



***COLORADO***

# **SUMMIT**



**2023 PARTNERSHIP OPPORTUNITIES**

# THE LEAGUE

The American Ultimate Disc League (AUDL) was founded in 2012 and is made up of 24 teams from the US and Canada, with over 700 players across the league.

In 2023, the AUDL will play games from May to August, culminating in a final four-style championship.

In their inaugural season last year, the Colorado Summit were crowned West Division Champions and averaged the highest attendance in the league.

## LOCATIONS

### Central Division

Chicago, IL  
Detroit, MI  
Indianapolis, IN  
Madison, WI  
Pittsburgh, PA  
Saint Paul, MN

### East Division

Boston, MA  
D.C.  
Montreal, QC  
New York, NY  
Philadelphia, PA  
Toronto, ON

### South Division

Austin, TX  
Atlanta, GA  
Dallas, TX  
Houston, TX  
Raleigh, NC

### West Division

Denver, CO  
Los Angeles, CA  
Portland, OR  
Salt Lake City, UT  
San Diego, CA  
San Jose, CA  
Seattle, WA

**24 TEAMS**  
**ACROSS NORTH AMERICA**



# THE AUDL<sup>★</sup>



**24 TEAMS IN 4 DIVISIONS ACROSS NORTH AMERICA**

THE AUDL IS THE ONLY  
SPORT THAT HAS AN  
**“INTEGRITY RULE”**  
THAT ALLOWS PLAYERS TO  
CORRECT A REFEREE’S CALL  
IF THE CALL WAS MADE IN  
ERROR AND BENEFITED  
THEIR TEAM.



## THE SPORT

Founded in 1968, ultimate is an exciting and engaging sport for players and spectators of all ages that is a combination of soccer, football and basketball. It is distinguished by its sportsmanship, which was originally codified into the sport via “Spirit of the Game” where players expect fiercely competitive play, but never at the expense of mutual respect among competitors.

Today ultimate is one of the fastest-growing sports in the world with over 5 million people playing in North America. The sport is played in over 80 countries. “Spirit” is still a big part of the professional game.



## COLORADO SUMMIT MEDIA COVERAGE

Summit and league highlights have been featured on SportsCenter, The Buzzer, Fox Sports 1, SportsNation, Sports Jeopardy, CBS Sports, and local nightly sports newscasts across North America, as well as on nearly every major sports website.

Beyond highlights, Fox Sports 2 broadcasts the AUDL Game of the Week on Saturday and Wednesday nights throughout the season. Two of the Summit’s six 2022 home games were nationally televised on FS2. The Summit also have a strong local media presence, including being profiled on 9 News, Colorado Public Radio, the Westword, Denver Post, and elsewhere.



**The New York Times**

FULL PAGE ARTICLE  
Where Disc Meets Globe: An International Exhibition  
of Ultimate Frisbee

SPORTSCENTER



SI.COM



DEADSPIN



SB★NATION

theguardian

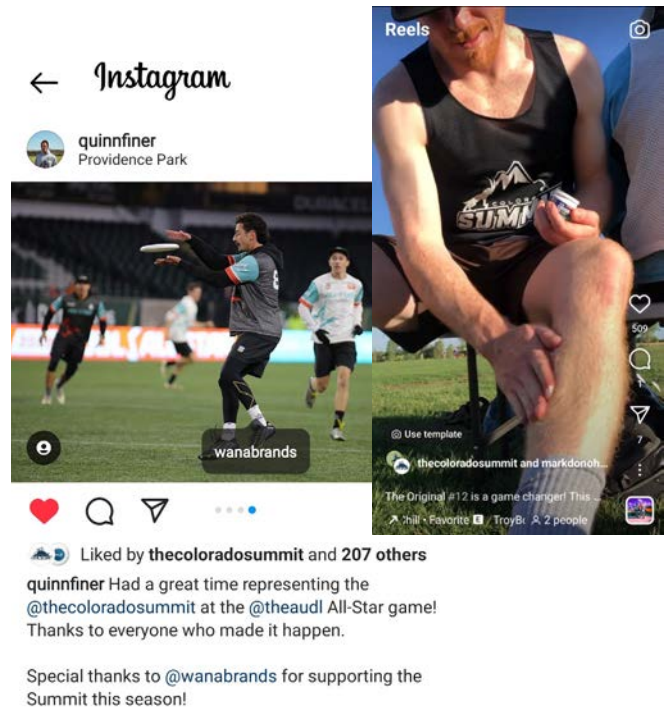




# THE PLAYERS

The Colorado Summit are made up of passionate players, mostly from the Mountain West. These players love the sport and team, and they work on their game all year round. Unlike sports like soccer, football and basketball that are learned in driveaways at age five, ultimate has historically been learned in college which means that our players and playing community have higher income levels. This also means that our community is more excited and loyal to brands that take the time to recognize and get involved with our growing sport.

**THEY VALUE TEAM SPONSORS AND WILL WORK HARD AS BRAND AMBASSADORS.**



# COMMUNITY IMPACT

The Colorado Summit's mission is to invest in a lasting community of athletes and fans of all ages; defined by our competitive excellence and commitment to inclusion, diversity, and respect.

The Summit engage in community outreach throughout the year. In 2022, the Summit ran multiple successful youth camps and clinics in a variety of locations across the state, including a clinic led at Colorado's Youthful Offender System in Pueblo. Most recently the team participated in Colorado Gives Day and made over \$500 in nonprofit contributions to 15 different organizations, dedicating 10 percent of all player-driven ticket sales to each player's nonprofit of choice.





