



Bo Jackson's
ELITE SPORTS
TRAINING ATHLETES INSIDE-OUT

HILLIARD, OHIO

LOCAL PARTNERSHIPS

ADVERTISING AND PROMOTION



1989
Bo's first "Bo Knows" ad airs on TV during the MLB All-Star Game. Bo is chosen to be the first on the list and is selected the game's MVP. The series of "Bo Knows" ads has come a sensation and Bo's costuming is categorized into a \$1 billion a year business by the mid 1990s.



1991
Bo's promising football career ends on January 13, after a hip injury during a playoff game. Bo goes through hip replacement surgery and extensive rehabilitation with the goal of returning to Major League Baseball.



1990 Air Trainer SC High

1992
After a year in the Double-A minor league, Bo is called up to the Major League. Bo is named the league's MVP and becomes one of the few professional athletes to play in both MLB and the NFL.



1993
Bo Jackson is named the NFL's MVP and becomes one of the few professional athletes to play in both MLB and the NFL.



2010 Trainer SC

1995
Bo returns to MLB with the White Sox, and in his first game he slams a pinch-hit home run against the Yankees. Bo is ready for his magical moment by handing out 50's cards and baseball caps to fans in the stadium. Bo retires from baseball in 1994 after a season with the California Angels.

BO KNOWS

WHEN IT COMES TO BUILDING THE COMPLETE ATHLETE, NO ONE KNOWS MORE THAN THE GREATEST MULTI-SPORT, PROFESSIONAL ATHLETE EVER PRODUCED IN THE USA.



High Income **Advantages to Partnering with Bo Jackson's Elite Sports**

- a. High income families*
- b. Active lifestyle families*
- c. Multiple impressions*
- d. Massive social media reach*

THE VISION

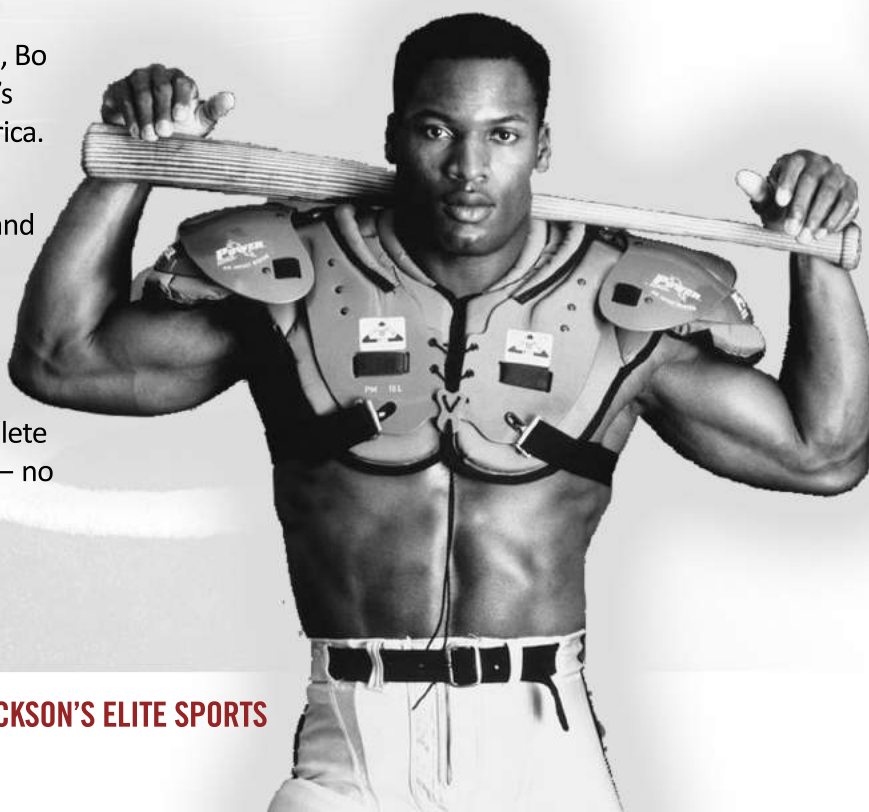
The Bo Jackson's Elite Sports Dome is focused on developing best-in-class sports, fitness and recreation facilities, driven by proven management systems, and industry leading programs.

