

Seattle, 1999 - on rooftops, for beer.

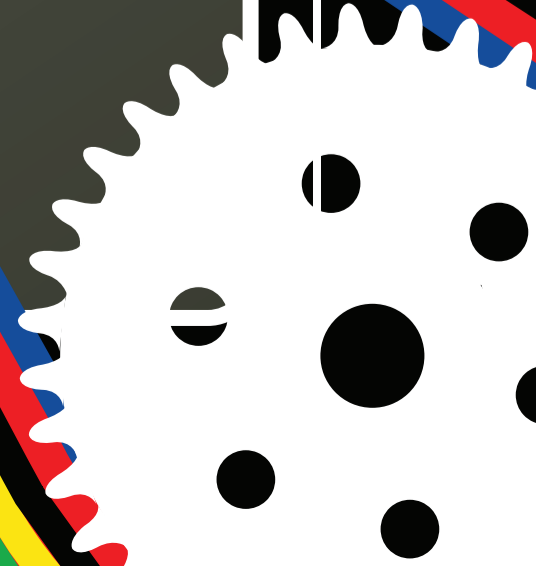
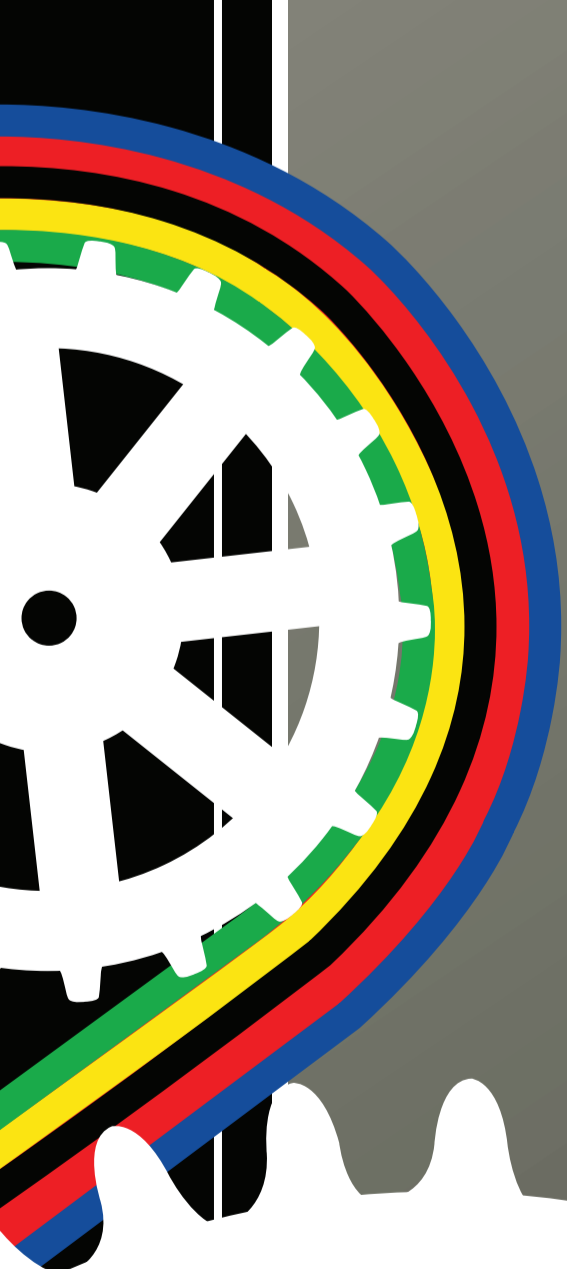
Berlin, 2010 - for the World Hardcourt Championships and glory (and beer).

In one decade, the game of hardcourt bike polo and the community that drives it has built a remarkable presence across the globe, especially here in North America. Beginning in 2007, the explosion of hardcourt has been truly phenomenal, sparking the interest of bike enthusiasts, photographers, film and video artists, various companies, sports freaks and the bike industry alike.

In the span of one year - from 2009 to 2010 - the number of clubs across the globe spiked from 100 to 250, 50 of those in North America. In particular, North America has had a steady and influential hand in guiding hardcourt at every turn; from consistently raising the bar for event organization surrounding top-level competition, to the collaboration and development of hardcourt-specific components and gear, to being the first continent to establish a democratically-elected organizing body, North American Hardcourt (NAH).

It is through this last achievement, NAH, that you have this packet. It is our intention for you to join us in again raising the bar for hardcourt bike polo events and helping us by sponsoring the first-ever North American Hardcourt Tour for 2011. The contents of this packet will demonstrate why being involved with the NAH is a unique and beneficial opportunity. You'll find our plan for the tour and how you can be involved, as well as links to articles, videos, websites and ads featuring our beloved game. And let's not forget - you're receiving this because you've either sponsored hardcourt events in the past or NAH feels that your involvement would be a natural fit. So, a HUGE thanks if you've been with us for a time and a hearty welcome if you're just coming to know North American Hardcourt.

