

# PLAYNOLA PARTNERSHIP PROSPECTUS

**PLAYNOLA**com

PROUD MEMBER OF THE SSIA  
SPORT & SOCIAL INDUSTRY ASSOCIATION



**PLAYNOLA**com

PARTNERSHIP PROSPECTUS

**SSIA**

# SOCIAL SPORTS

SPORT AND SOCIAL CLUBS  
ARE THE ONE-STOP SOLUTION  
FOR YOUNG PROFESSIONALS  
LOOKING TO GET TOGETHER  
BOTH ON AND OFF THE FIELD



## SPORTS LEAGUES, HAPPY HOURS AND SPECIAL EVENTS





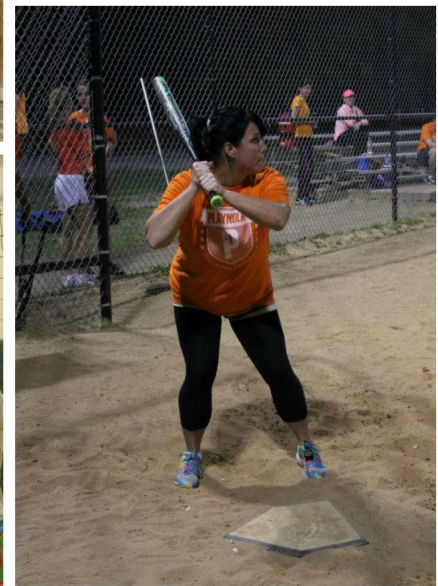
# MEMBERS

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PLAYNOLA MEMBERS ARE  
YOUNG PROFESSIONALS:  
EDUCATED AND AFFLUENT  
MILLENNIALS



ACCESS THE  
MOST SOUGHT  
AFTER  
DEMOGRAPHIC





# MEMBERS

SOCIAL  
MEDIA  
REACH



5,500



88%



BETWEEN THE  
AGES OF 21-40

55%



MALE

FEMALE



45%

76%



COLLEGE  
EDUCATED

40%



HHI > \$45K

# REACH

PLAYNOLA SPEAKS THE  
LANGUAGE OF THE 21<sup>ST</sup>  
CENTURY THROUGH A  
POWERFUL DIGITAL MARKETING  
PLATFORM



LEVERAGE AN  
EMAIL  
DATABASE OF  
11,500  
MEMBERS



PLAYNOLA.com

spring newsletter



the new **playnola.com**  
where networking is more than just fun & games



PLAYNOLA.com

summer newsletter




the new **playnola.com**  
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PLAYNOLA.com

fall newsletter



the new **playnola.com**  
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PLAYNOLA.com

winter newsletter



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# REACH

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11,500

E-DATABASE

13,200

UNIQUE MONTHLY  
VISITORS

2,600

FACEBOOK  
FANS

# PLATFORMS

PLAYNOLA IS FULLY  
INTEGRATED INTO MEMBERS  
SOCIAL CALENDARS FROM THE  
FIELD TO THE BAR



THIS IS  
NOT YOUR  
TRADITIONAL  
PARK & REC.  
LEAGUE





# SPORTS

MORE THAN 4500 PLAYERS  
PARTICIPATE IN PLAYNOLA  
ACROSS 10 SPORTS ANNUALLY



CO-ED BASKETBALL  
MALE BASKETBALL  
CO-ED FLAG FOOTBALL  
MALE FLAG FOOTBALL  
KICKBALL  
SOFTBALL  
VOLLEYBALL  
BOWLING  
CORNHOLE





# SOCIAL

WIN OR LOSE. THE FUN  
CONTINUES THROUGH A WIDE  
VARIETY OF SOCIAL EVENTS



TRIVIA NIGHTS  
KICK-OFF PARTIES  
SCAVENGER HUNT  
&  
TAILORED EVENTS  
WITH PARTNER  
VENUES

Celebrate the end of the season and the  
kickoff to summer with PlayNOLA!

Party with us at  
Pat O'Brien's, June 27 from 7p until 9p

Have one on us,  
mingle with other players,  
and have a blast.



718 St Peter St. | French Quarter

## Save the Date

2ND ANNUAL FINDERS FETE  
Saturday, December 7, 2013  
10a.m. - 2p.m.  
Start & End at Pat O'Brien's

through the French Quarter and Marigny, Solving Riddles, Answering Questions & Taking Picture  
Awesome Prizes!

Stay Tuned for More Information!



Produced by:

**gambit**  
events

**PLAYNOLA.com**

**DAT DOG**

...put a smile on your face!

**Half Off**  
6/19 7p-9p

**Wear your PLAYNOLA T-Shirt and Save!**  
Freret Street Location Only



# ADVENTURE

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LOOKING TO PUSH THE LIMITS,  
PLAYNOLA BRINGS THE THRILL  
TO MEMBERS



## FINDERS FETE

IN PARTNERSHIP WITH GAMBIT  
MAGAZINE

## BEER OLYMPICS

## HABITAT ROMP

IN PARTNERSHIP WITH HABITAT FOR  
HUMANITY



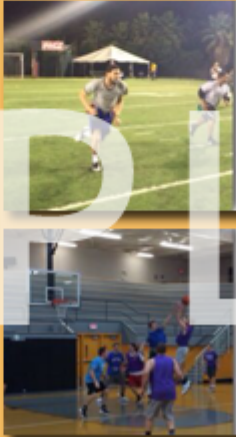
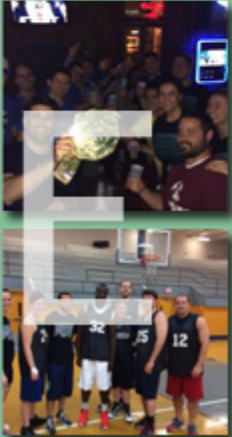




# CALENDAR

MULTIPLE DAYS  
WITH MULTIPLE  
ACTIVITIES  
TO GET INVOLVED

## Let playNola Fill Your Calendar

Monday	Tuesday	Wednesday	Thursday
Men's Football Men's Basketball Co-Ed Volleyball	Co-Ed Softball Co-Ed Flag Football Co-Ed Volleyball	Kickball Men's Flag Football Co-Ed Softball Men's Basketball	Kickball Co-Ed Softball
			







## ACTIVATION

Discounted Pricing

Sponsored Bar  
Crawls & Social  
Mixers

Brand Ambassadors

Discounted Pricing

Sponsored Bar  
Crawls & Social  
Mixers

Brand Ambassadors

Food & Beverage  
Specials

Hosted Social Mixers

Partner Cross-  
Promotions

## MARKETING

Shirt Sponsorship

Sampling & Coupons

Inflatables

Naming Rights

Event Sponsorship

Product Displays

Inflatables

Official Bar Sponsor

Bounce-Back Offers

Logo inclusion on  
Marketing Materials

## STANDARD DELIVERABLES



Ready to partner  
with us?

Please contact  
Camp Kent at  
[ckent@playnola.com](mailto:ckent@playnola.com)  
504-708-4330

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