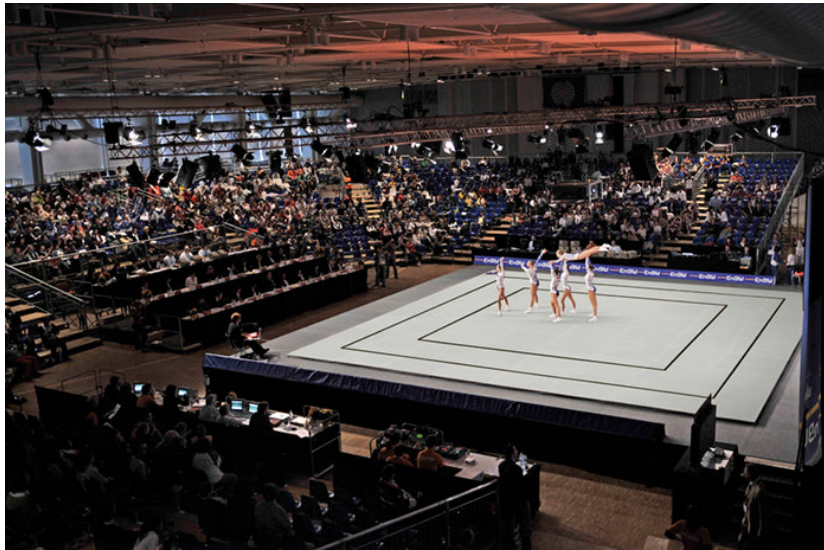


Sponsorship Proposal

Katherine Jetleb (B00864740)

Innovating Movement: Sponsorship Opportunity for Oxygen Aerobics and Spieth Canada



Executive summary:

Oxygen Aerobics Academy is a new high-performance aerobic gymnastics club. We are proud to begin the first aerobics program in the Atlantic U.S. and Canada and would like Spieth Canada to be a sponsor. Spieth's vision aligns perfectly with our services, as we both aim to develop the sport of gymnastics while maintaining a safe and trusted environment focused on excellence and quality. We propose an in-kind and discount sponsorship worth between \$4500 - \$18,000 with various choices for level of involvement. This is in exchange for brand visibility, and free advertising, all while building credibility and trust in Spieth's products.

Benefits include:

- Spieth logo displayed throughout our gym and at Oxygen-hosted events/competitions.
- Increased sales, trust in product, and brand loyalty through direct community involvement using digital platforms.

- Early brand differentiation and positioning in an emerging sport.

Summary of Key Information:

- Gym – Oxygen Gymnastics Academy
- Website – www.oxygengymnastics.ca
- Telephone – (902-8838-7605)
- Email – oxygengymnastics@gmail.com
- Time Period of Sponsorship – Indefinite
- Funds Invested to Date: \$5000 through fundraising + \$100,000 bank loan
- Sponsorship Proposal: \$45,000 - \$18,000 in-kind
- Overall Value of Proposal – Brand awareness, promotion, and building credibility

Team Oxygen Overview

Team Oxygen is the Atlantic Canada's first aerobic gymnastics team, and Canada's fourth. We are dedicated to excellence and high-class athlete development. Our club offers high-quality programming focused on helping our members reach their goals, express themselves creatively, and learn the sport of gymnastics in a safe environment. We offer both recreational and competitive aerobic gymnastic programs for all ages and levels. Our long-term vision is to become a national leader in aerobic gymnastics by inspiring the establishment of more gyms and programs across Canada.

Oxygen is currently only in its 4th year of operations, yet our competitive team has already achieved 6 national medals and 1 international award at the annual ANAC Aerobics Championships located in Phoenix, Arizona. Our competitive team has seen incredible growth each year, expanding from 10 competitive athletes in our first year, to 48 in our fourth. increased exponentially from 10 in our first year, to 48 in the current year. Additionally, our recreation program is flourishing, with an 85% retention rate and 15% annual growth rate in membership. Much of this rapid growth can be attributed to our social media platforms and promotional marketing. Our club's Tik Tok and Instagram pages have gained significant popularity in the gymnastics and Halifax communities. Our Tik Tok videos, which highlight the fun parts of aerobics while educating the public on all aspects of the sport, frequently gain over 50,000 views and likes.

