



The City of Northglenn has created a fun and dirty summer event – Mudapalooza – and we want you to join in the fun!

In 2009, we are estimating 36 teams of 8 to 12 players playing in a “Round Robin” tournament on eight courts, recreational format, with single elimination playoffs.

The city estimates 150 spectators with 350 participants on site for the 2009 tournament and is seen as an event that is continuing to grow in size.

We would love to have you involved to make this a long standing annual summer event for years to come.

Seven teams play each other on one net for a total of six matches. Round robin and play-off matches consist of one game to 15 points or 20 minutes, whichever comes first. Many players will be staying on-site all day to enjoy the games, music and mud.

A portion of the proceeds of Mudapalooza will benefit the Leukemia/Lymphoma Society for their research effort to cure cancer.

The Leukemia & Lymphoma Society is a national voluntary health agency dedicated to curing leukemia, lymphoma, Hodgkin's disease and myeloma, and to improving the quality of life of patients and their families.



Information

- 8:30 a.m. - 4 p.m.
- Saturday, June 13, 2009
- Northwest Open Space,
W. 112th Avenue and
Ranch Drive

Demographics

- 270 players representing:
- 4 corporate teams and
- 19 friend/family teams
- The average player is 25-35 years old
- Male/female ratio is 50:50

Contact: Brian Magnett,
Facility and Sports Supervisor
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11801 Community Center Drive,
Northglenn, CO 80233-1099



Sponsorship Opportunities

Title Partner

\$2,000

- Name mentioned as the title sponsor on 70 30-second Mile High Sports Radio AM 1510 radio commercials and at four remote broadcasts prior to the event.**
- Logo and name placed on the Web site and daily e-mail blasts to the Mile High Sports database for 60 days. (7,000 daily readers)**
- Logo placed on 1/3 page ad in Mile High Sports

Magazine in April and May. (62,000 monthly readers)**

** - Mile High Sports Radio /Magazine package is valued at over \$10,000, for a savings of \$8,000.

- Logo placed in city's Summer Recreation Brochure. Note deadline: Feb. 15. (Circ. 20,000)
- Logo placed in monthly e-newsletters. (Circ. 5,000)
- Logo on 5,000 event flyers distributed by grassroots efforts.
- Logo on tournament

banner to be displayed on city's I-25 marquee. 200,000 cars pass this sign per day.

- Recognition in The Northglenn Connection monthly newsletter. (Circ. over 13,000)
- Recognition in a Northglenn-Thornton Sentinel ad. (Circ. 5,850)
- Logo on 360 tournament t-shirts.
- Inserts put in team packets.
- Booth space at tournament to promote your organ-

ization, sample new or existing products. You must supply your own banner.

- Named placed on Leukemia/Lymphoma Foundation mailings through their database.
- Free all-day pavilion rental at E.B. Rains Jr. Memorial Park for your business for up to 200 people. (\$550 value)
- Two complimentary team registrations, including 12 shirts per team. (\$650 value)

Gold Partner

\$1,000

- Logo placed on 1/3 page ad in Mile High Sports Magazine in April and May. Value is \$2,400. (62,000 monthly readers)
- Logo placed in city's Summer Recreation Brochure. Note deadline: Feb. 15. (Circ. 20,000)
- Logo placed in monthly e-newsletters. (Circ. 5,000)
- Logo on 5,000 event flyers distributed by grassroots efforts.
- Recognition in a Northglenn-Thornton Sentinel ad. (Circ. 5,850)
- Logo on 360 tournament t-shirts.
- Inserts put in team packets.
- Booth space at tournament to promote your organization, sample new or existing products. You must supply your own banner.
- Named placed on Leukemia/Lymphoma Foundation mailings through their database.
- Free all-day pavilion rental at E.B. Rains Jr. Memorial Park for your business for up to 200 people. (\$550 value)
- Two complimentary team registrations, including 12 shirts per team. (\$650 value)

Silver Partner

\$600

- Logo placed in city's Summer Recreation Brochure. Note deadline: Feb. 15. (Circ. 20,000)
- Logo placed in monthly e-newsletters. (Circ. 5,000)
- Logo on 5,000 event flyers distributed by grassroots efforts.
- Recognition in a Northglenn-Thornton Sentinel ad. (Circ. 5,850)
- Logo on 360 tournament t-shirts.
- Inserts in team packets.
- Booth space at tournament to promote your organization, sample new or existing products. You must supply your own banner.
- One complimentary team registration, including 12 shirts per team. (\$350 value) - **or** - Free half-day pavilion rental at E.B. Rains Jr. Memorial Park for your business for up to 200 people. (\$275 value)

Bronze Partner

\$300

- Logo placed in city's Summer Recreation Brochure. Note deadline: Feb. 15. (Circ. 20,000)
- Logo placed in monthly e-newsletters. (Circ. 5,000)
- Logo on 5,000 event flyers distributed by grassroots efforts.
- Recognition in a Northglenn-Thornton Sentinel ad. (Circ. 5,850)
- Logo on 360 tournament t-shirts.
- Inserts in team packets.
- Booth space at tournament to promote your organization, sample new or existing products. You must supply your own banner.

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