

National Double Dutch League

David A. Walker Memorial

Double Dutch Holiday Classic™

20th Annual - Sunday, December 4, 2011

Event Overview

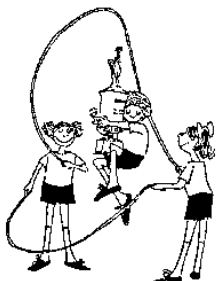


The Double Dutch Holiday Classic is an 18-year-old event held annually at the Apollo Theater in New York City in which hundreds of participants from all over the world compete in what is considered the world championships of the sport of Double Dutch.

The event was the subject of three documentaries: two Emmy Award-winning films, *Pick Up Your Feet* (Public TV), and *Rhythm in the Rope* (ESPN), as well as the recent *DoubleTime* (Discovery Films). It was also the inspiration for the hit Disney TV movie *Jump In!* Last year, the Holiday Classic was the subject of a front page Wall Street Journal article, and was featured on the CBS Evening News with Katie Couric.

A few years ago it was the only such international competition held for the sport. Today, it reigns as the premier event, where top teams from the U.S., Asia, and Europe come to vie for the prestigious title of "Best in Show".

Teams compete in age groups (4th grade - college) in different categories: Singles & Doubles Speed and Compulsory tests, Novice Fusion (4th - 7th grades), and Advanced Fusion (8th grade & up). Competitors in the Advanced Fusion category compete for the coveted "Best in Show" award.



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"Best in Show"

The **Advanced Fusion** competition at the **Double Dutch Holiday Classic** is an invitational event featuring the best teams from all Double Dutch and rope skipping organizations throughout the world.

Unlike other organizations that hold competitions exclusively for their members, the **NDDL Double Dutch Holiday Classic** Advanced Fusion event is a competition for top teams not only from the National Double Dutch League, but also other organizations, including American Double Dutch League, Japan Double Dutch Association, USA Jump Rope, International Rope Skipping Federation, European Rope Skipping Organization, French Double Dutch Association, and more. **The team that wins "Best in Show" is truly the best in the world.**



Awards & Prizes

- Free T-shirts and sponsor products for all competitors!
- Trophies and medals for all winners (1st through 7th places)
- Team Leader Training /Scholarship awards (from \$200 - \$1,000) for 1st place winners
- Champion Jackets and David Walker Memorial Champion Cup for "Best in Show" winners



Television Coverage / Live Webcast

Arrangements are being made to televise/webcast the Fusion competitions of this year's event.

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Sponsors



Official Restaurants of the Holiday Classic



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Sponsorship Levels

Note: the following sponsorship level suggestions should serve as guides and not sole choices available. We will work with interested sponsors to craft a benefits package that reflects the need and desires of the supporting company.

Platinum - Sponsorship Fee: \$25,000

- Will entitle client to have primary and hands-on development approach to how the event is market and promoted.
- Projection of name/logo displayed prominently on all pre-event and day-of-event materials.
- Theater program will be designed and presented with the client name/logos as title sponsor.
- T-shirt, awards, and other in-kind donations will allow for the client logo to be displayed on these materials.
- Title to special competition within the event including Sponsor Logo on Winner Jackets awarded by A Sponsor Representative at the closing ceremonies.
 - Singles Speed & Compulsory Champions (4th/5th, 6th, 7th, 8th & Open)
 - Doubles Speed & Compulsory Champions (4th/5th, 6th, 7th, 8th & Open)
 - Novice Fusion (Divisions: 4th/5th, 6th, 7th)
 - “Best of Show”, Advanced Fusion (Division: 8th & Open)
- Sponsor banners on stage backdrop, green room, sound stage, main theatre entrance and other prominent locations throughout the theater, placed for maximum media visibility.
- Ten (10) VIP tickets
- Name/Logo on all promotional media attached to the event. Newsprint, television, web advertising, and grassroots marketing.



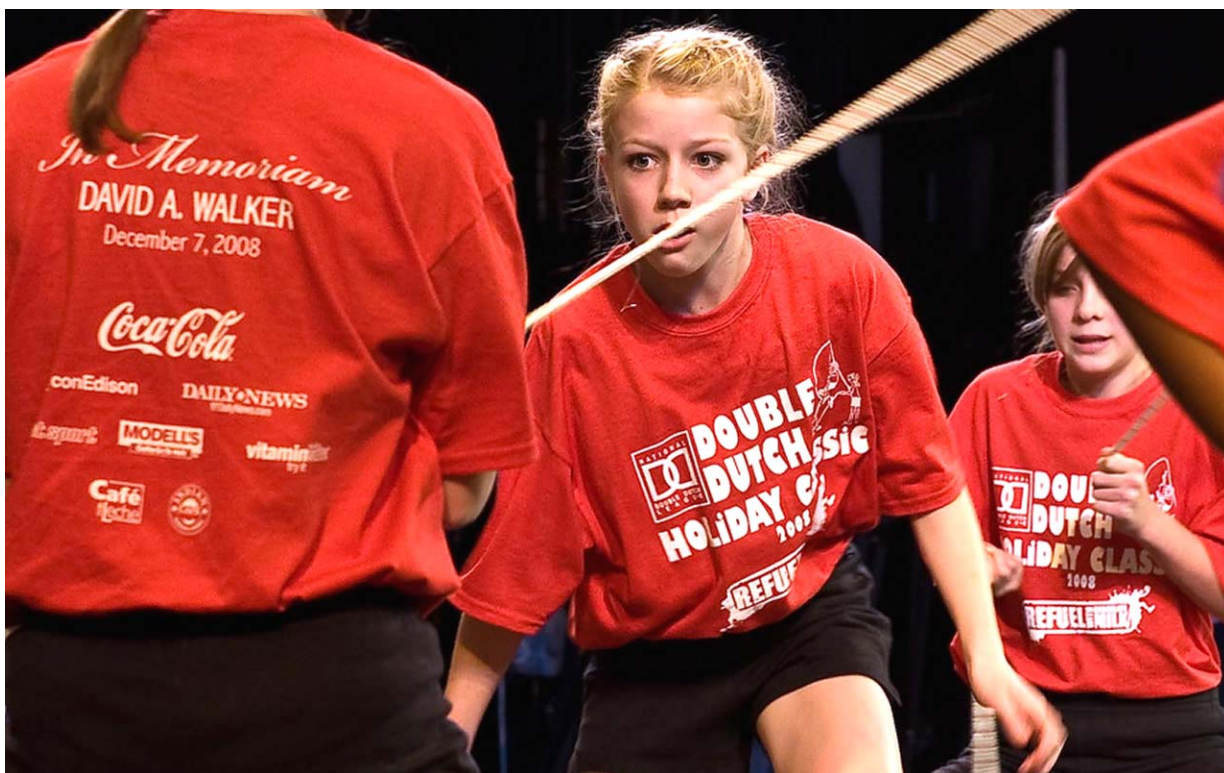
Example of Sponsor Signage on the Stage of Apollo Theater

