

# 2024 SPONSORSHIPS



**ATLANTA  
SOUL**



**PRO ULTIMATE**





## What is Ultimate?

The sport of Ultimate was invented in 1968 by a group of students from Columbia High School in Maplewood, New Jersey. Modern Ultimate is played with seven players per side and **players must move the disc by throwing it to a teammate**. A team scores by catching the disc in the endzone, and if the disc is intercepted or hits the ground, possession instantly switches, and the other team attempts to advance toward the opposite endzone.

At the most introductory level, Ultimate is very simple and still an excellent athletic outlet. Running, catching, and throwing the disc with accuracy are required to start out. As an athlete advances to higher levels, they learn strategy as well as how to sprint, change direction, jump, lay out, and throw a wider variety of throws. **Spectacular plays**, such as “**lay outs**” - diving to make a catch or block a pass, “**hucks**” - long throws with pinpoint accuracy to a receiver in motion - and “**skys**” - when one player out-jumps another for a high-floating disc - **are a mainstay of the sport**.

Ultimate is considered an alternative sport, meaning it has challenged accepted Western concepts of modern achievement and sport. Its initial rise in popularity during the height of American counterculture, a time when middle class, college educated students looked for ways to escape and resist culture of their parental generation, solidified Ultimate's depiction in the public psyche as being alternative and associated with hippie culture. The rules of the sport are emblematic of this time - there are **no referees, games are communally officiated, and demonstrating respect for opponents is codified into the sport's main tenet**, “Spirit of the Game.” Athletes learn, through experiencing conflict on the field, to voice their point of view and negotiate with their opponent. This fosters **a community that can be more social and welcoming than traditional Western sports**. “Time and time again, athletes will tell you they came for the sport and stayed for the community” ([USA Ultimate, 2021](#)). Being empowered to understand and enforce rules of the game, holding ethics while competing, and communicating through conflict under pressure are all **positive values that Ultimate, and the PUL, provide to athletes and demonstrate to fans**.

When an Ultimate player is just picking up the sport, their first introduction to organized play is commonly in a local league that lasts for two to three months of the year, a high school team that lasts for a semester, or a college team that plays year-round except for the summer break. As players become more experienced and want to play more competitively, they can join club teams which play for four to six months of the year and compete for bids in the national club championship, considered the most elite annual tournament in the U.S. **All these opportunities are amateur or pay-to-play**.

There are three semi-professional leagues in the U.S., the open American Ultimate Disc League (AUDL) and the **women's Premier Ultimate League (PUL) and Western Ultimate League (WUL), in which players' expenses are paid by the teams and players earn a per-game wage**, or salary in some cases. The AUDL played their first season seven years before the PUL, drawing in significant interest, viewership, and external sponsorship of Ultimate, while only showcasing and supporting men in the sport. As is the case with amateur Ultimate, **the men's side of professional competition was developed earlier than the women's side and continues to be much larger and more resourced**.



# Atlanta Soul Mission



**Born out of a boycott, Atlanta Soul formed in 2018** as one of the first six semi-professional Ultimate teams **entirely for women and gender expansive players**. At that time, there were token women who played on semi-professional open teams, but their individual excellence did little to systemically empower or grow the sport for women and gender expansive people. The AUDL was boycotted in 2018 by over 150 athletes and fans, mostly men who had formerly played on AUDL teams, who were **demanding equal representation** of men and women at the semi-professional level. This show of fan and athlete power has had lasting effects on the structure of semi-professional Ultimate.

Organizers and players saw the outcry for women's representation and went to work creating the inaugural year of women's professional Ultimate in the United States in 2018. **This coalition of teams went on to become the Premier Ultimate League in 2019**. The cities represented in the PUL today are Austin, Atlanta, Nashville, New York City, Raleigh, Indianapolis, Washington, D.C., Minneapolis, Milwaukee, Philadelphia, and Portland, ME.



We're not only fighting for visibility and support of women and non-binary people who currently play Ultimate at a highly competitive level, but also for access and inclusion of people with race and class identities that are underrepresented in the sport.

Atlanta Soul originally chose our name because soul characterized concepts that we wanted to make up the **team identity - passion, intensity, inspiration**. As a collective, we take up the difficult work of being a semi-professional sports team with a social justice mission.

The 2024 PUL pre-season begins in January, with teams signing players and announcing their rosters through early March. **The competition season begins in April and regular season games will take place through early June**. Championship weekend will occur in mid-June.



