Sponsorship
2020 Angel City Virtual Games
Games Vision

To be the largest, all-inclusive, virtual multi-sport Paralympic style festival in the United States.

To celebrate and support the physically disabled and visually impaired community.

To create the ideal experience to learn about adaptive sports, find experienced mentors, connect with peers, and ultimately be inspired to dream.
March 30, 2020

We are in unprecedented and historic times. Lives around the world have been massively disrupted. Our community is struggling to stay mentally and physically strong, as well as with employment and financial obligations.

At Angel City Sports, we have had to quickly adjust to the new social restrictions. We suspended all programming through June, and are prepared to extend it through the summer. While we do not know how long it will last, we do know that we will get through this crisis even stronger if we can stay together, connected.

Why do I believe this? Because I know how strong, resilient, and innovative our community is. Our athletes overcome challenges every day such as designing their own braces, dealing with chronic pain, deciding on major medical procedures. I also know how passionate our volunteers and supporters are – they are literally the fuel that keeps us growing as an organization! Just being connected to this community gives me faith and optimism that we will rise, together.

But we didn’t cancel the 2020 Games, we have pivoted. The 2020 Angel City Games presented by The Hartford will be 100% virtual. This means that EVERY BODY can participate, including adaptive athletes, friends and family, volunteers, sponsors and donors!

And instead of four action-packed days of sport, community, and special events, we are excited to bring you four WEEKS of sport training and challenges, virtual concerts and special events, and online community-building programs. We will be working hard to replicate every amazing aspect of the Games, but will do it online!

And we hope that the 2020 Virtual Games will be a ray of light that everyone needs right now. And as a sponsor, we need your support more now than we have in the past.

With your help, we can create an innovative and unique experience that impacts hundreds, maybe thousands of lives for the better.

In gratitude,

Clayton Frech,
Founder and CEO
The Angel City Virtual Games Explained

The Games

- Inaugural Games began in 2015 to address lack of competitive opportunities in the West
- Immersive fun-filled 4 weeks providing 11 sports- clinics & challenges, special events, and community activities
- An incredible opportunity to educate the broader public in adaptive sports and the adaptive community

Our Reach

- All ages
- All skill and experience levels, from beginner to elite
- Any physical disability and/or visual impairment
- Friends, family members, and caregivers are welcome to participate
- Anyone interested in learning about resources, trying adaptive sports for the first time, or continuing their progress
The Angel City Virtual Games Explained

Purpose
- The disabled community lacks access to opportunities across education, employment, health, and sports
- To be a positive catalyst to empower personally, professionally, socially, emotionally, and physically
- To foster inclusion and equality for all individuals with physical disabilities
- To create community support and engagement for the Los Angeles 2028 Summer Paralympic Games

Goals and Growth
- We have had strong growth in athlete numbers year over year with 2019 totaling in 425 athletes!
- To continue the upward trend in athlete participation and offer additional sports, special events, and more opportunities for individual growth
- To assure our community that no matter the circumstances—we will show resilience and adapt!

![Athlete Total Per Year](chart.png)
2019 Angel City Games
By The Numbers

**Event by Attendance**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletes</td>
<td>425</td>
</tr>
<tr>
<td>Volunteers</td>
<td>635</td>
</tr>
<tr>
<td>Partners &amp; Guests</td>
<td>1,190</td>
</tr>
<tr>
<td>Total Unique Visitors</td>
<td>2,250</td>
</tr>
<tr>
<td>Cumulative Event Visitors</td>
<td>4,250</td>
</tr>
</tbody>
</table>

**Global Reach**

United States
Canada
Mexico
Guatemala
Brazil

**National Reach**

*36 states

**California vs Out Of State**

California: 5%
Out Of State: 95%

**Athlete Breakdown**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth</td>
<td>38%</td>
</tr>
<tr>
<td>Adults</td>
<td>54%</td>
</tr>
<tr>
<td>Veterans</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Athletes by Age**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 12</td>
<td>18%</td>
</tr>
<tr>
<td>12 - 17</td>
<td>20%</td>
</tr>
<tr>
<td>18 - 34</td>
<td>36%</td>
</tr>
<tr>
<td>35 - 75</td>
<td>26%</td>
</tr>
</tbody>
</table>

**Elite Athletes**

33 Paralympians that competed, coached, and mentored

**Travel Grants**

75 athletes received travel grants for the Angel City Games

**Youngest to Oldest**

2 Yrs old: Demie Vazquez
75 Yrs old: Kent Halbmaier

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THE HARTFORD
2019 Angel City Games
Athlete Demographics

Athletes by Income
50% of our athletes live within or below current federal low income levels

