



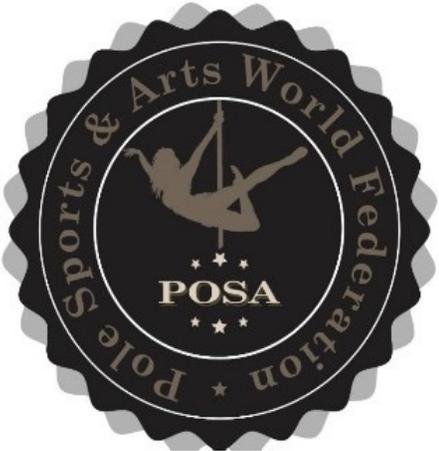
**2024 SPONSORSHIP OPPORTUNITIES**



**USPSF NATIONAL  
CHAMPIONSHIPS  
TUCSON, AZ  
AUGUST 23-25  
2024**

**USPSF**  
**Our Future is Olympic!**

**AMATEUR  
AND  
ELITE**





# LETTER TO OUR SPONSORS

Dear Potential Sponsors,

We appreciate you reviewing our sponsorship deck and considering becoming a sponsor of the USPSF. As a sponsor, you are supporting the athletes and allowing us to continue shaping our industry and the future of our sport. We rely on our amazing sponsors to help us put on competitions while also providing resources, opportunities, and support to our pole and aerial competitors.

We see sponsorship as a partnership that allows us to support and promote those businesses that provide products and services that benefit our pole and aerial community. We are committed to providing as many opportunities as possible for sponsors' brands and messages to be shared with our athletes and national and international audiences.

We have built sponsorship packages to assist with various branding and marketing needs across a range of platforms and social channels. We understand that every business has different goals and finances and that no one-size-fits-all solution exists, so we've created sponsorship packages to help fulfill those distinct needs. We hope you will join us as a sponsor and support us in our mission to grow this sport for the benefit of our athletes and the future of our industry.

Sincerely,

The USPSF Executive Team



# ABOUT US

The US Pole Sports Federation (USPSF) is the national federation and governing body for Pole Sports in the United States. Founded in 2014 by Summer Vyne, as the US Pole Sports Federation, USPSF is a 501c3 nonprofit organization as well as a non-governmental national organization incorporated under US law. We exist to promote pole sport and its athletes as we strive for Olympic Recognition.

The USPSF is a community leader who is working to have Pole Sports recognized globally as a sport and eventually included in mainstream sports events and the Olympic Games. USPSF's mission is to promote, administer, and develop pole and aerial sports for athletes of all ages, levels, and backgrounds throughout the United States. Each year we hold competitions in Pole Sport, Pole Art, Aerial Hoop Sport, Aerial Hoop Art, Aerial Silks Sport, and Aerial Silks Art. Our top athletes make up TEAM USA, and go on to compete at the POSA World Championships.





# USPSF IN THE COMMUNITY

## International Participation and Recognition

USPSF is a member of the Pole Sports & Art World Federation (POSA), one of the international governing bodies for pole and aerial sports and the host of the Pole Sport World Championships, World Pole Art Championships, World Aerial Sports Championships and World Aerial Arts Championships.



## USA Sports Council Member

The USPSF has been accredited by the USA Sports Council. We are recognized as the governing body of Pole Sport in the USA, and are an active member of the USA Sports Council.





# USPSF AT WORK

## Mission

To create, regulate, administer, and develop Pole and Aerial Sports and Pole and Aerial Art in the United States for the benefit of millions of athletes of all ages and levels.

## Objectives

- To advance, promote, and protect the character, status, and interests of Pole and Aerial Sports throughout the United States.
- To collaborate with the International Federation to create standardized rules for regional and international competitions.
- To enforce the Code of Conduct and Standards of Ethics for both athletes and officials.
- To advise and assist USPSF Regional Member Bodies and Associate Members with the administration of Pole and Aerial Sports in their respective regions and organizations.
- To represent the United States and Pole Sports in the Olympic Movement.
- To contribute to the advancement of the pole and aerial community by assisting, creating, collaborating, and educating studio owners and coaches.

