

## Your Corporate Participation Means Everyone Wins



2010 PingPong®forPOVERTY.com  
Charity Tournament



## Become a PiN Partner and Sponsor...Serve People in Need!

- YOU ELEVATE AWARENESS TO HELP THE HOMELESSNESS and POOR
- YOU RAISE MONEY FOR HOMELESSNESS
- YOU PROMOTE THE SPORT OF PING PONG®
- YOU EXPOSE YOUR ORGANIZATION TO YOUR CORPORATE VALUES

### What's the exposure?

Hundreds of participants, shirts/paddles, promotional spots, commercials, a major event in Virginia Beach - media coverage, and TV exposure during Sports broadcasts on local and regional networks during a day and ½ weekend. If you're looking for a new way to reach your target audience and to get that audience to remember your message, then the 2010 Mid Atlantic PingPong®forPOVERTY.com Charity Tournament is an ideal venue to deliver your message!

### The Audience

- ✓ 225 Participants
- ✓ 400 Spectators
- ✓ 100's of Volunteers

[OFFICIAL Sponsorships Available!](#)

[CORPORATE Sponsorships Available!](#)

## The Demographics

- There are 15,955,000 Table Tennis participants in the U.S.
- There are 5,091,000 core (13+/year) Table Tennis participants in the U.S.
- 61% of all Table Tennis participants are male and 63% of core (13+/year) Table Tennis participants are male.
- 58% of all Table Tennis participants are 25 years old and up; 53% of core (13+/year) Table Tennis participants are 25 years old and up.
- 53% of all Table Tennis participants have a household income of at least \$75,000 per year.
- 48% of all Table Tennis participants reside in a market size of 2,000,000+.
- 38% of all Table Tennis participants have a college degree or higher.

## The Events

- **Celebrity Fundraiser Kick Off – Friday, October 1<sup>st</sup>, 2010** **6pm – 10pm**
  - Friday Night Fundraiser – PiN Ministry
  - Scott Preiss and Son - National Olympic Trainer / Entertainer / Trick Star
  - Silent Auction – Over 17 PingPong® Tables, Trips, Great Products
- **Amateur Table Tennis Tournament – Saturday, October 2<sup>nd</sup>, 2010** **8am – 7pm**
  - Designed for ALL SKILL LEVELS – Beginner to Expert
  - All Age Groups – Singles / Doubles
  - Play Multiple Games & Multiple Players
  - Professional/Olympic Level Demonstrations
- **Opening Presentation and Awards Ceremony**
  - Charity Recognition
  - First and Second Prizes for event winners
  - Sponsor recognition
- **Beat the Challenger Events**
  - Fundraisers leading up to Tournament
    - Va. Beach Recreation Centers - 6 events
    - Sports Authority – 2 events @ Lynnhaven store
    - Buffalo Wild Wings – 4 events @ Redmill and Landstowne locations

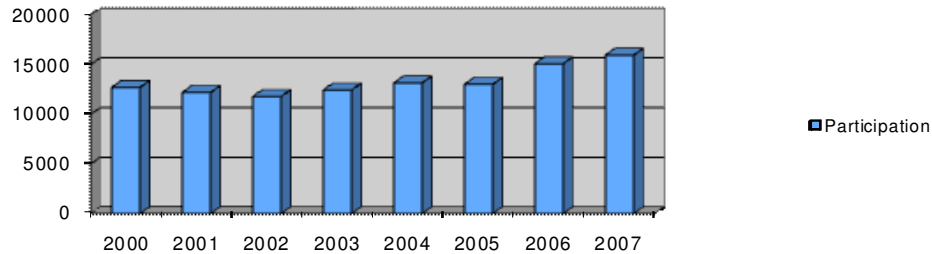
## Media Blitz

Virginian-Pilot > The Beacon > WVEC 13 > Fox 43 / WAVY 10 > K-Love  
PingPongforPOVERTY.com web site > PiNMinistry.org web site

**OFFICIAL Sponsorships Available** – Call: 757.375.8198

**CORPORATE Sponsorships Available** – eMail: [Info@AdImpact.org](mailto:Info@AdImpact.org)

## National Trend of Table Tennis Participation On the Rise



Participation figures are in thousands

\*Source: Sporting Goods Manufacturing Association

## Mid Atlantic Regional Landscape

- In Virginia, 5 clubs in Northern Virginia, 2 in Northwestern Virginia (Roanoke), 2 in Richmond and 2 clubs in Hampton Roads
- There are 8+ clubs in Virginia colleges (Virginia Tech, James Madison, George Mason, University of Virginia, Virginia Commonwealth University, William & Mary, Christopher Newport and Old Dominion University, totaling about 19+ clubs in Virginia.
- Within these 19+ clubs, we have over 1000 players. The average age of these players is early 20s.

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***eMail: [info@AdImpact.org](mailto:info@AdImpact.org) Call: 757.375.8198***

The PingPong®forPOVERTY.com Charity Tournament is managed by AdImpact Marketing, Inc.