

SPONSORSHIP INFORMATION



20

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315 HEPBURN STREET
WILLIAMSPORT, PA 17701
WWW.THELIBERTYARENA.COM

Liberty ARENA



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Our Goal:

To positively impact all of our guests through activities that build character, strengthen families and friendships, promote healthy fun and competition, and present an opportunity for each and every one of you to play YOUR way!



“The Liberty Arena has been great to work with and a valued partner with the Williamsport Crosscutters literally since they opened their doors. Their partnership has provided great value to our organization and to Cutters fans year after year. Their commitment to the community shows in everything they do.”

-Gabe Sinicropi

VP WILLIAMSPORT CROSSCUTTERS



The Liberty Arena is a great place for children and adults to develop their skills, and more importantly, Have Fun!

-Mike Mussina

HALL OF FAME PITCHER

OVERVIEW

As the largest and most innovative sports, entertainment and event complex in North Central PA, the Liberty Arena is the ultimate destination for families, friends, athletes, businesses and guests alike. At the Liberty Arena, we are committed to uniting families and friends through sports, entertainment, and events!

Our model brings together attractions, entertainment, and quality food under one roof. At The Liberty Arena we strive to operate the finest family entertainment center in North Central PA, with first class facilities, dynamic programming, unrivaled attractions, quality entertainment, and diverse special events.

THE LIBERTY ARENA

The Liberty Arena features 2 indoor soccer fields good for flag football, ultimate frisbee, baseball, softball, and of course, soccer. We also have pitching lanes and batting cages available for rent.



KAOS FUN ZONE

Kaos Fun Zone is home of 4 great attractions that are fun for the whole family. We have a trampoline park, laser tag, bowling, and a full arcade. There's something for everyone.

SCORZ BAR AND GRILL

Scorz Bar and Grill is Williamsport's finest sports bar and restaurant featuring American cuisine and 15 HD screens which ensure you'll never miss any sports action each week.



WHY SPONSORSHIP?

BUILD BRAND AWARENESS
REACH YOUR TARGET MARKET &
INCREASE SALES

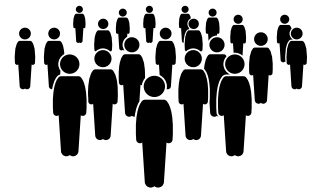


An advertising sponsorship with The Liberty Arena will enable you to increase your market reach by communicating your marketing message to a large scale audience, heightening your visibility and helping build brand awareness and loyalty. Please connect with us to see how we can best promote your business through sponsorships and be successful together.

Marketing Reach

HIGH VOLUME OCCUPANCY

The Liberty Arena has over 160,000 visitors per year which makes it one of the highest attended facilities in North Central Pennsylvania.



CAPTIVE/REPEAT AUDIENCE

From Athletes to parents and spectators, guests of The Liberty Arena return time and again for tournaments, leagues, clinics and camps. This provides repeat impressions for your business. Our various sponsorship packages offer your business the opportunity to display your business name on banners and a digital screen.



DIRECT DISTRIBUTION

The Liberty Arena has a large email database with over 25,000 customers, an engaged constantly growing Facebook following and a dynamic website where your business would be listed and featured as a sponsor.



WWW.THELIBERTYARENA.COM

THE LIBERTY ARENA PROVIDES AN EXCEPTIONAL PLATFORM TO REACH A UNIQUE DEMOGRAPHIC IN THE SUSQUEHANNA VALLEY. NUMEROUS LOCAL COMPANIES AND ORGANIZATIONS HAVE BENEFITED FROM THE LIBERTY ARENA SPONSORSHIP



Location

The Liberty Arena is located in Downtown Williamsport, Pennsylvania and is within walking distance to numerous restaurants, shopping and entertainment options. Events and programs at The Liberty Arena draw participants from as far away as two hours allowing your business to have a farther reach to out of town customers.



Brand Association

When you make the wise choice to partner with the Liberty Arena for a sponsorship, your business will benefit by being seen by thousands of participants and spectators each week. We offer packages that include signage options, website presence, digital advertising, social media and email promotions.



Support Local Athletics

Your partnership with the Liberty Arena not only benefits your business with new and repeat visitors, but it also allows us to enhance our services to the community that we all serve, and grow youth and adult sports in our area.

Demographics

AGE



3yrs-7yrs



8yrs-18yrs



29yrs-45yrs

Gender



Male



Female

Psychographic Profile

The Liberty Arena generally attracts people with active lifestyles who are health conscious and competitive. They are often influencers such as coaches, athletic directors, parents and community role models

Personas

Athletes, parents, spectators, weekend warriors, out of towners, family entertainers

Annual Sponsorship Packages

Rookie \$1,000



- 1/3 glass decal on glass wall by batting cages.
- Company logo or messaging displayed on digital screens throughout property (1 slide).
- 1 Email Campaign promotion using banner ad.

Starter \$2,500



- 1/2 glass decal on glass wall by batting cages.
- Company logo or messaging displayed on digital screens throughout property (2 slides).
- 3 Email Campaign promotions using banner ad.
- 3 Social Media promotions on Arena ad channels.
- Display Rack Sales collateral permitted on site for distribution.

All-Star \$4,000



- Full glass decal on glass wall by batting cages.
- Banner to be installed in sports field area (4X8).
- Company logo or messaging displayed on digital screens throughout the property (2 slides).
- 6 Email Campaign promotions using a banner ad.
- 6 Social Media promotions on Arena ad channels.
- Display Rack Sales collateral permitted on site for distribution.
- Logo added to Liberty Arena website on homepage which rotates corporate partners.

Other Sponsorship Opportunities



Batting Cage Sponsor

Be the official Sponsor of 1 our our 8 Batting Cages. When customers call in "we have the "sponsor name here" cage open"



Party Room Sponsor

There are 2 party rooms at The Liberty Arena that customers can call and reserve. Be the official sponsor and when customers call we will give them the "sponsor" room.



Golf Simulator Sponsor

There are currently 2 state of the art golf simulators at The Liberty Arena. Various Leagues and rounds are played on. Sponsor one of our simulators and it will be known as the "sponsor" Golf Simulator.



Corporate Partnership

Corporate level sponsorships that allows employees and families to use the facilities at reduced fees. From company events to family gatherings it is a great way to give back to employees.



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