



# North American Hardcourt Bike Polo

Tournament  
Sponsorship  
Information



Seattle, 1999 - on rooftops, for beer.

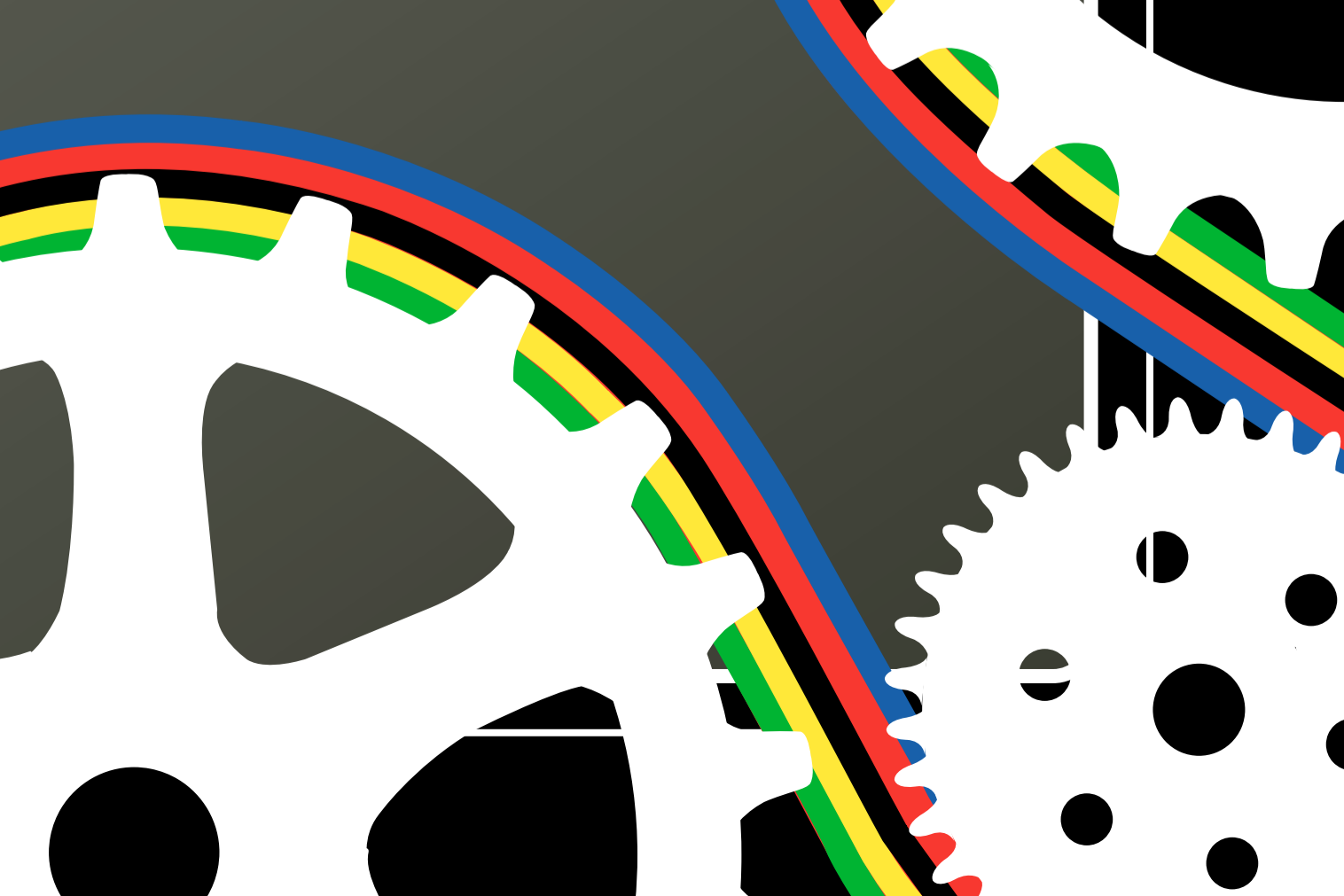
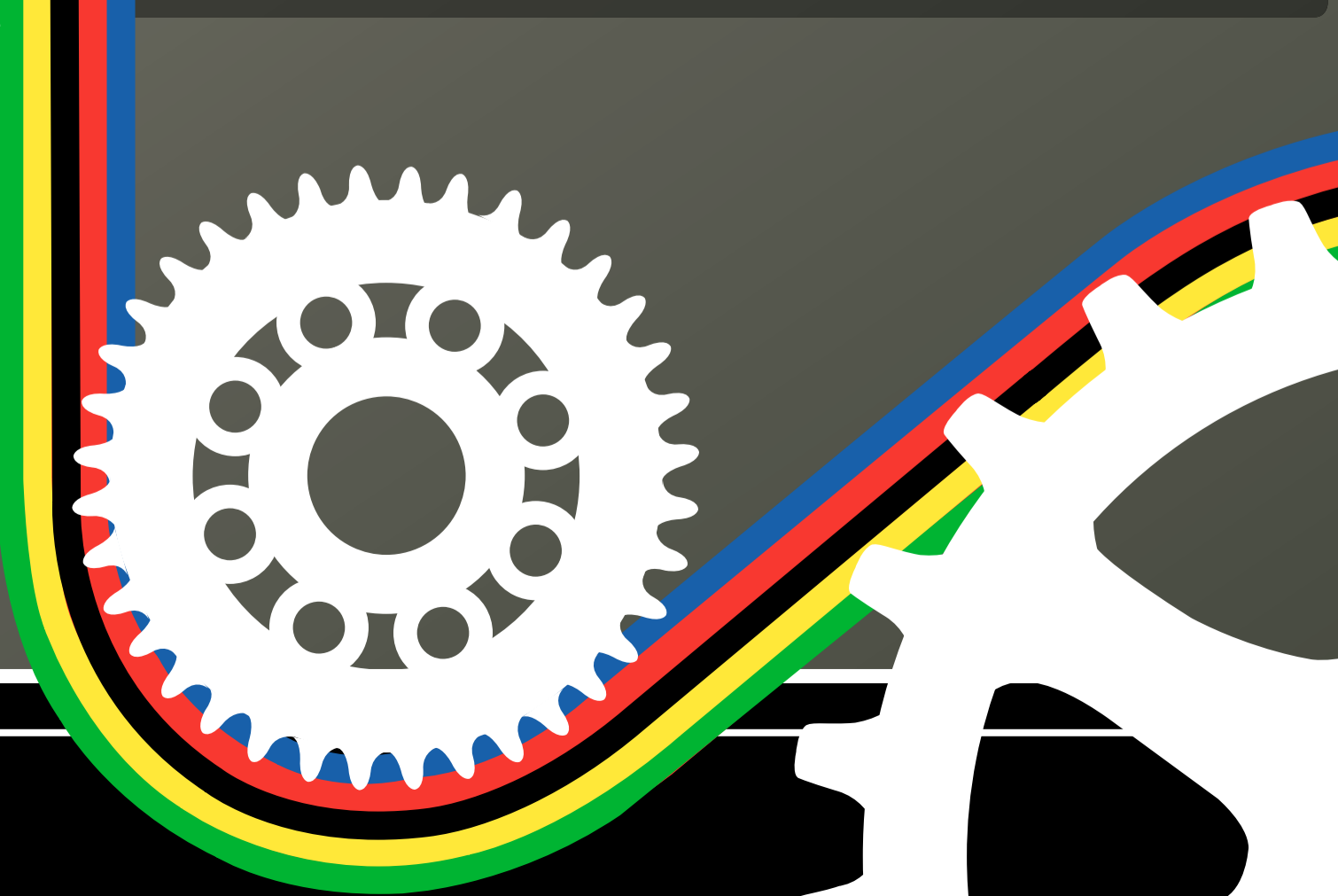
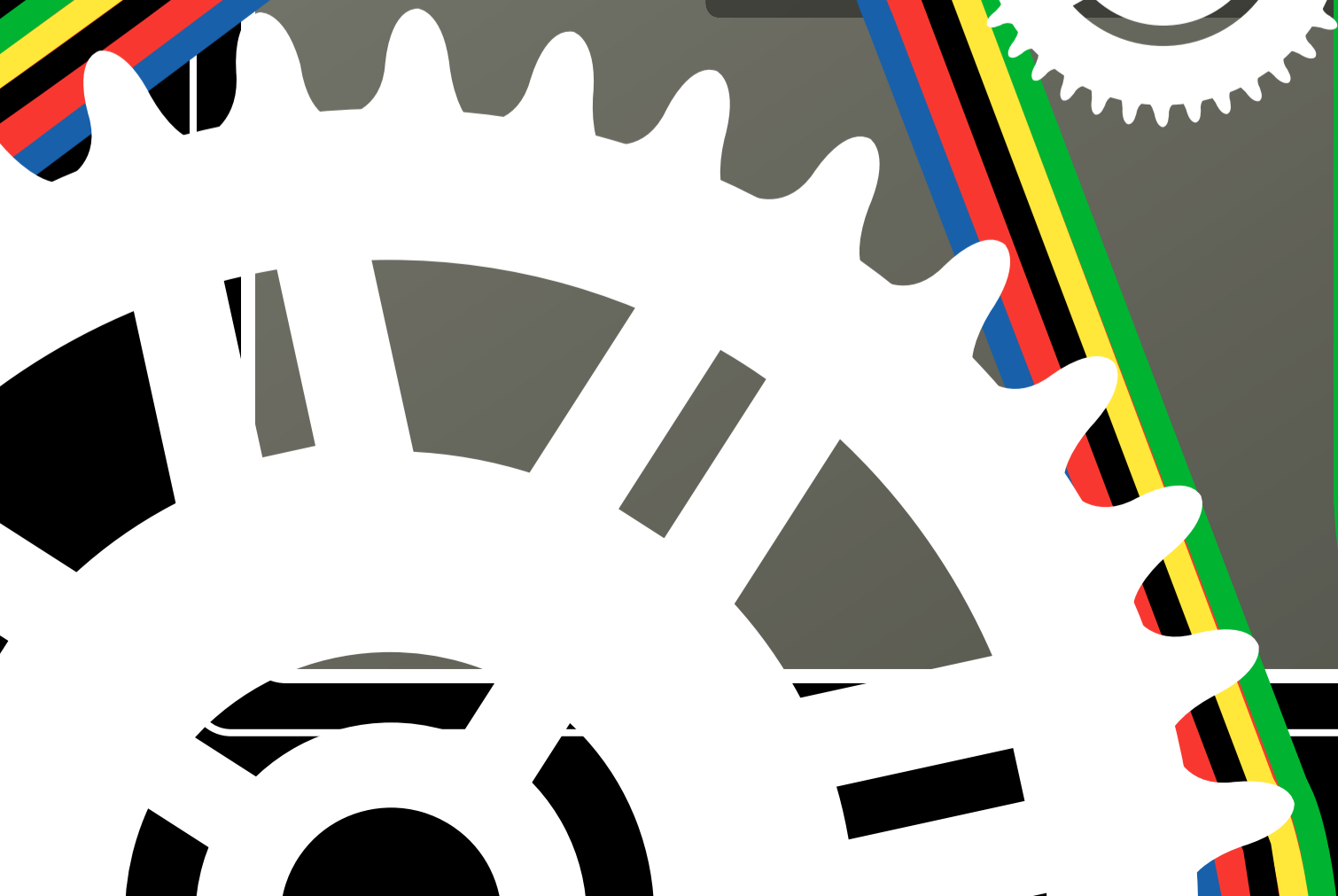
