



ASTRA

LOS ANGELES

WOMXN'S PRO ULTIMATE TEAM



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SPONSORSHIP DECK

2020 SEASON

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ABOUT US

OUR MISSION

To increase the visibility of women in sports.
To inspire and provide opportunities for girls to grow.
To build an organization that benefits our community.
To bring ultimate to a professional stage.

OUR STORY

Los Angeles Astra was formed in the name of equity. Men's professional ultimate has existed for 8 years, and 2019 saw the creation of the first professional women's leagues, finally allowing the same opportunities for women in our sport that have existed for men.



THE SPORT



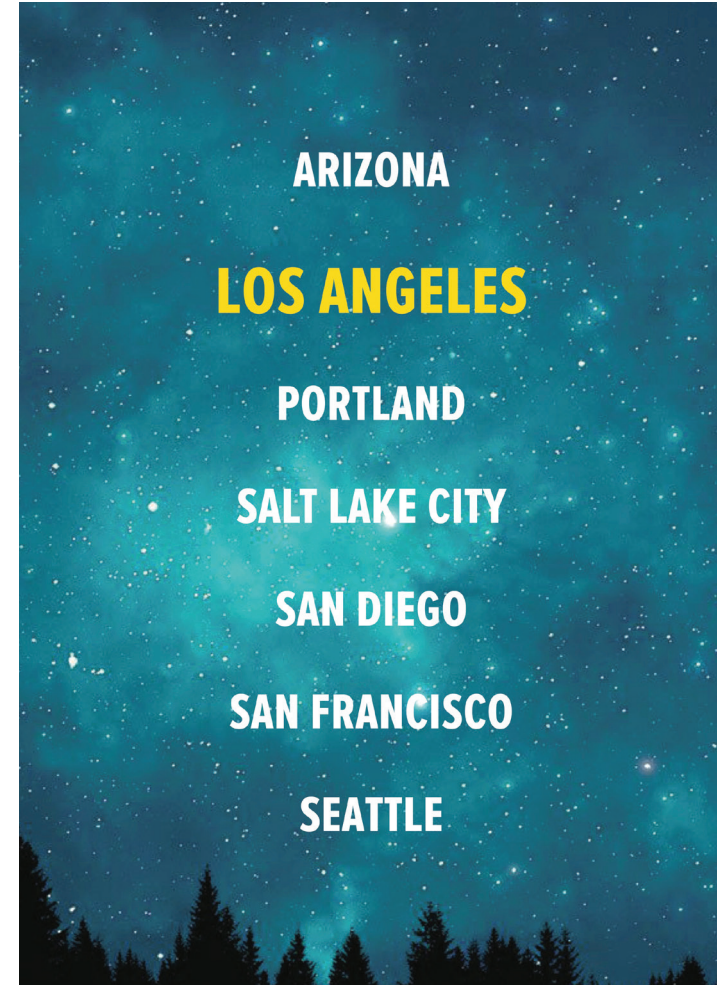
ABOUT ULTIMATE

A team sport with 7 players from each team on the field. Played on a football-like field with 2 scoring end zones. Elements of football, soccer, and basketball. Referees/Observers to make calls like in other sports.

ULTIMATE GAME

Played in 80+ countries.
Fastest growing collegiate sport in the world.
5 million participants in the United States.
7 million participants worldwide.

THE LEAGUE



**WESTERN ULTIMATE
LEAGUE**

WESTERN ULTIMATE LEAGUE (WUL)

The Western Ultimate League consists of the top 7 teams from in the west. Teams play an 6 game regular season from March to May. Divisional playoffs culminate in a final four style championship bracket.

PARTNERSHIP WITH THE PUL

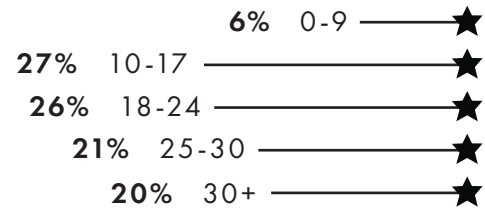
There are 12 teams in the Premier Ultimate League which is focused on the east coast. These two leagues will operate separately for logistical purposes, but are aligned in mission, vision, and values.



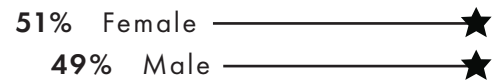
PREMIER ULTIMATE LEAGUE

FAN DEMOGRAPHICS

AGE



GENDER



EDUCATION



STATISTICS

- 70% of Ultimate players are 18 - 44 years old ★
- 39% have household income above \$75,000 ★



FAN ETHOS



OUR FANS ARE

- ★ Environmentalists
- Active
- Healthy and adventurous
- Party people
- World travelers
- Socially conscious
- Parents
- Yoga, spin and pilates enthusiasts

OUR FANS NEED

- ★ Reliable travel gear
- Athletic/sports gear
- Musculoskeletal recovery
- Nutritious food and drinks
- Healthcare
- Home goods and services
- Party and adventure

COMMONLY PREFERRED BRANDS





MEDIA REACH




LEAGUE STATS


 100k+ views

 220K+ page views

 20K+ followers

 50K+ followers

TEAM STATS

7 Stadiums in 7 cities 

350+ fans per game 

10K followers  

8K followers 

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SPONSORSHIP PACKAGES



BRONZE - \$1,000

- ★ Logo in home game program
- ★ Logo on website
- ★ 4 Season tickets to home games

SILVER - \$3,000

- ★ All BRONZE benefits
- ★ Social media promotions
- ★ Home game PA mention

GOLD - \$11,000

- ★ All SILVER benefits
- ★ E-mail newsletter feature
- ★ PA announcement during quarter break
- ★ Logo featured in online streamed games

PLATINUM - \$15,000

- ★ All GOLD benefits
- ★ Home game title sponsorship
- ★ On-field A-frame boards
- ★ Endorsement video featuring players
- ★ Activation tent at all home games
- ★ Commercial in online streamed games

COLLABORATION

LET'S WORK TOGETHER

We want to work with organizations that share our values and are interested in helping us create something special.

Our BRONZE, SILVER, GOLD and PLATINUM packages showcase what we typically offer. We'd like to understand your needs and support your goals. As such, we're open to brainstorming and creating more specific combinations of benefits. We're also interested in what you can bring to the table, and under the right circumstances, we'll accept value in kind.

A partnership with Los Angeles Astra is a unique opportunity. If we're a good fit, then collaboration can come easily and we all stand to gain!





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THANK YOU!

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