



LIVE ON

**ESPN & ESPN2**

# **SPONSORSHIP PROSPECTUS**

2016



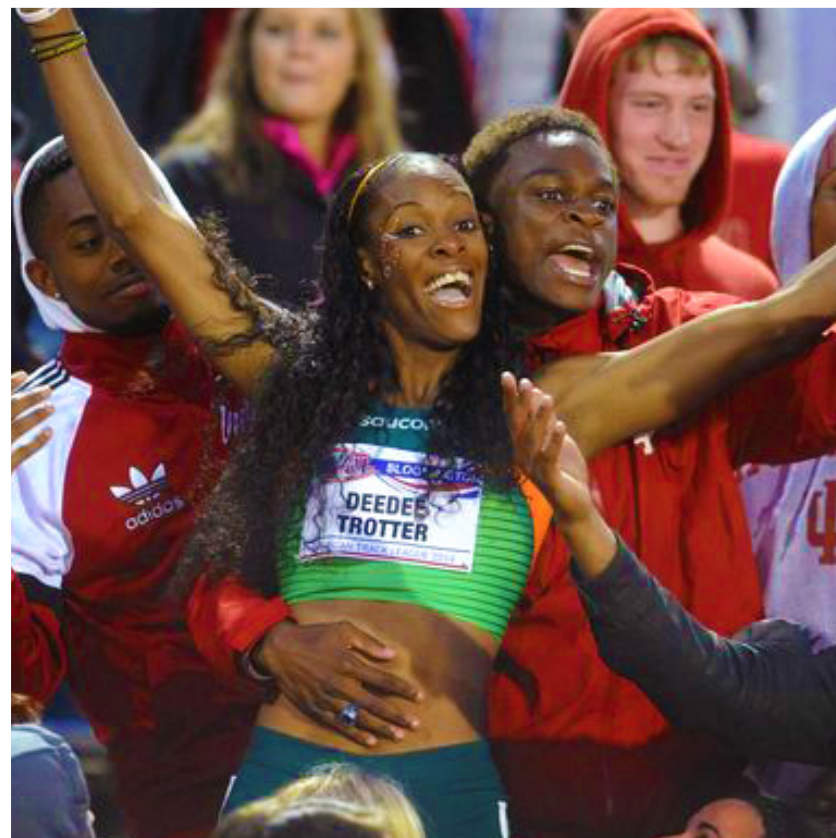
# PARTY FASTER!

With the world's greatest track and field athletes, the American Track League fuses fun filled entertainment aspects for the average partygoer while producing a prestigious track meet fit for the top track enthusiasts to enjoy.

Selfies with Olympians, live bands and DJs for dance parties, and food trucks that serve everything but average concession foods are some of the elements that make the American Track League circuit one of its own kind.

The following pages explain the American Track League and why you should join the party.

***THE AMERICAN TRACK LEAGUE  
INVITES THE FANS TO A PARTY  
ON THE TRACK!!!***



# TRACK LEADS IN VIEWERSHIP

The professional sport of track and field has been one of the largest sports on a global scale for many centuries. The largest platform for the sport of track and field is the Olympic Games and the 2012 Olympic Games in London, England broke the record of having the most-watched event in U.S. television history!

## U.S. SPORTS TELEVISION VIEWERSHIP



**219.4 MILLION** - OLYMPIC VIEWERS



**111.5 MILLION** - SUPER BOWL



**26.5 MILLION** - WORLD CUP FINALS



**18 MILLION** - NBA FINALS

**OF THE TOP 10 MOST MEMORABLE MOMENTS AT THE 2012 GAMES TRACK AND FIELD HAD THE MOST FEATURES WITH 4 MEMORABLE MOMENTS!**

**#2.** USAIN BOLT LEGENDARY SWEEP

**#4.** THE BRITISH INVASION- JESSICA ENNIS, GREG RUTHERFORD, AND MO FARAH

**#6.** THE BLADE RUNNER- DOUBLE AMPUTEE MAKES THE 4X400 FINALS!

**#8.** RUNNING ON A BROKEN LEG- MANTEO MITCHELL

The United States has the best athletes in the sport year in and year out. The medal count has been won by the US at every single global major championship for the past 50 years. Yet, to this point there has been no series of professional meets in the United States.

# TRACK & FIELD

## HIGH SCHOOL PARTICIPATION



**1,500,000** TRACK & FIELD / CROSS COUNTRY



**1,008,000** FOOTBALL



**970,000** BASKETBALL



**808,000** SOCCER

# THE DIFFERENCE

In 2016, the American Track League uses its 3 race circuit to show the secret to bringing popularity back to track and field with its entertainment driven track meets. While showcasing prestige, world-class track meet performances, ATL brings the party to the fans with features normally experienced at popular festivals or concerts.

