

# Become a Sponsor!

## NCTTA Official Equipment Sponsorship



**Term: 2022-2024**

### Quick Facts:

- Governing body of college table tennis in US and Canada
- Presence in 200+ colleges in US and Canada
- 28 Divisions in North America
- 501(c)(3) organization
- National Organization in USA Table Tennis since 2008.

### *Why Sponsor?*

- National brand recognition as the **Official Equipment Supplier of NCTTA Events (League, Regionals, Championships and World University Team)**
- NCTTA equipment sponsor for the **NCTTA League, Regionals starting Fall 2022 through Spring 2024**
- NCTTA Championship Equipment Sponsor at **2022, 2023, 2024 National Championships**
- Valuable, highly-targeted demographic
- **Media exposure** in college, athletic, and general-interest groups
- Recognition and publicity **include banners, posters, press releases, brochures, website and more**

**For More Info:**

### **National Collegiate Table Tennis Association**

NCTTA  
154 Mill Run Lane  
Saint Peters, MO 63376

Email: [info@nctta.org](mailto:info@nctta.org)  
Phone: (904) 347-6281  
[www.nctta.org](http://www.nctta.org)

# Division/Regionals



## Sponsorships & Terms

**150+ schools** throughout US and Canada compete in **25-30 geographic divisions** (Division tournaments)

- **2500-3000 total participants** competing in men's/coed, women's, and JV teams and singles events in **major metro areas in USA and Canada**
- **60+ total individual events** from October-March

## Division & Regionals



**6 Regional tournaments** throughout USA and Canada

- **On average 600** of the top College Table Tennis participants in North America
- **6 events** in February and March; live streamed

# Division/Regionals



## Sponsorships & Terms

### ***Sponsorship Available:***

- Official Table, Ball, Net and Barrier Sponsor for all NCTTA events (Division and Regionals)\*
- \*Partner would be responsible for all logistics of set up/tear down



### **TERM:**

NCTTA is offering prospective partners the opportunity to bid on the following Division and Regional tournaments:

- Fall 2022 to Spring 2023 and
- Fall 2023 to Spring 2024

Division &  
Regionals

# Division/Regionals



## Minimum Requirements

### Minimum Requirements For Division Tournaments

- 50 barriers per year per division (enough to cover 6-8 tables) that each division will keep each academic year
- 1 gross of balls per year per division
- 5 scoreboards per division per year per division

\*If sponsor chooses to provide tables and nets it should include all shipping, labor, set up and related costs necessary to properly stage the event.

### Minimum Requirements for Regional Tournaments

- 100 barriers per year per regional (enough to cover 12-15 tables)
- 1 Gross of balls per year per regional
- 5 scoreboards per Regional per year

\*If sponsor chooses to provide tables and nets it should include all shipping, labor, set up and related costs necessary to properly stage the event.

**In addition, if Tables are shipped a qualified equipment coordinator be provided to coordinate the set up and tear down of related equipment. Equipment coordinator may illicit NCTTA staff help.**

# Division/Regionals



## Events & Benefits

### Included Events:

- 25-30 Division tournaments that take place between October and February
- 6 Regional tournaments (February to March)

### Benefits:

- Exclusive license for the use of all marks and statements of association in connection with designation as: Official Equipment Sponsor for NCTTA League and Regionals
- Use of images: Royalty free license to use images and portrayal of products and services related to their use by NCTTA and event participants
- Product Booth: Complimentary 20' booth at all related events
- NCTTA newsletter: monthly advertisement to more than 5000 members and alumni where partner will receive two advertising placements
- NCTTA website: Logo and any and all “official” use related to this partnership on the NCTTA website; [nctta.org](http://nctta.org)
- Display of sponsor banner at all competitions on NCTTA website, newsletter, social media and other promotional materials and when available on live streaming
- Social Media: ability to post directly to our membership on each of our social media platforms 4 times each year (Facebook page, Instagram, Twitter and LinkedIn)

## Division & Regionals

# Division/Regionals



## Financial Support & Bid Process

### FINANCIAL SUPPORT

Official Division and Regional Sponsorship per academic year.

Academic year is defined as Fall to Spring semesters

### BID PROCESS

All bids must be received via email no later than 5pm eastern time on January 25, 2022.

During the period from January 25, 2022 to February 8, 2022 NCTTA reserves the right to contact potential partners for clarification on bid related activity

The winning bid will be awarded on or around February 10, 2022

### Ownership of Tables and Related Equipment

Sponsor shall maintain ownership rights and interest to all tables. Sponsor has the right (but not obligation) to advertise for the sale of Tables at NCTTA tournaments.

Barriers, scoreboards and balls will remain with the NCTTA division or regional that it was used for.

Division &  
Regionals

# TEAM USA (Collegiate)



World University Games (USA TEAM)

## Why Sponsor?

- National brand recognition as the **Official Equipment Supplier of TEAM USA World University Team**
- **Media exposure** in college, athletic, and general-interest groups
- Recognition and publicity **include banners, posters, press releases, brochures, website** and more

### TERM:

NCTTA is offering prospective partners the opportunity to bid on the following World University Games event team sponsor:

- 2022 & 2024 World University Games

### Minimum Requirements to Sponsor

- Provide 14 full athletic kits (10 athletes, 2 coaches, 2 team managers)
- Provide funds towards travel to World Championships Location



TEAM USA

# Championships

## Sponsorship



## Championships

**NCTTA Championships** is an annual premiere event

- **250-275 total participants** from 50+ colleges and Universities from USA and Canada competing for national titles in Teams, Singles, and Doubles events
- Tournament publicity includes: social media, websites, video production, including commentary, **live stream to viewers** across the US, Canada, and internationally

### ***Sponsorship Availability:***

- Sponsor Table, Barrier, ball and court equipment used at Championships





# Championships



## Term

NCTTA Championships are held every April

### TERM:

NCTTA is offering prospective partners the opportunity to bid on the following years of Championship tournaments:

- 2022 to 2024

Multiple year sponsorships are available past what is seen here.