# Sponsorship Items

## Items Available for Sponsorship

**PSP Sponsor - 1 Available** **\$4,000**

Exclusive logo placement on the back of all 140 limited-edition Player Sponsor Program jerseys.

All benefits of the "Presenting Sponsor" level.

**Weekly Highlight Sponsor - 6 Available** **\$2,500**

Exclusive logo placement in a highlight reel from one of the six games of the season.

All benefits of the "Presenting Sponsor" level.

**Disc Sponsor - 1 Available** **\$2,000**

Exclusive logo placement on all Atlanta Soul discs that we sell and use at games.

All benefits of the "Presenting Sponsor" level.

**Uniform Sponsor - 3 Available** **\$1,500**

Logo placement on the back or sleeve of all Atlanta Soul jerseys and replicas printed in 2024.

All benefits of the "Presenting Sponsor" level.

**Livestream Sponsor - 6 Available** **\$1,500**

Logo placement in one corner of a home game livestream.

All benefits of the "Presenting Sponsor" level.

**Livestream Commercial** **\$1,000**

A commercial slot in every home game livestream.

**Home Game Banner** **\$250**

Logo banner at the entrance, or a sideline sign on-field at all home games.

**Website Ad** **\$250**

Logo and link on the Atlanta Soul website footer for the duration of the 2024 season.

**Sponsorship levels are on the next page.**

**If your desired donation falls outside one of designated sponsorship levels, or you are interested in different benefits, let us know!**



# Sponsorship Levels

	Benefits	\$5,000 Exclusive Sponsor	\$2,000 Travel Sponsor	\$1,000 Presenting Sponsor	\$500 Hometown Sponsor	In-Kind Sponsor
<b>BRAND RECOGNITION</b>	Endorsement on live stream and local announcer at home games.	X	X	X		
	Display an advertisement banner in the fan area of all home games.	X	X	X	X	X
	Commercial on live streamed home games.	X	X			
	Logo on 2024 schedule magnets and posters.	X				
	Logo on our home game programs.	X	X	X		
	Placement in a group sponsor announcement newsletter and social media post.	X	X	X	X	X
	Exclusive placement in event announcement newsletters and social media posts.	X				
	Placement in our social media bios as "Official Sponsor."	X				
	A monthly social media post featuring your brand.	X	X			
<b>REVENUE GENERATION</b>	Opportunity to set up a table at all home games.	X	X	X	X	X
	Active link to your website maintained on our social media linktree for 2024.	X	X	X	X	X
	Logo and link placed on the Sponsor page of our website for 2024.	X	X	X	X	X
	Logo and link placed in our website footer for 2024.	X	X			
<b>PERKS</b>	Free season passes for two people.	X	X	X	X	X
	Two free items from the Team Store.	X	X	X		



## How is your donation spent?

One season for Atlanta Soul costs close to \$60,000. Sponsorships, big and small, help our team continue to foster emerging leaders and raise the visibility of women, transgender, and gender expansive people in sports.

- \$100** pays for one player's uniform.
- \$450** pays one player for the season.
- \$650** pays for videography and live streaming of one home game.
- \$1,200** pays an athletic trainer to be present at our home games.
- \$1,500** pays for one player's travel for the season.
- \$1,800** pays our coaches for the season.
- \$2,000** pays for our home game field for the season.
- \$2,500** pays for players' workout and whole-athlete care resources for the season.
- \$3,000** pays our gameday staff for the season.

## Who will your brand reach?

Atlanta Soul has built a following that includes:

**300+** fans in attendance at each home game

**950+** subscribers to our newsletter

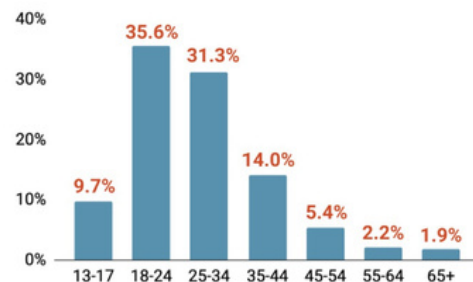
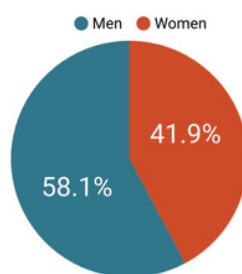
**1,300+** followers on Twitter

**2,100+** followers on Instagram

**1,500 to 3,500** views of each game on YouTube

**Average 6,000** reached per month on Instagram

Overall, the PUL's fans are physically active, college-educated, socially conscientious millennials that are willing to spend their **\$160,000 annual household income** to patronize companies that align with their progressive values.





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