The "Bo Dome" in Hilliard, Ohio is a multi-sport indoor complex backed by a proven methodology for athletes of all ages to train, compete, and excel within their desired sport. BJES is dedicated to "Training Athletes Inside Out" which speaks to a unique training philosophy — which is not only focused on custom skill and performance training, but on developing the whole athlete.

BJES is home to Cangelosi Baseball, Bo Jackson's Football, and Bo Jackson's Sports Leadership Centers of America.

Training opportunities include: baseball/softball, football, soccer and lacrosse and performance training for athletes of all sports.

We believe "there is an elite performer in all of us" and we are committed to helping each athlete realize his/her path to excellence — no matter what their age or skill level.



LOCAL PARTNERSHIPS

ADVERTISING AND PROMOTION

• OVERVIEW

Following in the footsteps of its parent facility in Lockport, Illinois, the new Bo Jackson's Elite Sports Dome opened in Hilliard, Ohio in March 2017.

Bo Jackson's Elite Sports provides a local marketing platform that reaches people when they're willing to be engaged. One with the power to let consumers experience your brand — not just see or hear about it. Television can't do that. Neither can radio or print.

At the "Bo Dome" we can connect your products and services with people who have the money to spend and the desire to buy — athletes, coaches, moms, teens, young adults and families. Get up close and personal with the audiences and events at one of the nation's leading sports, fitness and training complexes.

Bo Jackson's Elite Sports is the perfect marketing platform — a place where consumers can see, touch and develop an emotional connection with your brand, face-to-face.

A venue that builds engagement and drives sales — and isn't that what it's all about?

JOIN OUR TEAM OF BO JACKSON'S ELITE LOCAL PARTNERS WHERE YOU CAN SECURE A COMBINATION OF THE FOLLOWING BENEFITS:

SPORTS & FITNESS PROGRAM PACKAGE	<ul style="list-style-type: none">• SPORTS PROGRAMMING• MEMBERSHIPS • SUMMER CAMPS• SPORTS PERFORMANCE TRAINING
COMPANY EVENT RENTALS & TEAMBUILDING	<ul style="list-style-type: none">• TEAMBUILDING • LEADERSHIP TRAINING• COMPANY EVENT RENTALS
MARKETING, SALES AND PROMOTIONS SUPPORT	<ul style="list-style-type: none">• ACCESS TO BO JACKSON'S ELITE CUSTOMERS• BRANDING • ADVERTISING • E-NEWSLETTERS• SAMPLING & DISPLAY TABLES • SOCIAL MEDIA• SPECIAL PROMOTIONS



LOCAL PARTNERSHIPS

ADVERTISING AND PROMOTION


- **SPORTS & FITNESS PROGRAM PACKAGE**

Bo Jackson's Elite Sports offers select local partners a sports & fitness program package that can either be used personally, or for key clients, customers and even employees. Select packages includes access to some of BJES's top programs and attractions including: Cangelosi Baseball, Blast Softball, Bo Jackson Football, Summer Camps, Lacrosse, Soccer and Baseball Buddies.

- **VIP SPORTS PASSES**

Select Bo Jackson Partners will receive VIP "Sports Passes" that can be used for clients, employees and/or company promotions. The VIP passes will provide access to a mix of sports clinics, camps and sports performance training programs.

Partners can also earmark the VIP Sports Passes for use by not-for-profit partners (e.g. Boys & Girls Club or Big Brothers Big Sisters).