## Vision

We hope to educate and inspire the general public and future athletes about the benefits of Pole and Aerial Sports and competitions. Our goal is to assist the POSA World Federation in gaining sporting recognition for Pole Sports by collaborating with local sporting agencies/councils and the US Olympic Committee.



# MEET OUR TEAM

The USPSF executive team is made up of passionate volunteers dedicated to advancement of pole and aerial sport while fulfilling the mission, vision and goals of the USPSF.



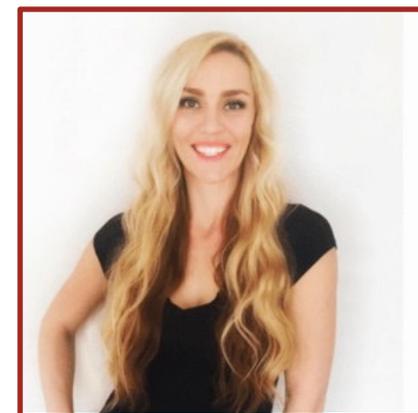
Katrina Wyckoff  
President



Odette Tan  
Vice President



Susan Stevens  
Aerial Athlete Chair



Sarah Samuelson  
Pole Athlete Chair



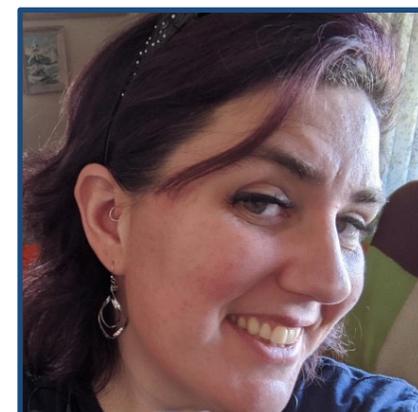
Michelle Jones  
Judges Chair



Ashley Robinson  
Committee Member



Valerie Fisher  
Operations Manager



Tamara Turnidge  
Social Media Manager

(not pictured: Mike Wyckoff, Vice President)



# USPSF COMPETITIONS

The USPSF Pole and Aerial Championships are intended to meet POSA World Federation standards as well as Olympic goals. Our Semi-Final and National events lay the groundwork for the future of pole and aerial sports, and serve as a competitive showcases for the pole and aerial community to educate the public on the professionalism, athleticism, beauty, and grace of our sport. From our Pole Sport competition and Pole Art America competition, qualifying athletes can advance to the POSA World Pole Championships, and our qualifying Aerial Sport athletes can advance to the POSA World Aerial Championships.

## Pole

- Pole Sport Championships
- Pole Art Championships

## Aerial

- Hoop Sport Championships
- Hoop Art Championships
- Silks Sport Championships
- Silks Art Championships





# DIVISIONS AND AGES

We are proud to offer inclusive competitive opportunities to pole and aerial athletes of all levels of ability and ages, from youth (6 years) to Masters (50+).

## Divisions:

- Amateur
- Competitive
- Para-athlete (para pole/aerial)

## Age Categories

- Varsity (6-9 yrs)
- Junior A Individual and Doubles (10-14 yrs)
- Junior B Individual and Doubles (15-17 yrs)
- Junior Doubles Mix
- Senior (over 18 yrs)
- Senior Men Mix (over 16 - for Pole Sport Competitive only)
- Senior Doubles (ages 18+)
- Masters 40+ (over 40 yrs)
- Masters 50+ (over 50 yrs)
- Group Mix (3-6 athletes over 15 yrs)
- Trios (over 15- pole sport only)





# ANNUAL EVENTS

Each year the USPSF hosts two competitions for pole and aerial athletes, Virtual Semi Finals and the National Championships as well as Code of Points training, Judges Certification Training and a variety of live and virtual workshops to help prepare athletes for the competition stage.