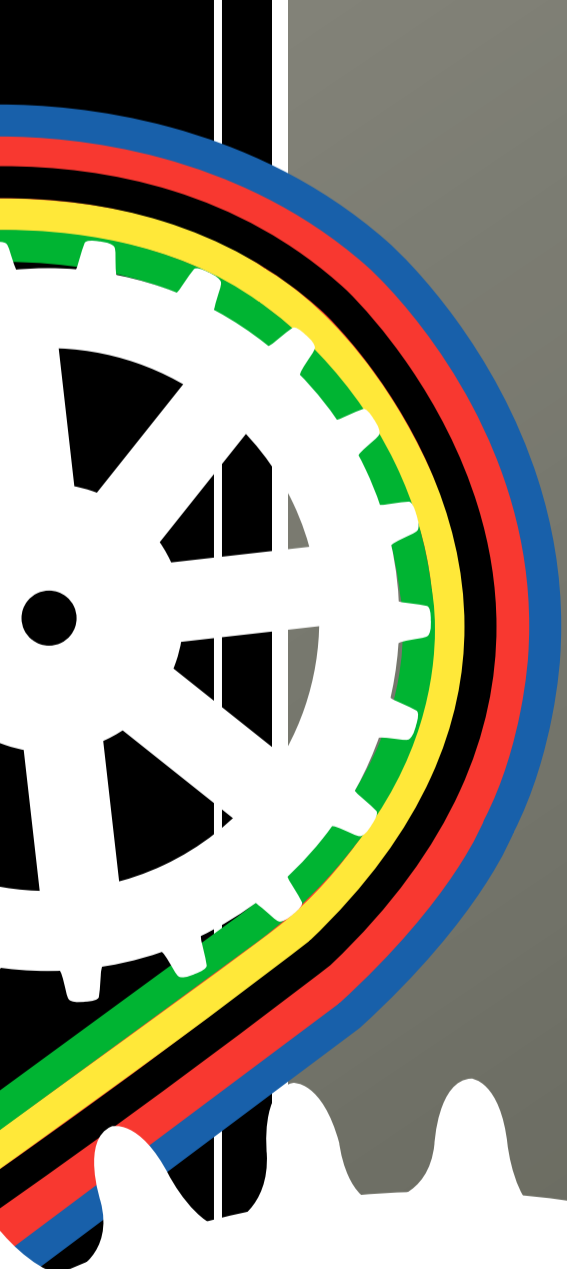
Geneva, 2012 - for the World Hardcourt Championships and glory (and beer).