**BO JACKSON'S
ELITE SPORTS**

SUMMER CAMPS

WWW.BJESCOLUMBUS.COM

NOW REGISTERING • WEEKLY REGISTRATION: AGES 5 - 13

- ALL SPORTS • FOOTBALL • BASEBALL
- SOCCER • LACROSSE • SOFTBALL

NIKE **GATORADE** **NEW ERA** **Top Gun** **THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER**



VIP SPORTS PASSES

Bo Jackson's ELITE SPORTS **\$50 VALUE**
TRAINING ATHLETES INSIDE-OUT

THIS PASS CAN BE USED IN ACCORDANCE WITH BJES RESERVATION POLICIES. ONLY BJES STAFF CAN AUTHORIZE AND REDEEM. CALL 614-528-4555 TO RESERVE.

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TRAINING ATHLETES INSIDE-OUT

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FOOTBALL **CANGELOSI Baseball** **Blast FAST PITCH** **SOCCER** **B.S.F. SPORTS PERFORMANCE TRAINING** **LACROSSE**

LOCAL PARTNERSHIPS

ADVERTISING AND PROMOTION

- **LOCAL BRANDING: SIGNAGE**

Get your brand/company in front of the Bo Jackson Audience, who represent a premium buying demographic. Generate awareness and visibility through an impactful banner and signage package that will be seen by more than 500,000 visitors each year.

- **SAMPLING/DISPLAY TABLES AT EVENTS**

We also allow partners to build emotional equity and drive sales, face-to-face through our popular sampling/display table program, at key events throughout the year. As a part of this program we supply marketing support and insight on how best to set your tabling event up for success.

- **TEAM BUILDING & LEADERSHIP TRAINING**

Bo Jackson also is a unique platform for corporate events wide range of powerful team and leadership development experiences offered by the Bo Jackson Sports Leadership Centers of America.

Developed by a team of nationally renowned team performance professionals, the SLCA offers a one-of-a-kind progressive series of curriculum-based programs that transform the way corporate and professional groups pursue excellence. SLCA programs drive new levels of teamwork, motivation, and leadership effectiveness.

- **COMPANY EVENTS/RENTALS**

Based on your group's size, budget and event goals, we can arrange anything from a company baseball/softball game to a social get together and/or celebration.



ADVERTISING AND PROMOTION

PARTNERSHIP PACKAGES

3 YEAR AGREEMENT

LEVEL ONE \$10,000	TWO (2) BANNERS/SIGNS: (12X6)	\$7,500 IN VALUE
	ONE (1) LEVEL 1: SPORTS & FITNESS PROGRAM PACKAGE	\$2,400 IN VALUE
	ONE (1) LEVEL 1: CORPORATE EVENT RENTAL/TEAM BUILDING	\$3,500 IN VALUE
	FOUR (4) SAMPLING/DISPLAY TABLE EVENTS	\$2,000 IN VALUE
	FOURTY (40) VIP SPORTS PASSES	\$2,000 IN VALUE
LEVEL TWO \$5,000	ONE (1) DIGITAL SIGN/VIDEO IN LOBBY	\$4,100 IN VALUE
	ONE (1) FULL PAGE AD IN (3) PROGRAM GUIDES ANNUALLY	\$2000 IN VALUE
	ONE (1) SAMPLING/DISPLAY TABLE EVENTS	\$1,000 IN VALUE
	TWENTY (20) VIP SPORTS PASSES	\$1,000 IN VALUE

Pricing reflects a \$5,000 minimum for partnering with BJES and having permanent signage. Corporate Event Rentals and/or Team Building includes 3 hours for up to 30 staff members. VIP Sports Passes and Corporate Event Rentals follow BJES Reservation and booking guidelines and can only be authorized by a BJES staff member. Marketing event support includes social media, email newsletters and sampling/table support. Sampling/Display Table set-up is \$1,000 for one-time; two bookings, price drops to \$750 per; 4 or more are \$500 per.

Be Jackson's
ELITE SPORTS
TRAINING ATHLETES INSIDE-OUT

OFFICIAL PARTNERS



THE OHIO STATE UNIVERSITY
WEXNER MEDICAL CENTER