Let's get started...



## The 2011 Tour

Very simply, the level of competition (as well as traveling and expenses) has risen. Now when teams travel from city to city over the course of a year, they expect a professionally run tournament. NAH has built an organization that rises to meet this challenge. The continent has been divided into seven regions based on concentration of clubs which, in turn, has produced seven regional qualifying tournaments. Qualifying teams move on to the North American Hardcourt Bike Polo Championships (NAHBPC) in Calgary, Alberta in August. The NAHBPC will qualify a limited number of teams for the World Hardcourt Bike Polo Championships (WHBPC) in Seattle in September.

The exemplary efforts of a few organizers in the early days of hardcourt polo paved the way for the present-day North American hardcourt community and our development of NAH. With this 2011 tour, NAH is introducing new standards for rules, referees, uniforms, courts and tournament organization. Regarded as being at the vanguard of hardcourt development, NAH's effort promises to influence hardcourt communities the world over.

One of the keys to North America's success has been a piece of software known as Podium...

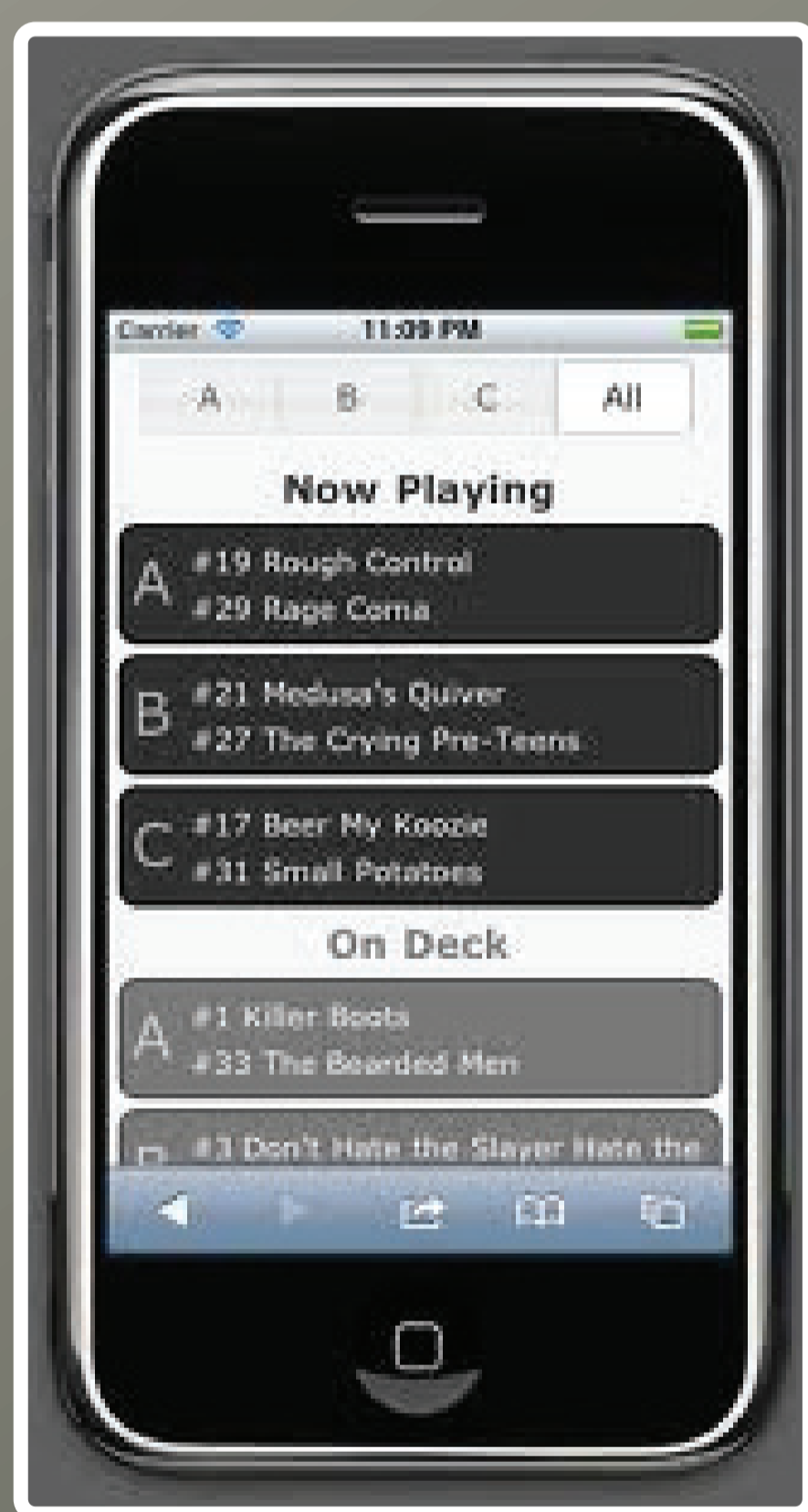


## Podium

One of the highlights of the best run tourneys over the past two years has been the development and use of Podium software. Podium - developed by one of our own polo players in Columbia, MO - is designed to support the NAH-sanctioned format of swiss-round play which then leads to a double elimination bracket. Therefore, for 2011, our focus is making sure that every tournament - on or off the NAH Tour - has access to Podium.

The singular nature of your 2011 NAH sponsorship - that of fostering the availability of Podium software - is more than worth the investment. Podium inherently attracts attention at every tournament. Each tourney participant relies on Podium to follow tourney results and to learn when their team is scheduled to play. But that's just a part of the software's value. Podium is also available for download any where in the world for other players and friends who wish to keep track of tournament brackets and results. We estimate that by year's end thousands of unique viewers will have followed the 2011 action using the Podium software. There is a Title Sponsorship available, possibly providing your business with exclusive access to a full season's worth of eyeballs.

Below is an example of the software as viewed from your average SmartPhone:



As an example of the exposure Podium offers, the Boston Lockdown - a relatively small tourney of 26 teams - brought in 200 unique visitors that followed the tourney live.

Approximately half were at the tournament itself, and half were spread across 26 states from coast to coast. This traffic was entirely word of mouth, as the links for this tourney weren't even posted online.