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Gold - Sponsorship Fee: \$12,000

- Projection of name/logo displayed prominently on all pre-event and day-of-event materials.
- T-shirts and trophies/awards donations will allow for the client logo to be displayed on these materials.
- Title to special competition within the event including Sponsor Logo on Winner Jackets awarded by A Sponsor Representative at the closing ceremonies.
 - Singles Speed & Compulsory Champions (4th/5th, 6th, 7th, 8th & Open)
 - Doubles Speed & Compulsory Champions (4th/5th, 6th, 7th, 8th & Open)
 - Novice Fusion (Divisions: 4th/5th, 6th, 7th)
 - “Best of Show”, Advanced Fusion (Division: 8th & Open)
- Sponsor banners on stage backdrop, green room, sound stage, main theatre entrance and other prominent locations throughout the theater, placed for good media visibility.
- Six (6) VIP tickets
- Name/Logo on all promotional media attached to the event. Newsprint, television, web advertising, and grassroots marketing.



Example of Sponsor Logo on Official T-Shirts

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Silver - Sponsorship Fee: \$5,000

- Projection of name/logo displayed prominently on all pre-event and day-of-event materials.
- T-shirts and trophies/awards donations will allow for the client logo to be displayed on these materials.
- Two (2) Sponsor banners on stage backdrop, green room, sound stage, main theatre entrance and other prominent locations throughout the theater.
- Four (4) VIP tickets
- Name/Logo on all promotional media attached to the event. Newsprint, television, web advertising, and grassroots marketing.

Bronze - Sponsorship Fee: \$2,500

- Projection of name/logo displayed prominently on all pre-event and day-of-event materials.
- T-shirts and trophies/awards donations will allow for the client logo to be displayed on these materials.
- One (1) Sponsor banner on stage backdrop, green room, and/or sound stage.
- Four (4) VIP tickets
- Name/Logo on all promotional media attached to the event. Newsprint, television, web advertising, and grassroots marketing.

DAILY NEWS
NYDailyNews.com

Presents
David A. Walker Memorial
DOUBLE DUTCH HOLIDAY CLASSIC™ 2010

SUNDAY, DECEMBER 5, 2010
1:00 - 4:00PM
At
Harlem's World Famous APOLLO THEATER
253 West 125th Street
Between 7th & 8th Aves.

OFFICIAL DOUBLE DUTCH SPORT & FUSION FREESTYLE COMPETITION

FEATURING WORLD CLASS CHAMPIONSHIP TEAMS!
FUN FILLED ENTERTAINMENT FOR THE WHOLE FAMILY!

Admission: \$27.00 each ticket. Group Admission Price: (10 or more) \$20.00 each ticket
Tickets are available at the Apollo Box Office: (212) 511-5365 And at all Ticketmaster Locations (212) 207-7171
Ticket prices include \$3.50 Apollo Theater Facilities Restoration Fee

www.NationalDoubleDutchLeague.com

Sponsored by
DAILY NEWS **conEdison** **east.sport** **Coca-Cola** **MODELL'S**

National Double Dutch League
Nineteenth Annual
David A. Walker Memorial
DOUBLE DUTCH HOLIDAY CLASSIC™

FUN-FILLED ENTERTAINMENT FOR THE WHOLE FAMILY!

FEATURING WORLD CLASS CHAMPIONSHIP TEAMS!

Sunday, December 5th, 2010
1:00 - 4:00 PM
Harlem's World Famous
APOLLO THEATER

conEdison **Coca-Cola** **MODELL'S** **DAILY NEWS** **east.sport**

Examples of Sponsor Logos on Daily News Ad & Apollo Theater Plasma Screens

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Product Donations / In-Kind Service Donations

- Sponsor logo displayed on stage or in the theater lobby
- Sponsor logo on official NDDL website
- Sponsor logo on flyers, postcards, posters, and registration forms to be distributed on website, at NYC parks, schools, community and recreation centers, and other suitable locations.
- Two (2) VIP tickets

Requested Products and Services

- Official Hotel - hotel rooms for participants coming from out-of-town
- Official Restaurants - meals for participants coming from out-of-town
- Official Food & Beverage Suppliers - snacks & beverages for 'green room' on day of event
- Official Airlines/Transportation Suppliers - travel for contestants coming from out-of-town, bus service for local teams.
- Printing for Event Program, flyers, brochures, postcards, posters
- Products for winners
- Giveaways for all participants
- Team Seats Sponsor - \$200 per team
- Tickets for youth groups



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