

## Battle Of Chernobyl 6 Airsoft Big Game Sponsor Information

Battle of Chernobyl is hosted by American Paintball Coliseum annually in Brighton, Colorado. This airsoft game has happened for 5 years previous and features a zombie night game, day missions, event patches, overnight camping, merchandise giveaways and community cohesion. Previous years attendance reached 107 players with 2019 game estimated to acquire 150 players. Marketing window is from May through August.

Website	Performance
<ul style="list-style-type: none"> <li>• Display logo in event graphics</li> <li>• Add link with sponsor logo on Battle of Chernobyl webpage</li> <li>• Display sponsors logo within event video</li> </ul>	<ul style="list-style-type: none"> <li>• Average about 9k users per month to website/month</li> </ul>

FACEBOOK (Denver)	INSTAGRAM
<ul style="list-style-type: none"> <li>• 5003 Followers</li> <li>• Weekly live videos that receive between 500-1000 views (receive event sponsor mentions)</li> <li>• 10,000 - 13,000 people reached monthly with some content</li> <li>• Sponsor mention in event page description</li> <li>• <b>FACEBOOK EVENT PAGE</b></li> <li>• 4300 people reached with event page (2018)</li> <li>• 145 responses on event alone</li> <li>• 107 attendance for 2018</li> </ul>	<ul style="list-style-type: none"> <li>• 1,125 Followers as of 4/30/2018</li> <li>• 2.7k Unique reach   9.8k Impressions</li> <li>• 72% of audience is between ages 18 &amp; 34</li> <li>• Receive live mentions in story posts weekly</li> </ul>

<p><b>T-Shirt Placement</b></p> <ul style="list-style-type: none"> <li>• Placement on backside of event T-Shirt</li> </ul>	<p><b>Flyers + Store Foot Traffic</b></p> <ul style="list-style-type: none"> <li>• Flyers in Denver &amp; Colorado Springs + other local airsoft stores at front counters for handout with sponsor logo &amp; mention</li> </ul>	<p><b>Email Mentions</b></p> <ul style="list-style-type: none"> <li>• Emails containing sponsor website links and logos in Sponsor area</li> <li>• 3+ emails sent to 18,800 people local to Denver area</li> <li>• Average open rate between 10-15%</li> </ul>
--	--	--

**Price: \$500 in product**



American Paintball Coliseum

(303) 298-8573

[kyle@apcpaintball.com](mailto:kyle@apcpaintball.com) or [tony@apcpaintball.com](mailto:tony@apcpaintball.com)