# THE FANS

Fans are consuming sports and media in non-traditional ways. Many of them are looking for alternatives to the historically dominant sports. The Summit offers them an authentic experience where they can have fun with their friends and family while interacting with the athletes in a more intimate environment. In addition to home games, the Summit host watch parties at local bars for select away games throughout the season.

Compared to the average American, AUDL fans are more likely to be discretionary spenders, outdoor enthusiasts, and live a “do-it-yourself” lifestyle.

## SOCIAL

Summit fans are highly engaged and love to consume and share content across a variety of social platforms.

### AUDL COMBINED STATS

-  450,000+ Facebook Fans
-  92,000+ Twitter Followers
-  392,000+ Instagram Followers
-  300,000+ TikTok Followers

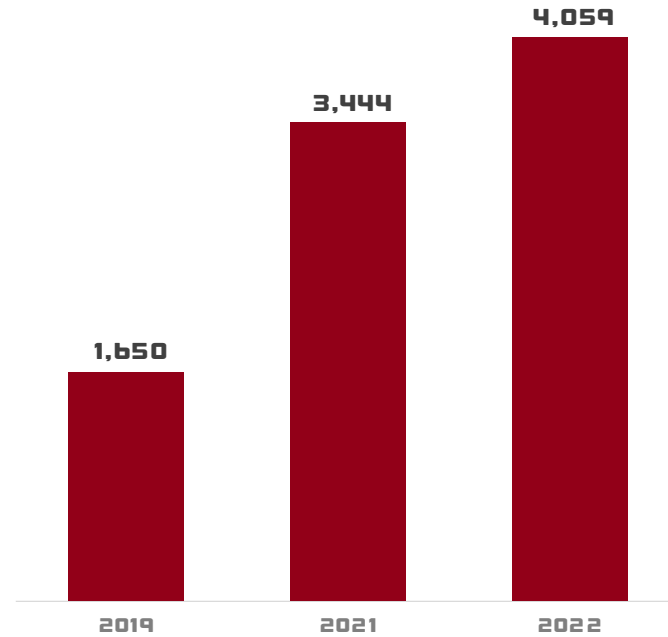


# AUDL.TU

In 2019, the AUDL introduced AUDL.tv, a proprietary streaming platform allowing fans to watch every game live for the duration of the season. The Summit produce a minimum of six home game broadcasts each year, available live to AUDL.tv subscribers. All team partners are recognized through televised game productions, including through commercial inventory. AUDL.tv can be streamed from any device and is also offered on the Roku app store.



## AUDL.TU PEAK SUBSCRIBERS BY YEAR (2019-2022)\*



\*2020 season was canceled due to COVID-19



Integrated partner promotional video to drive awareness and sales

## AUDL.TU ANNUAL VIEWERSHIP

# 200,000 VIEWS



# AUDL FAN PROFILE

## DEMOGRAPHICS

- **26%** more likely than the average American to fall between 18-29; **16%** more likely to fall between 45-59
- **64%** of the AUDL fanbase has an average household income above \$100,000
- **66%** more likely to have a graduate degree

## LIFESTYLE

- **2.1x** more likely to be interested in golfing, skiing, boating equipment, travel, luxury automobiles and jewelry
- **2.3x** more likely to make meal purchases using restaurant delivery apps
- **50%** more likely to have interests and purchases toward outdoor gear and products, trucks, camping, fishing and gaming supplies, and outdoor apparel
- **51%** more likely to be looking for help in financial planning and investments

## ONLINE BEHAVIORS AND SOCIAL CAUSES

- **3x** more likely to participate in photo sharing
- **81%** more likely to do social networking online
- **51%** more likely to support Environmental social causes
- **51%** more likely to support Health & Well Being social causes



# CURRENT SPONSORS

The Summit partners with brands that align with our values: **Integrity, Innovation, Community.**

## LEAGUE SPONSORS



## TEAM SPONSORS



# Westword

# THE OPPORTUNITY

## SPONSORSHIP

The Summit provide a unique opportunity to engage the non-traditional sports audience. There are many different levels of sponsorship that feature a wide variety of different kinds of exposure. We will work with you to professionally tailor a package that meets your sponsorship goals and budget.

Benefit	Summit Grade 1	Summit Grade 2	Summit Grade 3	Summit Grade 4	Summit Grade 5
Newsletter Inclusion	✓	✓	✓	✓	✓
Program Listing	✓	✓	✓	✓	✓
Program Ad			Quarter Page	Quarter Page	Half Page
Web Link - Partner	✓	✓	✓	✓	✓
Web Home Page Link			✓	✓	✓
Team Poster Listing			✓	✓	✓
Social Post	1 Per Month	1 Per Month	1 Per Month	2 Per Month	2 Per Month
Tickets/Game	2	2	4	4	8
PA Announcement		1 Per Game	1 Per Game	2 Per Game	2 Per Game
Promo Booth		✓	✓	✓	✓
Field Banner		✓	✓	✓	✓
Gameday Giveaway Option		✓	✓	✓	✓
Gameday Video Board Ad			✓	✓	✓
Email Get To Know Promo			✓	✓	✓
A-Frame Display				✓	✓ (Centered)
Quarter Fan Promo				✓	✓
Promo Handout				✓	✓



# CORPORATE EVENTS

- Large Group Outings
- Food/Drink/Merchandise Vouchers
- Special Gear/Discs with Company Logo to Commemorate Event
- Company PA Shoutouts and Banners
- Employees on Field for Fun Events
- Group Photo with the Summit
- Players come train the company on the sport



**COLORADO**  
**SUMMIT**

**CONTACT US**

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