Sponsorship & Advertising Opportunities

About **THE LAB**

Bringing world-class trainers to the North Metro Minneapolis Area, **The Lab Athletic, a Premium All-Sport Training Facility,** helps athletes understand that regardless of their abilities today, **they can improve and be the best version of themselves possible.**

The Lab is the Home Training Facility for several Professional, Division I, II, & III Athletes.

NBA Guard Rashad Vaughn during a workout. (pictured left)

Monthly Sports Training classes & memberships are available to all ages & genders throughout the year.

Youth to Professional Sports Performance Training.

THE LAB ATHLETIC

Sponsor **BENEFITS**

Live Events

Thousands of eyes will see your brand & logo each year at our facilities events. Events held at the facility include:

- ❑ **Youth to Professional Sports Trainings**
- ❑ **Youth Sports Camps & Clinics**
- ❑ **NBA Player Hosted Camps & Clinics**
- ❑ **Professional and College Coaching Clinics**
- ❑ **Youth Sports Tournaments**
- ❑ **Monthly Sports & Mental Training Classes**
- ❑ **Monthly Fitness Classes**

**On-site activation (booths, extra signage, etc.) and other exposure opportunities available at events for advertising partners.*

Demographic Reach

- ❑ **Youth Athletes (ages 5-18)**
- ❑ **Youth Parents & Coaches**
- ❑ **Professional & College Athletes**
- ❑ **Professional Scouting and Media Services**

Social Reach

- ❑ **Your brand will be featured 24/7 on our website.**
- ❑ **Featured posts across all Lab social platforms, often promoted through other strategic partner relationships within the industry.**

THE LAB ATHLETIC

Sponsorship **LEVELS**

Wall Sponsorship

Full Color - Vinyl Banner Ad

Banner Size	Annual Cost
4’ x 8’	$500

* Renews October 1st
* A reminder will be sent out prior to this date

- ❏ Sponsors are responsible for all the costs associated with the development & creation of the ad.
- ❏ If you need any assistance in designing or creating your advertisement, please contact us.
- ❏ Any sponsor looking to create their own ad will need to work with our team beforehand for specific ad guidelines.

THE LAB ATHLETIC

CREATE YOUR LEGACY