



SPONSORSHIP OPPORTUNITIES



PRESENTED BY
Jim Bridenstine
& Cam Thomas

TULSA 
ELITE MEET
★★★★



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THE MEET

With some of the fastest swimmers in the world, the Tulsa Elite Meet offers a unique brand activation opportunity. It will be highly promoted, professionally produced, livestreamed, and broadcast with top on-air talent.

The stands accommodate 1,500 spectators cheering for America's top swimming talent, including current and future Olympians and future officers in the United States military.

We will also host an Olympic reception at the nearby Oklahoma Aquarium. At this event, the general public will be given an opportunity to engage with Olympic athletes. Following remarks and questions,

the Olympians and aspiring Olympic athletes will sign posters for the attendees. This event and the posters represent special branding opportunities.

The Tulsa Elite Meet offers an exceptional occasion for brand activation. The naming rights of the overall event are available along with many other unique sponsorship opportunities including athlete interactions. We are excited to help you activate your sponsorship while supporting college swimming and inspiring next generation athletes.



THE PRINCIPALS



**Jim
Bridenstine**

is a Partner in
Neptune Sports

LLC. Jim has served his country as a pilot in the United States Navy, a Member of the U.S. House of Representatives, and as the 13th Administrator of NASA. Jim holds multiple swimming records at Rice University and was the Oklahoma Swimmer of the Year. He graduated from Rice University with a triple major in Economics, Business, and Psychology and holds an MBA from Cornell University.

MOBILE: 918-899-5965



**Cam
Thomas**

is a
Principal at
Neptune Sports

LLC. He previously served as professional staff for Congresswoman Stephanie Bice, Congressman Kevin Hern, and Congressman Jim Bridenstine. Cam also served as a key advisor at NASA during Administrator Bridenstine's tenure with the agency. Cam is a graduate of Oklahoma State University with a double major in Political Science and Economics. He holds an MBA from Oklahoma Wesleyan University.

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THE POOL

The Jenks Trojan Aquatic Center is a state-of-the-art competition pool 50 meters long and 25 yards wide.

Multiple bulkheads enable multiple 25-yard college regulation race pools.



With a minimum depth of 7 feet, it has cutting edge treatment and sanitation technology to provide the clearest, cleanest water available. There is an additional 25- meter, 6 lane pool in an adjacent room. With a seating capacity of 1,500, this first-rate facility will make for a tremendous atmosphere for the Tulsa Elite Meet.



RUN OF SHOW

Saturday

200 Medley Relay (Men & Women)
400 IM (Men & Women)
100 Butterfly (Men & Women)
200 Free (Men & Women)
100 Breaststroke (Men & Women)
100 Back (Men & Women)
800 Free Relay (Men & Women)

Sunday

The Mile (Men & Women)
200 Back (Men & Women)
100 Free (Men & Women)
200 Breaststroke (Men & Women)
200 Butterfly (Men & Women)
400 Free Relay (Men & Women)



MARKETING PLAN

The Tulsa Elite Meet will have two promotional campaigns: one focused on a national audience of swimmers and swimming enthusiasts and another focused on states with proximity to the Jenks Trojan Aquatic Center (Oklahoma, Kansas, Missouri, Arkansas).

The national audience will be activated through the support of broadcast and production partners. Social media influencers, social media marketing, and targeted online advertising will also support the national viewership.

The regional audience will be activated by the same mechanisms as the national audience with additional support from television, radio, and print advertising.

Club swim teams throughout the region will be directly invited and coaches will encourage their athletes to attend. Additionally, regional sponsors will support activation of the local audience. We will also activate the local alumni groups of participating universities.



BONUS EVENTS

The Tulsa Elite Meet Olympic Reception

Saturday

Oklahoma Aquarium

This exclusive reception will give attendees the opportunity to meet and interact with current and former Olympic swimmers while also getting to experience the exquisite beauty of the Oklahoma Aquarium, home to the world's largest collection of bull sharks! The event will be moderated by former Olympians offering audience members the opportunity to engage in a question-and-answer session with Olympic swimmers.



SPONSORSHIP OPPORTUNITIES

Base Sponsorship

- Name and logo included in the program distributed to all attendees at the Tulsa Elite Meet, and the Tulsa Elite Meet Olympic Reception.
- Name and logo on the scoreboard across both days of the Tulsa Elite Meet.
- Name and logo included on the Tulsa Elite Meet website.
- Banner with your name and logo will be hung in the Aquatic Center to be visible on TV and to in-person audiences.
- Name and logo included on displays inside the Oklahoma Aquarium during the Olympic Reception.

Race Sponsor

(e.g. men's and women's 50 Freestyle) -

14 total sponsorship opportunities for 28 total races

- Includes Base Sponsorship package.
- Name and logo displayed on the ceremonial arch that the finalist swimmers walk through for the sponsored race.
- Name and logo displayed on the pool during the TV broadcast at the beginning and conclusion of the sponsored race.
- Name and logo displayed on the "Final Results" graphic on the television broadcast at the conclusion of the sponsored race.
- Television broadcast announcers will mention your company name at all points throughout the race to be heard by television and in-person audiences. "Up next is the (Company) 50 Freestyle." Interviewer: "Congratulations on winning the (Company) 50 Freestyle."

Lane Sponsor (Race Sponsor Add-On) - only 8 available

- Sold as an add-on to the Race Sponsorship package.
- Logo to be displayed on the camera side of a starting block.

TITLE SPONSOR

Title Sponsorship

- Includes Base Sponsorship Package.
- Name and logo of organization embedded in all TV, radio, social media and newspaper marketing materials as well as on the Tulsa Elite Meet website.
- Name and logo of organization to be embedded in all broadcast graphics.
- Name and logo of organization featured on the cover of all programs distributed at the event. Additional full-page advertisement inside the program.
- Name announced frequently throughout the course of the event to the television and in-person audiences.
- Name and logo featured on the bonus event as well as programs for the Saturday night event.
- Name featured on uniforms for all referees in attendance and all Tulsa Elite Meet staff.

OLYMPIC RECEPTION SPONSOR

Olympic Reception Sponsor

- Includes Base Sponsorship Package.
- Name featured on all invitations, promotional, and marketing materials regarding the event.
- Name featured on all programs distributed at the event.
- Name featured on all signage throughout the Oklahoma Aquarium and visible to all attendees.
- Name announced at the beginning and conclusion of the event to all attendees.
- Opportunity to sell or give away merchandise inside of the Oklahoma Aquarium during the event.