## Virtual Semi-Finals

Competing in the Semi-Finals allows athletes to create a routine that will be judged by our Certified Judges. This valuable feedback gives the athlete an advantage when competing at Nationals. Athletes are not required to compete in Semi-Finals in order to qualify for Nationals. New judges under apprenticeship have the opportunity to gain practical judging experience during Virtual Semi-Finals.

## National Championships

The USPSF National Championships is held over three days and showcase the talents of US pole and aerial athletes, awards the 2024 US Champions, and sends them to the annual POSA World Championship Competitions to represent the USA.



# 2024 ATHLETE ADVANCEMENT

We are proud to be a gateway of advancement for our athletes to compete at higher levels and on international stages as they represent the USA.

## USPSF National Championships 2024

The 10th Annual USPSF National Championships 2024 will be held on August 23-25 in Tucson, AZ.

Athletes who have placed top 3 (three) in the each category in the national competition will automatically qualify for POSA

World competitions:

- World Aerial Art Championship 2024, Athens, Greece- Oct 18-20, 2024
- POSA Pole Sport and Aerial Sport World Championships 2024, Sassuolo, Italy- Nov 27- Dec 1, 2024
- POSA World Pole Art Championship 2024 – Rome, Italy- Dec 13-15, 2024



# 2024 NATIONALS DETAILS

The 2024 USPSF National Pole and Aerial Championships will be held at the Berger Performing Arts Center in Tucson, AZ

When: Friday August 23 - Sunday August 25, 2024

Where: Berger Performing Arts Center , 1200 W. Speedway Blvd.

Audience Capacity: 500

Vendor Capacity: 10



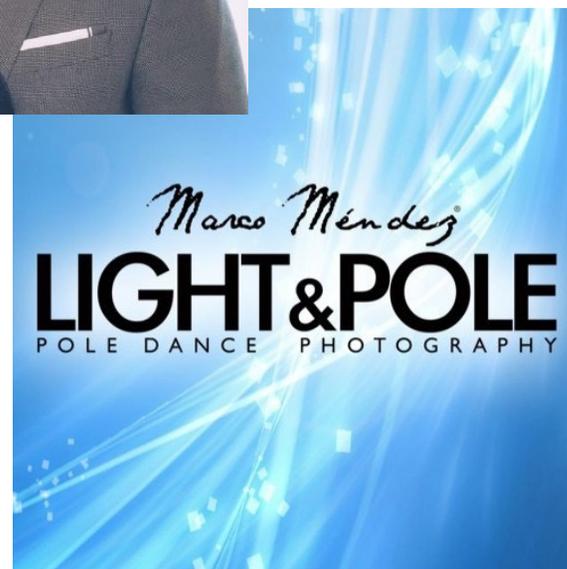


# 2024 NATIONALS COVERAGE

We are pleased to share that photo and video coverage for the 2024 USPSF National Pole and Aerial Championships will be provided by Marco Mendez of Lite and Pole Photography.

For 16 years, Marco Mendez has been an International Pole Dance Photographer known as Light&Pole. He has covered nearly 50 competitions worldwide and shows like Pole Theatre World, Las Vegas Pole Expo, the USPSF Nationals, POSA Worlds, and CSIT Games among many others.

He also previously hosted the podcast "Light&talk" where he chatted with polestars and Cirque du Soleil's artists. We are extremely honored to have him back to capture the talent, athleticism and magic at the USPSF 2024 National Championships!





