

20
23

Sponsorship Package

About Us

Established in 1991, the Augusta Sports Council (ASC) is a local non-profit 501(c)3 organization that serves to strengthen the quality of life and economic well-being for the city of Augusta through recruiting, supporting and attracting sporting events.



Additionally, the ASC team seeks to host events which will provide exposure for the Augusta area as a sports destination. Each event assists in enhancing our community by supporting local economic development efforts through sports tourism. Since our start, 800+ events have been supported, recruited, or created by the ASC.

From the small to the multi-sport, these events have attracted 450,000+ athletes to the area, leaving behind more than \$200 million in economic impact.

While our work and mission goes beyond any county border, the ASC is primarily funded through a portion of Augusta-Richmond County's accommodations tax revenue, as well as event revenue generated from the Augusta Half Marathon, 10K, & 5K, and sponsorship support during the year.

More information on our programs and sponsorship benefits are included in this packet. On behalf of the Augusta Sports Council team, thank you for your interest in supporting our programs and mission! We can't wait for you to join our "team" in 2023.

SPORTS MATTER. YOUR SUPPORT MATTERS

What We Do By the Numbers

**800+
events**

Have been supported,
recruited, or created by the
ASC since 1991

10,000

Competitors that
competed in ASC
supported events in 2022

**\$22.3
million**

'22 Estimated Economic Impact

1200

local volunteers

Recruited on average each year
for ASC hosted and supported
events in our community

17,125

Hotel Rooms filled
in 2022 for supporting events
that the ASC serviced

14

\$1,000 scholarships awarded
to local graduating student
athletes in 2022

Our Mission & Impact

When you join the Augusta Sports Council team, you're supporting a non-profit whose vision and mission is to make the Augusta Metropolitan area the premiere destination in the Southeast for sporting events. You're also backing our local sports teams, clubs, and individual athletes working to attract visitors and competitors to our community.



Our Event & Community Program Profiles



All-CSRA Football Banquet/Ray Guy Award winner dinner MARCH 7

We are the home of the Ray Guy Award which is presented to the nation's best collegiate punter each year live on ESPN's Home Depot College Football Award Show. The winners of the Ray Guy Award and FCS Award are formally welcomed to our sports family during the January All-CSRA Football Banquet that we co-host with WJBF in January.

The award show is shown live on Channel 6 where four \$1,000 scholarships will be awarded to local student athletes on the All-CSRA Football teams.



Augusta Half Marathon, 10K, & 5K

FEBRUARY

The 15th annual Augusta Half Marathon, 10K & 5K event is the sports council's only owned sporting event. A local favorite, the 2023 race is expected to welcome 1300+ runners from our area and region on Saturday, February 25, 2023! All 3 race courses are USATF certified and overall and age group awards will be given out. This race also supports local charity partners. After runners run through Downtown Augusta, the Medical District, Summerville, and the Lake Olmstead /Augusta Canal a post race celebration will await them in the Augusta Common!



Medals for Miles Fun Run

FEBRUARY

The cutest fun run in Augusta will take place on Saturday, February 25, 2023! The Medals for Miles Fun Run is the kid friendly component to the Augusta Half Marathon, 10K & 5K event. The Medals for Miles program is geared for kids ages K-3. Students run, walk, or roll a total of 12 miles in any daily distance prior to the Augusta Half Marathon weekend. On Saturday, February 25th, all participating students will complete their 1.1 mile lap as a group, earning their own Augusta Half Marathon medal and t-shirt!



GAMES Scholarship Program MAY

As a GAMES Scholarship Program supporter, you are supporting 10 local scholar athletes in the next chapter in their academic career. The GAMES Scholarship began in 2011 as part of the ASC's annual G.A.M.E.S. Awards which was an annual program created to highlight outstanding amateur athletes who represented a broad spectrum of sports disciplines in the area. To date, the Augusta Sports Council has awarded over \$68,000 in college scholarships to 58 graduating high school student athletes in the Augusta community.



IRONMAN 70.3 Augusta** SEPTEMBER

The annual event is considered one of the largest IRONMAN events in North America. About 3,500 participants from all of over the world will swim 1.2 miles in the Savannah River, 56 mile bike through South Augusta, concluding with a 13.1 mile run through Downtown Augusta.

Event sponsorship and expo activation opportunities are available through IRONMAN.

Experience Augusta Celebration NOVEMBER

In collaboration with Destination Augusta and Film Augusta, the Experience Augusta Celebration is the annual tourism celebration in our community.

Together with our local partners and attractions, the event includes local music, food, highlights of our local hospitality industry's accomplishments throughout the year, and future project announcements coming to our community in the new year!