For a full sized-regional tourney (32-48 teams), with links on the NAH site, The League of Bike Polo and Facebook, the expectation is to reach upwards of 1000 unique visitors. The NAHBPC and WHBPC are estimated to reach 5000 each.

Think of this year's sponsorship opportunity as a full year's worth of advertising with a magazine that targets your specific audience - top level and influential hardcourt players, organizers and the community-at-large.

## Sponsorship Levels:

Contact  
Lisa Moffatt or  
Jonny Hunter  
through  
[sponsor@nahardcourt.com](mailto:sponsor@nahardcourt.com)  
for details.



### Title sponsor - \$5000

- > largest logo on every Podium screen, linked to your website
- > "Podium - presented by YOUR COMPANY NAME HERE"
- > logo on front page of NAH site
- > logo on NAH Tour websites
- > prominent mention with logo on NAH Facebook page and updates
- > logo on any NAH Tour poster
- > logo on ads in Urban Velo
- > logo on Tournaments thread of LOBP
- > prominent mention during prize ceremonies
- > banner (provided by your company) hung at NAH Tour events

### Gold level sponsor - \$2500

- > logo on every screen using Podium
- > logo on Tour page of NAH site
- > logo on NAH Tour websites
- > logo on NAH Facebook site
- > logo on any NAH Tour poster
- > logo on ads in Urban Velo
- > logo on Tournaments thread of LOBP
- > prominent mention during prize ceremonies
- > banner (provided by your company) hung at NAH Tour events

### Silver level sponsor - \$1000

- > logo on NAH Facebook site
- > logo on any NAH Tour poster
- > logo on ads in Urban Velo
- > prominent mention during prize ceremonies
- > banner (provided by your company) hung at NAH Tour events

### Bronze level sponsor - \$500

- > logo on NAH Facebook site
- > prominent mention during prize ceremonies
- > banner (provided by your company) hung at NAH Tour events



## Looking Ahead

You will also be receiving a 2012 NAH Sponsorship packet sometime in July. In addition to Podium, there will also be more traditional opportunities to become a 2012 NAH sponsor. And we are always eager to discuss YOUR ideas!

## Media

Lastly, here are a few links to give you an idea of what hardcourt bike polo looks and sounds like - beauty, chaos, finesse, risk, skill, technique, and FUN!!!!

- > [Japanese mag feature on Bench Minor in NYC](#)
- > [L.A. Times](#)
- > [Another Japanese article on our Eastside \(ESPI\) tourney](#)
- > [ESPN coverage of the 2010 North American Hardcourt Championships](#)
- > [Video made by Brooks at the 2010 World's in Berlin](#)
- > [First three minutes of the Bike Polo documentary: "3-2-1- Kill!" by Oleg Jiliba](#)
- > [Rules Sequence by Mo Gahyour](#)

All videos below were made by the same fellow, a friend of ours in Minneapolis who goes by Mr. Do. Top-notch work:

- > ["Modern Drift" \(the orange team you see is comprised of two 12 year-olds from Phoenix\)](#)
- > [North American short](#)