# LOCAL POLE & AERIAL STUDIOS

The nearby pole and aerial community is vast and we are thrilled to have the opportunity to connect with them during the 2024 USPSF National Pole and Aerial Championships. Local studios include:

- Vertica Fitness Tucson
- Vertica Fitness Oro Valley
- Vertica Fitness South Tucson
- Prowess Pole Fitness
- Purple Palace Pole Studio
- Express MiE
- Polefiction by Trish
- Pole Goddess Studios
- Paradise Pole Fitness
- Pole Impact
- Circus Sanctuary
- Violet Flame Studios
- Pole Power Fitness
- Beautiful Bodies Pole Dance Fitness
- Studio Divine
- Skylark Studios
- Aerial Ovation
- AIR Aerial Fitness
- Arizona Circus Center
- AeroTerra Arts
- Elevate Yoga and Wellness
- Circus Academy of Tucson
- Momentum Aerial
- Take Flight Yoga and Movement
- Tough Lotus Bungee
- Twisted AF
- Southwestern Aerial Studios
- Vertical Fix
- Tucson Circus Arts
- Suspended Fluidity



# SPONSORSHIP PACKAGES

We hope to collaborate with aligned partners to bring this exciting sport to all communities worldwide. With your assistance, the federation's commitment to bringing elite athletes to represent our country will be even more successful. The marketing campaign is underway and will be in full swing beginning May 2024 and lasting until August 2024.

All Sponsorship Packages include our sponsor essentials:

- Official USPSF Sponsor Seal
- Logo and link included on the sponsorship page of the USPSF website
- Individual welcome sponsor post on social media
- Advert in the event program (size will vary)
- Option to include your products/marketing materials in the competitor swag bag
- Inclusion/mention in social media posts and stories
- 10% discount on additional tickets for USPSF National Championships

## Sponsorship Package Options

- |                                      |                                |                               |
|--------------------------------------|--------------------------------|-------------------------------|
| • Annual Sponsor - 1 available       | • Gold Sponsor - 3 available   | • Team USA Track Suit Sponsor |
| • Title Sponsor - 1 available        | • Silver Sponsor - 4 available | • Team USA Tank Top Sponsor   |
| • Livestream Sponsor - 1 available   | • Bronze Sponsor - 5 available | • Nationals Tank Top Sponsor  |
| • Kiss and Cry Sponsor - 2 available | • Studio Sponsor               | • Prize Sponsor               |
| • Pole Cleaner Sponsor - 2 available |                                |                               |





# STAGE BRANDING OVERVIEW

Our Title, Gold, Silver and Bronze sponsors will have the option to provide branding/signage for wrapping of the competition stage. (Sponsor provides at their cost.) This prime placement will be seen by all competitors, audience, media and captured in photo and video of each performance.





# ANNUAL SPONSOR

USPSF Annual Sponsor - \$10,000 (1 available)

Annual sponsorship is for the person/organization that wishes to support USPSF on an operational level and maintain a long term partnership for the advancement of pole and aerial as a sport and on the competitive stage. As the annual sponsor you'll spend the year collaborating with us and being a part of all USPSF events, communications, marketing and more! Funds will be used for programming to support our athletes, compensating judges, putting on our Virtual Semi-Finals and National Championships, and to support our staff for the work they do to help keep USPSF running.

Your package includes all of the sponsor essentials, plus:

- Your branding included/wrapped around our social pages for the year
- Inclusion in all USPSF newsletters and media announcements for the year
- 2 dedicated posts and tagging (@#) each month on USPSF social media
- Virtual Semi Finals presented by [YOUR name here!]
- Vendor table at USPSF National Championships
- Logo featured at the top of the sponsor page on our website
- 30-60 second commercial ad played up to 2 times during each competition at USPSF National Championships
- Full page program ad in the digital program
- 4 VIP seats at USPSF National Championships
- On stage promotions and announcement for sponsor
- Logo displayed in the athletes' waiting area





# TITLE SPONSOR

Title Sponsor For Nationals - \$5000 (1 Available)

The title sponsor will have its name/brand as a part of the competition name and will be centerstage throughout the competition.

USPSF National Championships Powered by: [YOUR name here!]