Community Sports Group Meetings YEAR ROUND

Augusta is home to over 60+ amateur sports clubs! Quarterly meetings and gatherings with our local sports groups allows us to connect, brainstorm, and strategize for each groups sport on a grassroots level. In addition to our quarterly meetings, the ASC also awards sports development funding throughout the year to assist with locally hosted events.

**Additional Sponsorship Opportunities:

3 additional events will be included in our 2023 schedule. Event announcement to come in early 2023.
in-kind donations are welcome and are negotiated separately.

Sponsorship Levels & Benefits

All sponsorship levels include:

- Listing in Annual Report
- Signature event registration discounts
- Recognition on ASC Website, monthly e-newsletter, and social media throughout the year
- Ticket priority to ASC banquets and annual Experience Augusta Celebration
- VIP hospitality opportunities at ASC hosted events

Benefit	\$500 Contribution	\$2,500 Contribution	\$5,000 Contribution	\$10,000 Contribution	\$20,000 Contribution
Augusta Sports Council team branded item	✓	✓	✓	✓	✓
Quarterly Community Sports Group meeting supporter	✓	✓	✓	✓	✓
Presenting Sponsor of 2023 AHM event- logo prominently displayed on all event promotional materials and event shirts					✓
Logo included in Augusta Half Marathon event signage, website and media promotions		✓	✓	✓	✓
Medals for Miles Fun Run supporter. Logo included on fun run t-shirts		✓	✓	✓	✓
COMP entries for the 2023 Augusta Half Marathon, 10K & 5K	1 complimentary entry	2 complimentary entries	5 complimentary entries	7 complimentary entries	10 complimentary entries
Vendor Table Option/Goody Bag opportunity at Augusta Half Marathon, 10K & 5K	✓	✓	✓	✓	✓
GAMES Scholarship Supporter- Logo included on scholarship check and presentation opportunity.		1 sponsored Scholarship	2 sponsored Scholarships	3 sponsored Scholarships	4 sponsored Scholarships
All CSRA Football Scholarship Supporter-Logo included on scholarship check & presentation opportunity. Post award show dinner with 2022 Ray Guy Award & FCS Winner.				2 sponsored Scholarships	2 sponsored Scholarships
Experience Augusta Annual Celebration Sponsor (Attendee gift or Music sponsor)			✓	✓	✓
Priority logo placement/Additional sponsor benefits for soon to be announced 2023 ASC hosted events			✓	✓	✓

Sponsorship Agreement

SPONSORSHIP LEVEL

I would like to support the Augusta Sports Council in 2023 at the level indicated below:

\$20,000
Level

\$10,000
Level

\$5,000
Level

\$2,500
Level

\$500
Level

I would like to donate \$ _____ towards the ASC's annual 2023 GAMES Scholarship Fund.

CONTACT INFORMATION

Business Name: _____

Contact: _____ Phone: _____

Address: _____

Email Address: _____

I prefer to remain anonymous on any displays or marketing materials

PAYMENT INFORMATION

A check is enclosed (made payable to the Augusta Sports Council)

Please invoice me (provide name and email)

LOGO DISPLAY

Please use the following information for display purposes:

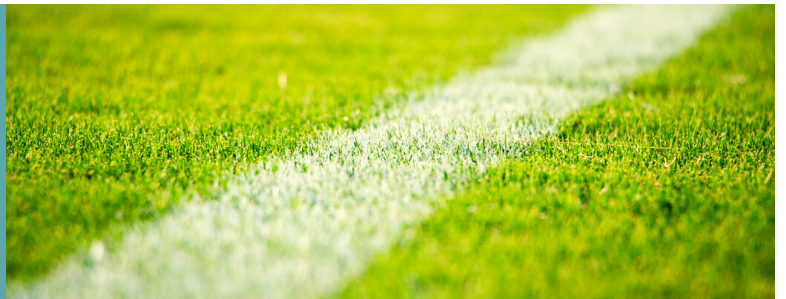
Sponsor name as it should appear on marketing materials: _____

To ensure placement of name or logo on event promotional items for the 2023 Augusta Half Marathon event, such as t-shirts, please return completed form by 1/27/23.

Email completed form to:
Michelle@augustasportscouncil.org or
mail to P.O. Box 1331, Augusta, GA 30903



AUGUSTA
SPORTS COUNCIL



1010 Broad Street
Augusta, GA 30901
+706-722-8326

michelle@augustasportscouncil.org
www.augustasportscouncil.org
[@augustasports](https://www.instagram.com/augustasports)