Champion  
ships



# Championships



## Minimum Requirements

### Minimum Requirements For Sponsorship

- Up to 40 tables (competition and practice courts)
- 20 scoreboards
- 20 umpire tables
- 40 towel boxes
- Two gross 3-star white balls
- 600 barriers\*
- Equipment Coordinator: a qualified coordinator to oversee and supervise the set up and tear down of tables, barriers and other related equipment at each event.
- 5 tables and 20 barriers reserved for NCTTA to use towards community enhancement opportunities

\*On featured courts (Tables 1 and 2), barriers used will be divided between Equipment Sponsor and other Championship sponsors: Equipment Sponsor will be featured on 75% of each featured court and 50% on all other courts

Champion  
ships

# Championships



## Summary of Benefits

- Sponsor reps will be invited to all formal media and VIP functions
- Promotion of Sponsor in advertisements, promotional materials, social media, etc.
- Access to athletes for corporate presentations, media, etc.
- Tax-deductible contribution letter upon receipt of donations and/or sponsorship monies
  
- Designation of Sponsor as Official Equipment Supplier of College Table Tennis
- Prominent display of Sponsor banner/links at events and on NCTTA websites, social media, etc.
- Logo and name on Championship tournament souvenir shirts
- Product/Flyer Distribution in Registration bags
- Participation in Photo awards ceremony
  
- Complimentary 20' booth at Championship tournament
- 2 Full page color acknowledgement in program
- Public verbal recognition of Sponsor during Championships, including awards banquet
- Prominent display of Sponsor banner/logo at Championship hall and on Championship website, social media, and other promotional materials

**NCTTA**

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

*Email us at:*  
[info@nctta.org](mailto:info@nctta.org)

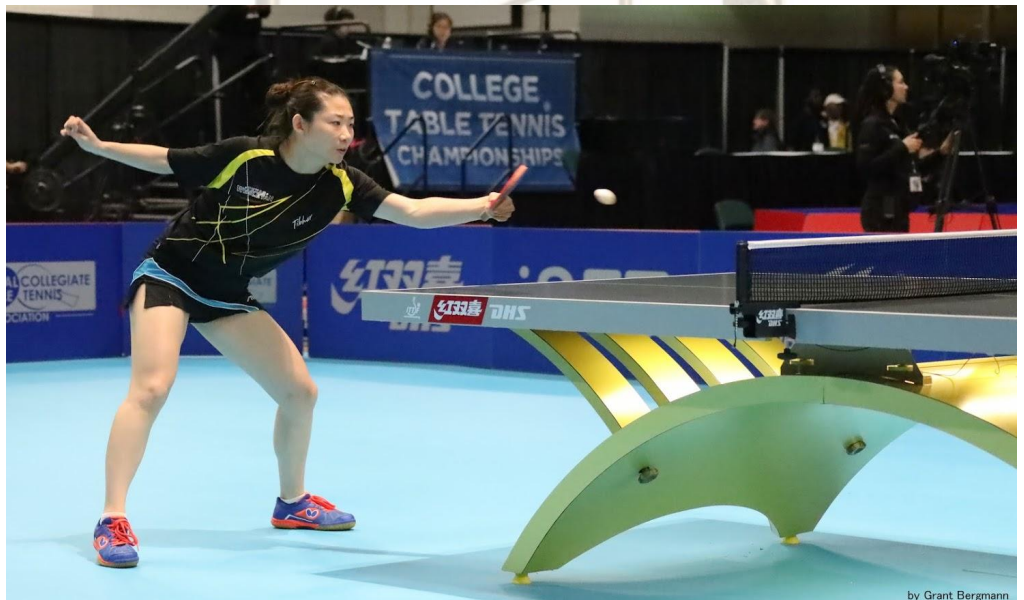
# Financial Support

## NCTTA Championships

NCTTA Championships is the crown jewel of our season, made possible because of:

- Top-tier playing facilities
- Hundreds of volunteers from across the US and Canada
  - Setup/breakdown of equipment
  - Facilitation of event
- Professional-level production
  - Live stream + commentary
  - Social media updates
- Celebration of our athletes
  - Opening ceremony
  - Catered banquet

Financial sponsorship is key to maintaining the caliber of our annual capstone event.



by Grant Bergmann

Financial  
Support

# Member Discounts



## Discounts for NCTTA members

### Benefit to Sponsors

- Discounts would encourage players at the collegiate level to buy and use the Sponsor's products and help build brand awareness
- Enthusiastic players can help introduce and promote the Sponsor's brand and products to others new to table tennis
- NCTTA membership is comprised of highly educated, well-connected, tech-savvy, and international audience, all of which can help give the Sponsor more reach

Suggested discounts on the purchase of Sponsor's products by NCTTA members/member schools\*:

- 20% off regularly priced purchases and/or
- 15% off tables

### Suggested Discounts

\*Only applicable to direct purchases, not purchases made through third-party retailers or distributors

#### **RESPONSE DEADLINE**

Interested sponsors should submit a proposal by January 25, 2022 via email

#### **SELECTION OF SPONSOR**

Tentative selection deadline is February 10, 2022.