Your package includes all of the sponsor essentials, plus:

- Exclusive Naming rights of the event - USPSF Events 2024 powered by [Company Name]
- Option to send a company representative to be on stage during awards ceremony to help award medals
- The option to create a banner to wrap the base of the stage
- Vendor table at competition
- Logo featured at the top of the sponsor page on our website
- 30-60 second commercial ad played up to 2 times during each competition at USPSF National Championships
- Full page program ad in the digital program
- 4 VIP seats at USPSF National Championships
- On stage promotions and announcement for sponsor
- 2 dedicated social media posts/stories and tagging (@#)
- Logo displayed in the athletes' waiting area
- Logo and link included in all pre and post competition newsletters





# GOLD SPONSOR

Gold Sponsor - \$2500 (3 available)

Your package includes all of the sponsor essentials plus:

- Vendor table at competition
- Logo featured on the sponsor page on our website as a Gold Sponsor
- 30-second commercial ad played up to 2 times during each competition at USPSF Nationals
- Full page promotion ad in the digital program
- On stage promotions and announcement for sponsor
- 3 VIP seats at USPSF National Championships
- 2 dedicated social media posts/stories and tagging (@#)
- Logo displayed in the athletes' waiting area
- Logo and link included in all pre and post competition newsletters





# SILVER SPONSOR

Silver Sponsor For Nationals - \$1000 (4 Available)

Includes all of the sponsor essentials, plus:

- Vendor table at competition
- Logo featured on the sponsor page on our website as a Silver Sponsor
- 30-second commercial ad played up to two times during each competition at USPSF Nationals
- Half page promotion ad in the digital program
- On stage promotions and announcement for sponsor
- 1 VIP seat at USPSF National Championships
- 1 dedicated social media posts/stories and tagging (@#)
- Logo displayed in the athletes' waiting area
- Logo and link included in all pre and post competition newsletters





# BRONZE SPONSOR

Bronze Sponsor - \$500 (5 available)

Includes all of the sponsor essentials plus:

- Logo featured on the sponsor page on our website as a Bronze Sponsor
- 30-second commercial ad played up to two times during each competition at USPSF Nationals
- Quarter page promotion ad in the digital program
- On stage promotions and announcement for sponsor
- 1 VIP seat at USPSF National Championships
- 1 dedicated social media posts/stories and tagging (@#)
- Logo displayed in the athletes' waiting area
- Logo and link included in all pre and post competition newsletters





# PRIZE SPONSOR

Prize Sponsor For Nationals - \$100 or \$500 value

Prize sponsors are companies that wish to provide products, services (or funds that will go towards the purchase of products and services) that will be used as prizes at Nationals and for promotional activities online in support of Nationals. Prizes may be awarded to the 1st, 2nd and 3rd place winners at competition and/or to be given away for multiple contests run exclusively on our social media for the public prizes for our competition winners. Public winners will receive sponsor goods and be promoted throughout June 2024 to August 2024 on all USPSF Social Media. Competition winners will receive prizes at awards ceremony.

Prizes can be anything that is directly related to or slightly adjacent to the needs of our pole and aerial competitors and audience. This includes, but is not limited to, pole/aerial/fitness wear, training gear, health and wellness products/services and coaching and educational resources, or discounts on products/services.

Includes all of the sponsor essentials.

- Inclusion/mention and tagging (@#) in social media posts/stories
- Listed as a sponsor in the competition program