*Source: US Department of Education

Athletes by Disability
- Amputee / Limb Difference - 35%
- CP / TBI / Stroke - 18%
- SCI / Spina Bifida - 37%
- Short Stature - 3%
- Vision Impairment - 2%
- Intellectual - 2%
- Other - 3%

Athletes by Ethnicity
- Asian - 9%
- African American - 11%
- Hispanic - 27%
- White - 48%
- Other - 4%

Athletes by Gender
- Male - 36%
- Female - 64%

Sport Participation

<table>
<thead>
<tr>
<th>Sport</th>
<th>Clinic</th>
<th>Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archery</td>
<td>80</td>
<td>36</td>
</tr>
<tr>
<td>Sitting Volleyball</td>
<td>36</td>
<td>43</td>
</tr>
<tr>
<td>Swim</td>
<td>60</td>
<td>39</td>
</tr>
<tr>
<td>Table Tennis</td>
<td>147</td>
<td>56</td>
</tr>
<tr>
<td>Track &amp; Field</td>
<td>39</td>
<td>45</td>
</tr>
<tr>
<td>Wheelchair Basketball</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>Wheelchair Tennis</td>
<td>39</td>
<td>36</td>
</tr>
</tbody>
</table>

Athletes by Records
- 118 Total Records set
- 117 Adaptive Track & Field USA National Records

Athletes at Jr. Nationals
- 47 Youth athletes qualified for Adaptive Sports USA Junior National Championships

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Impact

Impact by Motivation

90% of our athletes saw an increase in personal motivation after participating in the Angel City Games.

On average, these athletes saw an increase in personal motivation by 32%.

Impact by Confidence

88% of our athletes saw an increase in personal confidence after participating in the Angel City Games.

On average, these athletes saw an increase in personal confidence by 31%.

Impact by New Sport

55% of our athletes experienced a new sport while participating in the Angel City Games.

Impact by Impressions

- 7 Radio/Podcast segments on KIIS-FM, ESPN710, AM570, KNX, & Living Adaptive
- 7 TV News features on Fox LA, KTLA, KTTV, KTTX, KSAZ, KNBC, & CTV
- 40 media organizations with print & digital published

Impact by Confidence

88% of our athletes saw an increase in personal confidence after participating in the Angel City Games.

On average, these athletes saw an increase in personal confidence by 31%.

Testimonials

I honestly believe her being surrounded by the amazing athletes [at Angel City Games] showed her that anything is possible. [We] cannot thank you all enough for the opportunity you provided and the courage you helped to instilled.

— Emily Aronis, mother

William now has found something he loves and wants to continue to train in [javelin]. It was a huge confidence booster for him.

— Jessie Thompson, mother

The best part of my ACG experience was being mentored by three Paralympic swimmers. They gave me a lot of great tips and are interested in my continued progress in the sport. — Jayden Chapman, athlete

The friendship and camaraderie through competition at ACG are unparalleled. To put it plainly, it’s a family event even if you physically come alone.

Access to Mentors

77% of our athletes felt they had more access to mentors after participating in the Angel City Games.

*Data collected from those who reported a change.

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Angel City Virtual Games

Event Goals

• 1,200 participants, including 600 adaptive athletes and 600 friends, family members, and supporters
• Reach athletes in all 50 states and multiple countries
• Expand programming for visually impaired and blind
• Keep our community active and engaged no matter the circumstances!

Sports

• 9+ Paralympic sport clinics and challenges
• Esport, Cheerleading, and other recreational sports
• Home workouts for adults, children, and toddlers
• Open for the public to learn about and try adaptive sports

Special Events

• Daily activities that unite and celebrate the adaptive community
• Weekly ‘Resource Nights’ focused on topics such as: Health & Wellness, Personal Development, Career & Education
• Weekly livestream performances from adaptive artists
• Surprise celebrity ‘appearances’
• Plans to add family-friendly activities for a unique experience with community building elements
2020 Angel City Virtual Games
Clinics & Challenges

Track & Field
Archery
Sitting Volleyball
Swimming
Table Tennis
Wheelchair Basketball

Powerlifting
Wheelchair Tennis
Adaptive Esports Competition
Cheerleading
Goalball
2020 Angel City Virtual Games

Special Events

**Resource Night - Every Tuesday**
- A special evening event for our community to expand their network, find mentors, and acquire resources
- Topics include education, employment, personal development and health/wellness

**Adaptive Artists Concerts - Every Thursday**
- Virtual live performances from multiple adaptive artists from all across the country

**Community Connections**
- An evening for athletes, families, volunteers, and supporters to receive support and insight from renowned organizations and Paralympians