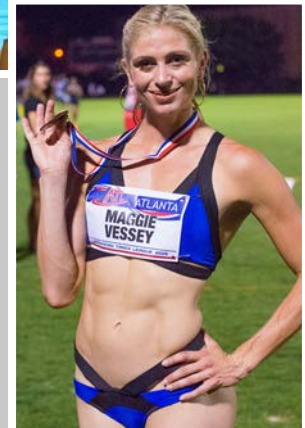
- A fan experience unlike any other in the sport - marquee names, serious competition, wrapped in a fanfest atmosphere
- Opportunities for first-person fan /athlete interactions
- An atmosphere of engagement, ripe for brand activations
- One day event filled with most of the top track and field events with very short lag time in between each event
- Entertainment elements during and in between events to keep the energy high for the entire family to enjoy.

*Where did the fans go?*

***THE FANS DIDN'T GO ANYWHERE!***

The fans never went anywhere. They just need a home. We are looking to make the American Track league just that—the organization to rejoin track and field fans and bring track and field back to the forefront of American professional sports. ***HOW YOU ASK?***

***BRINGING THE PARTY TO THE TRACK!***



# THE SHIFT

## *2016 and 2017 Season*

The 2016 season of the **American Track League** will be the stepping stone for team establishment in 2017. In February of 2017, a draft will take place and the team component of the league will launch in the spring of 2017. Additionally the League will crown one team as the league champion based on placings throughout the series of meets. There will be up to 8 teams competing in the ATL for the team title.

## *Beyond 2017*

Beyond the 2017 season, the ATL would look to expand into a 16 team league. There would be an Eastern and Western Division that would each crown a division champion. The top-4 teams in each division would be invited to the “Super Meet” which would crown the overall league champion.

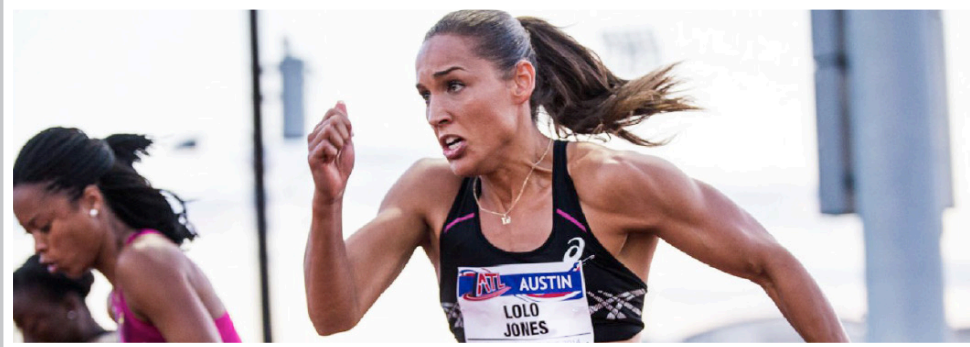


Year after year, track and field has led in high school participation beating football, basketball, and soccer. With the unique entertainment elements of its events, the American Track League will capture the interest of this untapped fan base while bringing hometown track heroes stateside.

# TITLE SPONSORSHIP OPPORTUNITY

LIVE ON

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## SPONSOR DELIVERABLES

- Presenting Sponsor, includes category exclusivity
- Sponsor branding included in official event marks
- School visits by athletes representing the Presenting Sponsor

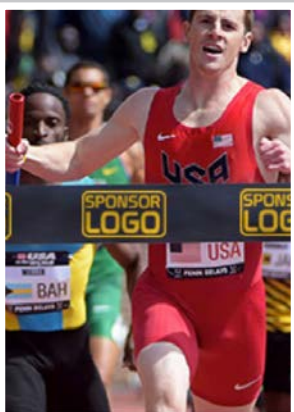


## TELEVISION COVERAGE WITH ESPN & ESPN 2

- 6 hours of live coverage on ESPN and ESPN2 (2 hours per meet)
- (8) :30 sec commercial units per meet
- On air Title Sponsor "American Track League Presented by..."
- Two Opening and Closing Billboards
- Pre-Produced Feature at the sponsor discretion (Athlete Profile or Product Profile)
- Graphics on all intros and cut-aways in the live coverage, announcer mentions... etc.

## ON-SITE BRANDING

- Race bibs
- Finish tape
- Awards and "Big Checks"
- Race timing equipment
- Official merchandise
- Event program
- Branding on all officials and staff
- Hurdle tops
- 40% of in stadium signage etc.
- Athlete appearances at local promotional events



## ADDITIONAL EVENT PROMOTIONS

Presenting sponsor for 5k Road Race to each event: "Asics ATL 5K" Entry in the 5K would give you entry to the stadium. Race would finish at the stadium 1 hour prior to the start of the track meet.

# 2016 CALENDAR

**ATLANTA, GA**

Saturday, May 14

**JACKSONVILLE, FL.**

Saturday, June 4

**AUSTIN, TX**

Saturday, July 23



# CONTACT US

## AMERICAN TRACK LEAGUE

Paul Doyle

[pdoyle@doylemanagement.com](mailto:pdoyle@doylemanagement.com)

706.424.2635

[www.americantrackleague.com](http://www.americantrackleague.com)