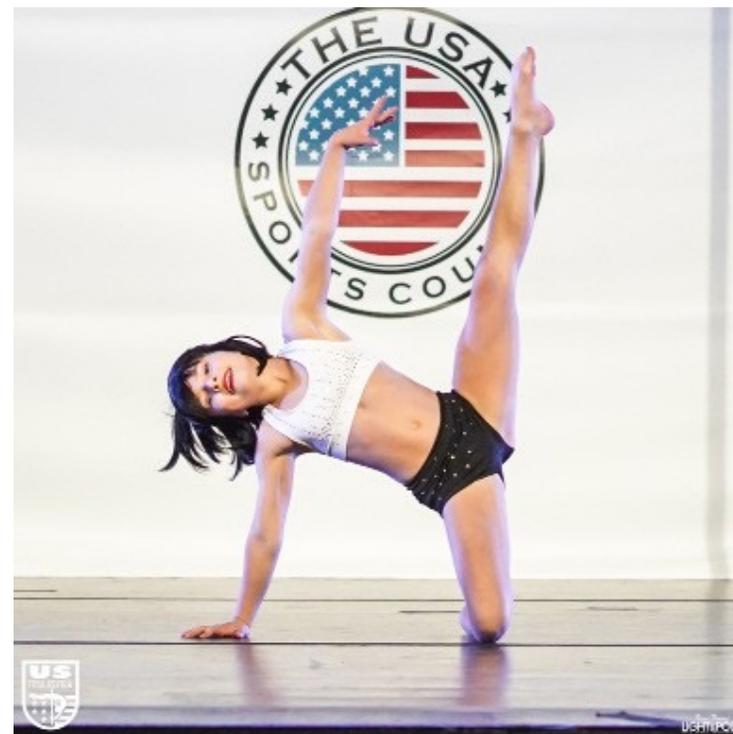
# POLE CLEANER SPONSOR

Pole Cleaner Sponsor - (2 available)

The pole cleaners will wear your company tank top, shorts and/or pole gear (gloves, anklets, kneepads) while pole cleaning, in between each athlete performance and during the awards ceremony. Pole cleaner sponsor have the option of providing attire (full or partial) or provide funding for the purchase of attire. We have three pole cleaner sponsorships available: shirts, shorts/sticky pants and gloves/anklets.

Includes all of the sponsor essentials plus:

- On stage promotions and announcement for sponsor
- Inclusion/mention and tagging (@#) in social media posts/stories
- Access to professional photos of pole cleaners in your branded attire
- Listed as a sponsor in the competition program





# STUDIO SPONSOR

## Studio Sponsor For Nationals - \$250

Studio sponsorship is ideal for local studios that want to promote and attract new students, and for those with competitors at the competition that you want to publicly recognize. You can use your allotted announcements to promote your studio or wish competition team or individual competitors luck with a personalized ad in the program and on social media.

Includes all of the sponsor essentials, plus:

- Competitor good luck announcements or 15-30 second studio commercial ad played up to 2 times during each competition at USPSF National Championships
- 1/8 ad in the digital program that can be used as a team/competitor/studio promotion
- Dedicated social media story that can be used as a team/competitor/studio promotion
- Inclusion/mention and tagging (@#) in social media posts/stories
- Listed as a sponsor in the competition program





# CLOTHING SPONSORS

Tank Top Sponsor for Nationals - \$4000 (1 available)

Your company logo will be on the tank top provided to competitors, judges, and support staff. No other logos will be present except for USPSF logo.

Team USA Track Suit Sponsor - \$5500 (1 available)

All Team USA athletes must have a matching official national tracksuit during World competitions. Your company logo will be on the jacket. No other logos will be present except for USPSF logo and United States Flag emblem as required by POSA.

Team USA Tank Top Sponsor - \$1500 (1 available)

All Team USA athletes must have matching tanks to be worn during World competitions. Your company logo will be on the t-shirt/tank top. No other logos will be present except for USPSF logo.

All clothing sponsorships Include all of the sponsor essentials plus:

- Logo presented at the top of the sponsor page on our website
- On stage promotions and announcement for sponsor
- Access to professional photos of competitors in your branded attire
- 2 dedicated social media posts/stories and tagging (@#)
- Logo and link included in all pre and post competition newsletters





# KISS AND CRY SPONSOR

Kiss & Cry Sponsor - \$650 (2 available)

The Kiss and Cry is where athletes go after their performance to wait for their scores to be announced. This area is limited to the athlete and their coach or support team. It is broadcasted live on the big screen at the competition arena. We will be accepting two Kiss and Cry sponsors - one aerial and one pole.