**Opening Ceremonies**
- The formal opening of the Games celebrating everyone who will participate

**Closing Ceremonies**
- A compilation of the Games most treasured moments for our community to treasure forever!

*Single event sponsorship opportunities available starting at $2,500*
# 2020 Angel City Virtual Games

## Proposed Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Monday Sport Clinics</th>
<th>Tuesday Resource Events</th>
<th>Wednesday Fitness</th>
<th>Thursday Music</th>
<th>Friday Friends &amp; Family Events</th>
<th>Saturday Sports Challenges</th>
<th>Sunday Community Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Wheelchair Basketball Goalball Esport</td>
<td>Career Fair</td>
<td>Adaptive Workout</td>
<td>Adaptive Artist Concert</td>
<td>Community Connection</td>
<td>Wheelchair Basketball Goalball Esport</td>
<td>Celebrity Q&amp;A</td>
</tr>
<tr>
<td>Week 2</td>
<td>Archery Sitting Volleyball Powerlifting Esport</td>
<td>Education Fair</td>
<td>Adaptive Workout</td>
<td>Adaptive Artist Concert</td>
<td>Healthy Cooking</td>
<td>Archery Sitting Volleyball Powerlifting Esport</td>
<td>Fun Run &amp; Roll</td>
</tr>
<tr>
<td>Week 3</td>
<td>Track &amp; Field Table Tennis Cheer Esport</td>
<td>Health &amp; Wellness Fair</td>
<td>Adaptive Workout</td>
<td>Adaptive Artist Concert</td>
<td>Art &amp; Music</td>
<td>Track &amp; Field Table Tennis Cheer Esport</td>
<td>Celebrity Q&amp;A</td>
</tr>
<tr>
<td>Week 4</td>
<td>Wheelchair Tennis Swimming Esport</td>
<td>Personal Development Fair</td>
<td>Adaptive Workout</td>
<td>Adaptive Artist Concert</td>
<td>Digital Game</td>
<td>Wheelchair Tennis Swimming Esport</td>
<td>Closing Ceremony</td>
</tr>
</tbody>
</table>

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[Angel City Games]

[The Hartford]
2020 Angel City Virtual Games

Sponsorship Levels

- **Gold**
  - $15,000
  - **Silver** level benefits +
    - 3 Virtual Activations during the Games (3 total)
    - Branded 2020 Games recap video

- **Silver**
  - $10,000
  - **Bronze** level benefits +
    - 2 Virtual Activations during the Games (2 total)
    - Inclusion in sponsor Thank You emails pre- and post- Games
    - 1 dedicated “Thank You” email

- **Bronze**
  - $5,000
  - **Friend** level benefits +
    - Logo on T-Shirts mailed to all participants
    - 1 Virtual Activation during the Games
    - 1 dedicated “Thank You” social post
    - 1 Lunch and Learn with a Paralympian

- **Friend of the Angel City Games**
  - $2,500
  - Brand visibility on website, social, flyer, and Angel City App
  - Opportunity to send participants swag or brochure

**Virtual Activation Opportunity** - participation in Resource Night, host or lead a webinar, host a clinic or special event, etc.
2020 Angel City Virtual Games

Sponsorship Benefits

Be Part of a Movement
- Join the Adaptive Sports Movement, help support our culture of inclusion and diversity, and experience how sports and community can help anyone with a disability

Make Your Brand Epic
- Enhance brand reputation while gaining access to a highly engaged and diverse audience that is underserved
- Send a swag item directly to an athlete in the Games swag bag

Enhance Company Culture
- Create highly inspiring, motivational, and memorable moments through participation and education
- Build a team to participate; Able-bodied welcome!

Show Your Concern
- Demonstrate to the broader community, athletes, and your employees that your organization is steadfast in your support of the disabled community
Build a team - everyone is welcome to participate!

Create content or programming for the Games

Be the dedicated host of an event or program!

Send a swag item directly to a participant!
Angel City Sports
Media Coverage & Social Reach

Now This - 2018 Angel City Games
KTLA 5 - 2018 Angel City Games

Good Day LA - 2019 Angel City Games
Fox LA - 2019 Angel City Games

Email Reach: 6,000+
Instagram Followers: 6,000+
Facebook Followers: 3,500+
Twitter Followers: 1,900+

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2020 Angel City Virtual Games

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Angel City Sports

Tax ID #: 82-2603747
Angel City Sports is a 501(c)3 nonprofit organization providing adaptive sports and recreation opportunities for children, adults and veterans with physical disabilities or visual impairments. ACS provides year-round programming and support for new and emerging athletes includes monthly clinics, adaptive sports equipment rental, coaching education, athlete training and development, mentorship and community outreach.

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