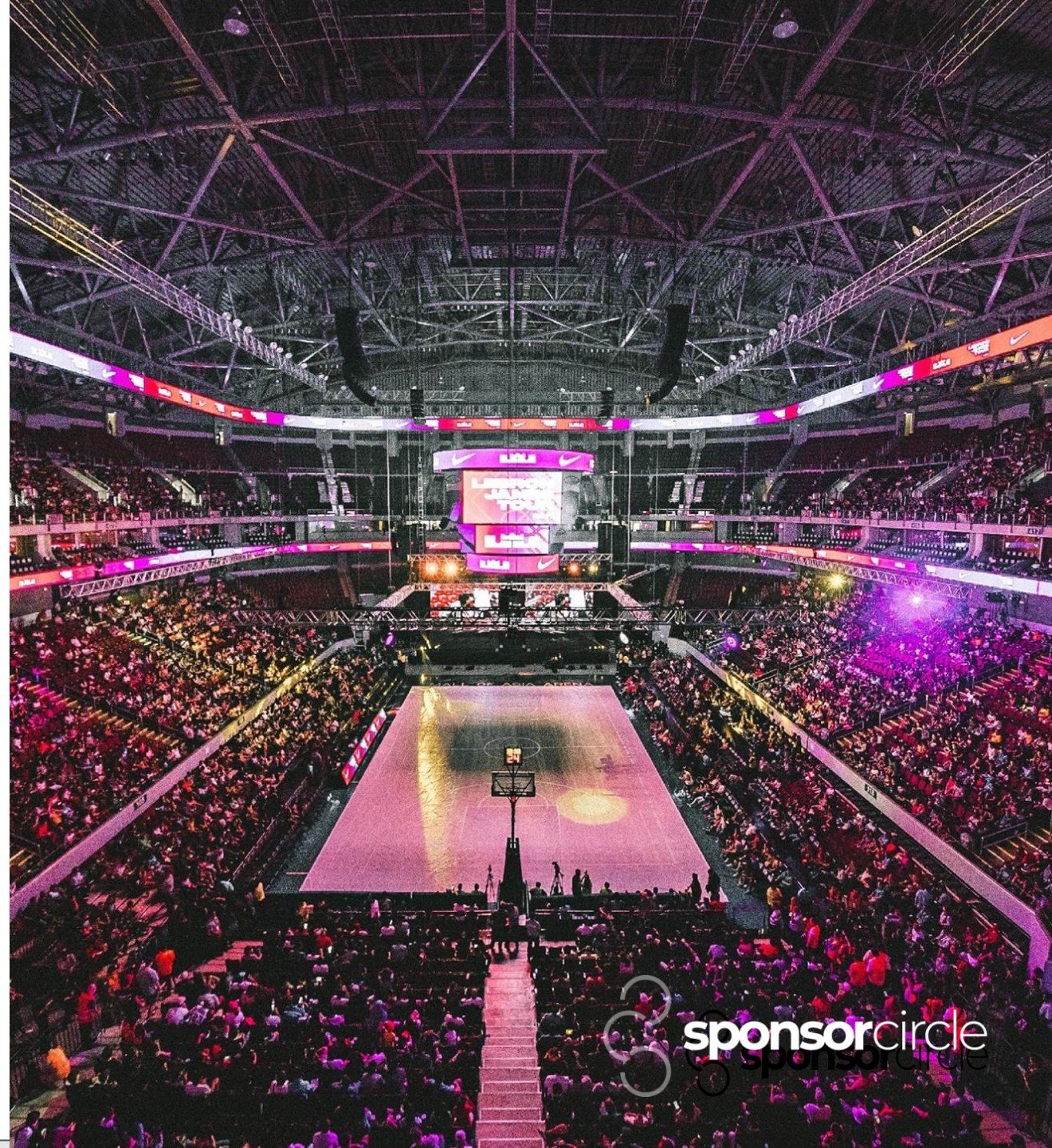


About Sponsor Circle

We are the technology for sponsorship. We help sponsors and those seeking sponsorship to find the **right deals** and **measure** the success of their **sponsorship spend**.

We have years of experience crafting the right solution for clients for events, sponsors and their agencies. We make the process simple and ensure each sponsorship engagement is truly maximized in terms of reach and sales conversion.

We look forward to discussing this sponsorship opportunity for the World Axe Throwing League.



Contact Us

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