



# SPONSORSHIP DECK

JAN 11 - 14, 2024

17TH ANNUAL  
SPORTS FESTIVAL

[WWW.SINCITYCLASSIC.ORG](http://WWW.SINCITYCLASSIC.ORG)

# WHO WE ARE

## Sin City Classic

The Sin City Classic is a multi-day, LGBTQ+ sports festival hosted annually by The Greater Los Angeles Softball Association (GLASA) in Las Vegas during the four days prior to the Martin Luther King Jr. holiday. Started in 2008, the event has grown to become the largest annual LGBTQ+ sporting event in the world, offering sponsors the perfect opportunity to engage with the diverse LGBTQ+ consumer. Each year, over 8,000 LGBTQ+ athletes, and another 2,000 fans and allies, make the Sin City Classic a must-attend event.

The festival provides an open atmosphere for LGBTQ+ athletes to connect and compete in LGBTQ+ sporting events over four days of competitions and social activities.



# GLASA



## The Greater Los Angeles Softball Association (GLASA)



GLASA is a Los Angeles-based 501(c)(3) sports organization. GLASA has been part of the Los Angeles LGBTQ+ sports community since 1978 and will be celebrating its 46<sup>th</sup> anniversary in 2024. GLASA is a founding member of the North American Gay Amateur Athletic Alliance (NAGAAA), a 501(c)(3) LGBTQ+ sports organization that includes 48 member cities from across North America.

GLASA operates two softball seasons each year in the metro Los Angeles area with a focus on creating an welcoming, safe, fun, and competitive atmosphere for LGBTQ+ athletes and their allies. GLASA hosts several non-softball events each year including the Sin City Classic Sports Festival in Las Vegas.

# EVENT OVERVIEW

## Event Overview

Our participating sports are Basketball, Billiards, Bowling, Bridge, Cheerleading, Cornhole, Diving, Dodgeball, eSports, Flag Football, Golf, Ice Hockey, Indoor Rowing, Indoor Volleyball, Kickball, Pickleball, Quidditch, Running, Sand Volleyball, Soccer, Softball, Soft Tip Darts, Spikeball, Steel Tip Darts, Swimming, Tennis, Ultimate Frisbee, and Wrestling & Grappling.

The festival uses approximately 30 sports venues in Las Vegas, North Las Vegas, Henderson and Clark County.

The Sin City Classic's host hotel for 2024 is The Flamingo Las Vegas, adjacent to the LINQ Promenade, an exciting area filled with restaurants, bars, retail outlets, and the famous High Roller.

There are nightly events from Thursday through Sunday, including the two largest events: the Opening Registration Party on Friday and the Closing Party on Sunday.



# EVENT OVERVIEW



## The Registration Party

The Opening Registration Party takes place in the Sunset Ballroom at The Flamingo on Friday night.

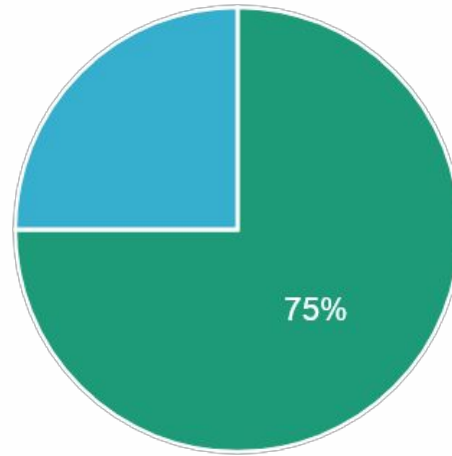
Each sport has a registration table, and sponsors and vendors have the opportunity for tables, product displays, and other activations. During the evening, the athletes compete and connect over games and cocktails.

## The Closing Party – Brooklyn Bowl

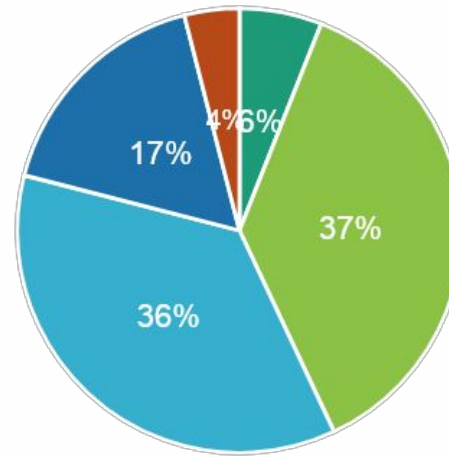
For the 6th year in a row, the Closing Party will be hosted at the Brooklyn Bowl located on the LINQ Promenade.

The venue provides three levels of exciting opportunities for the athletes to celebrate a successful four days of competition and camaraderie. With 32 bowling lanes, a large stage and dance floor, and plenty of bars throughout the complex, this event is the perfect way to finish off a great weekend in Las Vegas.