In just over a 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. Since 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 cycling industry alike.

In the span of three years - from 2009 to 2012 - the number of clubs across the globe spiked from 100 to 400, 170 of those in North America. In particular, North America has had a steady and influential hand in guiding hardcourt bike polo 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 North American Hardcourt Tour for 2013. 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 2013 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 directly addresses this issue. 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). The NAHBPC will qualify a limited number of teams for the World Hardcourt Bike Polo Championships (WHBPC).

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 2013 tour, NAH is introducing improvements to 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.

Events for the coming season are as follows:

Midwest Regional Qualifier, Columbus, Ohio, USA

Eastside Regional Qualifier, Boston, MA, USA

Northside Regional Qualifier, Grand Rapids, MI, USA

SouthEast Regional Qualifier, Athens, Georgia, USA

Southwest Regional Qualifier, Fresno, California, USA

Southcentral Regional Qualifier, Denver, CO, USA

Cascadia Regional Qualifier, Location TBD

North American Championships, Minneapolis, Minnesota, USA





## Podium

Podium, a website developed by one of our own polo players, is designed to support the NAH-sanctioned format of swiss-round play which then leads to a double elimination bracket. Every NAH event in 2013 will utilize Podium as a way to provide the opportunity for fans and players to follow the action. Podium is also available for download anywhere in the world for other players and friends who wish to keep track of tournament brackets and results. By year's end thousands of unique viewers will have followed the 2013 action using the Podium results at home and on their Smart Phones.

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 bike polo players, organizers and the community-at-large.

## BikePolo.TV

Yet another way NAH is partnering with polo players innovations to bring the sport to more people is through the online streaming site bikepolo.tv. When you can't make it to a big tournament, you wake up with your morning coffee and catch your friends playing across the world, host a late night viewing party of a final match, or even just waste time at work... this is the site. They continue to improve quality and technique and are ready to boast some big advancements in 2013!



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.

In 2012, Podium had over 40,000 visitors over the full season.

The North American Championships broadcast on bikepolo.tv drew 7000 visits from more than 3000 unique visitors.

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  
Jake Newborn at  
[jake@mkebikepolo.com](mailto:jake@mkebikepolo.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





## 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!!!!

- > [NAH on the news in Milwaukee, weekend of NAHBPC \(feat Jake Newborn & Brian Dillman\)](#)
- > [Theclassical.org on the growth of hardcourt bike polo](#)
- > [First three minutes of the Bike Polo documentary: "3-2-1- Kill!" by Oleg Jiliba](#)
- > [Photo & Video Blog, Top Shelf Polo](#)

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 two 12-year olds from Phoenix \(they're 16 now\)\)](#)
- > [North American short](#)
- > [2011 World Championship final](#)
- > [World Class Polo](#)
- > [Unchained Polo](#)
- > [These Chicks Bad \(Ladies Army 3 highlights\)](#)

## Important Sites

- > [North American Hardcourt](#)
- > [The League of Bike Polo](#)
- > [Podium](#)
- > [Hardcourtbikepolo.org](#)

