



Partner/Sponsorship Opportunities

Virginia Beach Field House

2157 Landstown Rd.

Virginia Beach, Va 23456

www.beachfieldhouse.com

(757) 427-3955

qdeloatch@beachfieldhouse.com

About Us

- ▶ The Virginia Beach Field House is Virginia's premier indoor sports facility. With over **175,000 square feet**, we offer leagues, camps, clinics, and tournaments for youth and adults in soccer, flag football, volleyball, basketball, arena (indoor) baseball and softball, field hockey, lacrosse, dodgeball, and other social sports.
- ▶ We also host birthday, team parties, corporate events, and other organized activities. **The Virginia Beach Field House has 6 turf fields, 8 regulation volleyball courts, 4 basketball courts, multiple party rooms, an arcade, and an indoor Fun Zone**
- ▶ Our Blue Moon Grille serves as a full service restaurant and is available during normal business hours. We also serve a wide variety of beer and wine.
- ▶ Our facility is also equipped with full locker rooms with day lockers and showers.
- ▶ For your entertainment we have over 40 flat screen TV's throughout the building, and four 110' projector screen TV's in our lounge.
- ▶ We are open 360 days a year for at least 12 hours a day.
- ▶ The ownership group has operated a successful indoor sports facility in Fredericksburg, Virginia and is planning to open several more in the next few years.



Location

- ▶ There are approximately 730,000 people within a 20-minute drive of The Virginia Beach Field House. Currently there is no other existing indoor sports facility similar to the Field House.
- ▶ The Field House is adjacent to the 15,000 seat **Virginia Beach Sportsplex** outdoor stadium and the United States Field Hockey Association's National Training Center (NTC), built and owned by the City and managed by Hometown Heroes Sports Management.
- ▶ The Field House is also adjacent to the **Princess Anne Athletic Complex**, which consists of 8 rectangular Bermuda grass fields and 8 tournament grade baseball/softball diamonds.
- ▶ The Field House is located 15 minutes from the oceanfront and the newly Virginia Beach Towne Center section of Virginia Beach.



Target Guests

- ▶ The market for indoor sports can be broken into youth and adults. At most indoor facilities in the U.S., adult league fees comprise 65% to 75% of a facility's total league fees, with youth sports and activities contributing the remaining 25% to 35%. The market consists of three distinct types of customers as follows:

Lifestyle Adults are those adults who have chosen indoor sports as part of their weekly routine. This segment plays indoor sports every week, year-round, and are a facility's most valuable customers. This group generally does not include top-level players

Seasonal Adults participate as teams one or two sessions per year. Their profile resembles Lifestyle Adults, but for various reasons they use indoor sports as a cyclical activity. Most high-level players fit into this category.

Youth Athletes are unique customers because of their seasonal play. During the outdoor season of each particular sport, youth athletes will usually not play indoors. Youths will play indoors whenever they have the choice, as long as it doesn't interfere with outdoor sports.

Why Market your business through sports?

The indoor sports facility industry has grown from 100 facilities 15 years ago to over 650 today.

- ▶ **Investing** your company's money in marketing efforts has a single, crucial goal – to increase product and service sales and create branding opportunities for your business. The best method for attaining that goal is to reach the largest number of people the greatest number of times, also known as “reach and frequency.”
- ▶ **Sporting events** and venues provide that reach and frequency, which is why a 30 second commercial in last year's Super Bowl cost \$2.8M, by far the most expensive on television. Sports provide larger audiences, people with higher income levels, and fans with greater sponsor loyalty when compared to non-sports audiences.
- ▶ **The Virginia Beach Field House** gives sponsors the opportunity to increase brand visibility and sales via a sports venue that easily achieves the highest reach and frequency, has the best cost per impression, and features your sponsorship nearly every day of the year in the Hampton Roads market.

As a place where our guests watch and participate in sports, coupled with personal involvement in the activity, the Virginia Beach Field House has the ability to generate a stronger emotional tie to the brands associated with us.



Statistics

Below is a representation of facility traffic in 2011, drawn from statistical participation.

Season	Registered Athletes per Week	Spectators Visits per Week	Athlete Visits per Season	Spectator Visits per Season	Party and Rental Visits per Season	Total Visits by Season
Spring	6,386	12,773	54,284	108,569	25,567	188,420
Summer	3,706	7,411	31,498	62,995	14,835	109,328
Fall	3,470	6,941	29,498	58,997	13,893	102,388
Holiday	10,049	20,098	85,415	170,830	40,229	296,473
Winter	10,735	21,470	91,249	182,498	42,977	316,724
Totals	34,346	68,693	291,944	583,889	137,500	1,013,333

Sports marketing is a valuable method for businesses to enhance their image and sales. The Virginia Beach Field House, through our reach and frequency, has the ability to positively promote our sponsors far beyond that of any other sports venue in Hampton Roads. When return on advertising investment is the goals, the Virginia Beach Field House is the choice for success.



Awareness

The Virginian-Pilot
PilotOnline.com

COX
COMMUNICATIONS

The Virginian-Pilot READER'S CHOICE AWARD
BEST Of
Virginia Beach
BRONZE WINNER
2011

THE GAME
102.1 FM

 virginia beach
SPORTSPLEX


VIRGINIA BEACH
FIELD HOUSE

Past Events

- ▶ Operation Smile Dodgeball Tournament (10/2/10)
 - ▶ 757 Boxing Amateur Battle at the Beach (10/9/10)
 - ▶ Spartyka Fight League "The Arrival" Mixed Martial Arts (12/4/10)
 - ▶ Battle of the Beach Indoor Youth Field Hockey Tournament (12/11/10)
 - ▶ TYO Neptunes Basketball Tournament (1/22/11)
 - ▶ East Coast Youth Indoor Soccer Championships (1/29 – 1/30/11)
 - ▶ Virginia is for Lovers 14k Race Finish (2/12/11)
 - ▶ Spartyka Fight League SFL II Mixed Martial Arts (2/12/11)
 - ▶ United Way Staff Retreat (4/8/11)
 - ▶ Southside Pro Wrestling Main Event (4/9/11)
 - ▶ Cornhole de Mayo Tournament (5/7/11)
 - ▶ Modern Gladiators Mixed Martial Arts (7/16/11)
 - ▶ Wheeler Dodgeball Tournament (8/13/11)
 - ▶ Virginia Nationals Youth and Adult Wrestling Tournament (10/22/11)
- Any many more!

The Facility