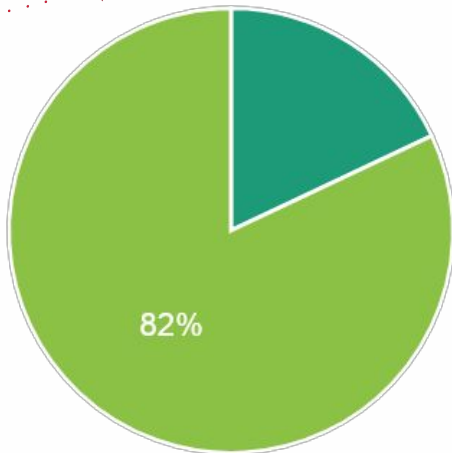
# DEMOGRAPHICS



**MARITAL STATUS**  
 Single  
 Married



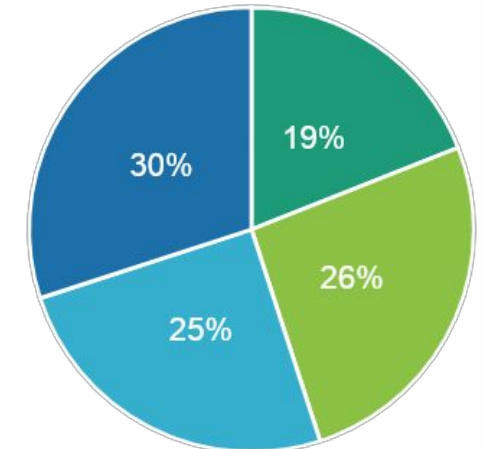
**AGE OF ATHLETES**  
 18-24  
 25-34  
 35-44  
 45-54  
 55+



**GENDER**  
 Female  
 Male



**HOUSEHOLD INCOME**  
 < \$50K  
 \$50K - \$75K  
 \$75K - \$100K  
 \$100K+



# SPONSORSHIP OPPORTUNITIES

## Event Branding Opportunities

- Product and special insert opportunities in the player registration/welcome bags
- Logo inclusion and signage at the nightly events as well as Registration and Closing Parties
- Elevator wraps at The Flamingo
- Brand tables at the Registration and Closing Party

## Digital Marketing Opportunities

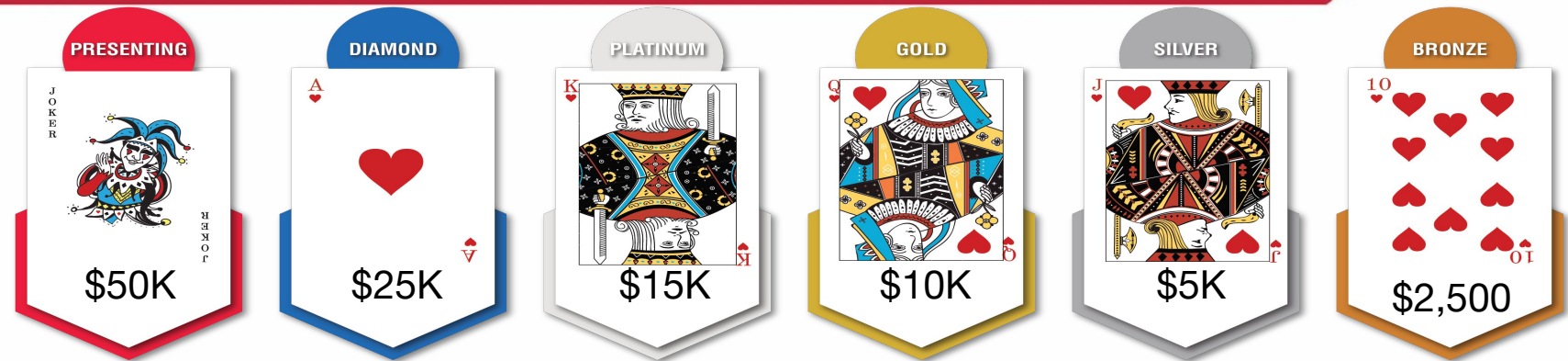
- Recognition on website
- Recognition on social media, including Facebook, Twitter and Instagram

## Brand Activation Opportunities

- The Registration and Closing Parties, the bar events, and on-site venues all offer branding opportunities
- Sampling opportunities are great ways to introduce a new product
- Product displays are possible at certain venues



# SPONSORSHIP LEVELS



Sin City Classic 2023 Sponsor Levels	Presenting	Diamond	Platinum	Gold	Silver	Bronze
Category & Activation Exclusivity	Yes	Yes	No	No	No	No
Registration Party Booth	20'x20'	10'x20'	10'x15'	10'x10'	10'x10'	No
Registration & Closing Party Main Stage Branding	Yes	No	No	No	No	No
Website and Banner Logo Recognition	Yes	Yes	Yes	Yes	Yes	Yes
Social Media Branding	Yes	Yes	Yes	Yes	No	No
Festival Program Book Ad (optional)	2 pages	2 pages	1 page	1 page	No	No
Player Bag Inserts (optional)	2	2	1	1	1	1
VIP Tournament Wristbands	16	12	8	4	2	No
Complimentary Suite / Standard Room at Flamingo Las Vegas (Headquarter Hotel)	1/1	0/1	No	No	No	No

*Additional sponsorship opportunities, with priority given to higher sponsorship levels: Activation at nightly parties, \$1K; LINQ Marquee branding, \$5K; Player registration bag branding, \$5K; Wristband branding, \$5K; Hotel elevator wrap branding, \$5K*





## Contact Information

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Sin City Classic

Executive Directors

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[www.sincityclassic.org](http://www.sincityclassic.org)