Includes all of the sponsor essentials plus:

- The option to create cover page with your logo only on Kiss and Cry TV.

No other logos will be present except for USPSF logo.

- On stage promotions and announcement for sponsor
- 1 dedicated social media posts/stories and tagging (@#)
- Logo and link included in all pre and post competition newsletters





# LIVESTREAM SPONSOR

Livestream Sponsor For Nationals - \$1,000 (1 available)

Throughout the competition weekend, we'll have a livestream running so that those far and wide can watch and be inspired by the competition. Livestream will be the Title Sponsor for the Livestream feed.

Includes all of the sponsor essentials, plus:

- Your company logo will be on the livestream cover page. No other logos will be present except for USPSF logo.
- On stage promotions and announcement for sponsor
- 1 dedicated social media posts/stories and tagging (@#)
- Logo and link included in all pre and post competition newsletters





# PARTNERSHIP MARKETING

## Partnership Marketing

Are you a creator at heart or find yourself working with a limited budget? Collaborating with us on partnered marketing activities might be just the right fit! Together we'll create, link and swap on joint marketing materials and share those with our audiences.

### Ideas Include:

- Providing an exclusive USPSF discount - shared on our partnership page and socials.
- Newsletter swap
- Social media post/story swap
- IG/FB Live Interviews
- Product reviews by our Team USA Athletes, Judges and staff.
- Co-sponsored contests and giveaways
- Creating a new resources for our shared audiences
- Guest blog posts





# VENDOR OPPORTUNITIES

## Vendor Booths - \$250 ( available)

We want you and your products at Nationals! We are excited to announce that vendor tables will be available for companies that wish to have a dedicated spot to show off and sell your goods and services. Vendor tables will be set up around the perimeter of the competition arena, in prime visibility and access to all of our competitors and audience members.

## Vendor Table Packages Include:

- Vendor table and space
- Vendor stand - Use of an allocated stand for the competition weekend
- Option to include your products in the competitor swag bag

\*Does not include electricity and wi-fi. There will be electricity available to a minimal amount of vendors on a first come/first serve basis at time of vendor contract with USPSF. Wifi is not available. However, there is cellular reception at the BPAC.





# NUMBERS AT A GLANCE

Our online audience reach extends over 35,000 followers. We are present and active on Facebook, Instagram and in individual Facebook groups for competitors and judges. Our Facebook and Instagram pages are regularly updated with links, photos, and event information. We also frequently tag POSA (who also reshares our posts), which will help drive national and international traffic to your site as a result of your sponsorship presence. Our athletes, judges and staff also contribute to viral sharing and success of information, sponsors and more!

- USPSF Facebook Followers: 9,500
- POSA Facebook Followers: 13,000+
- USPSF Instagram Followers: 6200
- POSA Instagram Followers: 11,900+





# CONTACT US

Thank you for making it to the end of our sponsorship deck. We sincerely hope that you will consider partnering with us by becoming a sponsor. We know that your needs, goals and budgets are specific to your company and we are here to help support those individual needs. We also embrace crazy ideas, listen to feedback and are always open to chatting more with you about partnership opportunities. If you're interested in becoming a sponsor (or if you have questions) please contact us at:

[president@usapolesports.org](mailto:president@usapolesports.org).

Website: [www.uspscompetitions.com](http://www.uspscompetitions.com)

Facebook: [www.facebook.com/uspolesportsfederation](http://www.facebook.com/uspolesportsfederation)

Instagram: [@uspolesportsfederation](https://www.instagram.com/uspolesportsfederation)

YouTube: [www.youtube.com/@uspolesportsfederation4210](http://www.youtube.com/@uspolesportsfederation4210)