Currently, Oxygen is preparing to send 5 athletes to the 2027 FIG Aerobic Gymnastics Aerobic World Championships in Chengdu, China. Our athletes have qualified for the competition through a national team selection camp and have been training hard in preparation for the event. Oxygen is located in Halifax's most dense and fastest growing

neighbourhood, attracting families and athletes from all over the HRM with various athletic and socioeconomic backgrounds. Our 14,000 square foot facility is equipped with a roll carpet floor and various other training equipment and mats. However, as our gym evolves alongside our athletes, the addition of an aerobic spring floor has become essential. A proper aerobic gymnastics floor will significantly enhance our programming and service quality, ensuring that are our high-level athlete are prepared and ready to compete at the elite level. Additionally, the floor will allow us to open more classes and build our reputation as aa high-class training facility, thus attracting more community members and gymnasts.

Our Offer

As Team Oxygen's sole equipment sponsor, Spieth Canada would have the opportunity to engage with many market segments through direct engagement with our gym operations and in our digital communities. We propose a discount on Spieth's aerobics floor and training equipment in exchange for consistent promotional TikTok videos, leveraging our 20,000 followers and high viewer counts. Promotional TikTok videos would highlight the quality and benefits of the Spieth mats, floor, and equipment, incorporating positive commentary and frequently showcasing the Spieth logo. To capture a greater and more diverse audience, we would follow relevant trends to maximize engagement. This would not only increase positive associations with the Spieth brand, but it would also reinforce its reputation as a trustworthy, high-quality, and innovative brand. Different levels of sponsorship are available and detailed below:

1. **40% off discount on floor and equipment:** Strategic and enlarged logo placement on walls around gym, sponsorship mention at all events and on social media platforms, and 1 free promotional video posted to our TikTok page per week.
2. **25% off discount on floor and equipment:** Strategic and enlarged logo placement on walls around gym, sponsorship mention at all events and on social media platforms, and 3 free promotional videos posted to our TikTok page per month.
3. **10% discount on floor and equipment:** Strategic and enlarged logo placement on walls around gym, sponsorship mention at all events, and 1 free promotional video posted to our TikTok page per month.

Team Oxygen has been in contact with other potential sponsors and partners. We have already secured \$5,000 from fundraising events and are in discussions for merchandise and attire sponsorships. A sample budget for the highest annual investment opportunity for Spieth is detailed below.

REVENUE:

Registration Fees: \$200,000

Fundraising: \$5,000

Total Revenue: \$205,000

COSTS:

Equipment: \$42,000

Spieth Aerobic Floor: 40% off \$45,000 = \$27,000

Various Spieth Mats and gymnastics training tools: 40% off \$25,000 = \$15,000

Salaries: \$100,000

Accounts Payable: \$23,000

Rent: \$30,000

Marketing: \$25,000

Legal, insurance, & administration fees: \$15,000

Total Costs: \$212,000

Net Profit: (\$30,000)

As aerobic gymnastics continues to gain prominence in Halifax and Canada, so will Team Oxygen, as we will incur enhanced support and coverage. This sponsorship offers Spieth Canada an opportunity to establish a leading presence in the aerobics and gymnastics community before other major sponsors step in. The values of the sport, our club, and Spieth Canada align perfectly. The members of Oxygen Aerobics are excited at the prospect of getting new and innovative equipment from gymnastics' leading equipment producer. Sponsoring Team Oxygen offers Spieth the potential for enhanced economic, customer, B-to-B, and community value.

Follow-up / Contact Information: Any questions or comments can be directed to Katherine Jetleb at (+1-555-209-8969), or oxygengymnastics.ca.

