

PLAYNOLA PARTNERSHIP PROSPECTUS

PLAYNOLA COM

PROUD MEMBER OF THE SSIA
SPORT & SOCIAL INDUSTRY ASSOCIATION



PLAYNOLA COM

PARTNERSHIP PROSPECTUS

SSIA 

SOCIAL SPORTS

SPORT AND SOCIAL CLUBS ARE THE ONE-STOP SOLUTION FOR YOUNG PROFESSIONALS LOOKING TO GET TOGETHER BOTH ON AND OFF THE FIELD



SPORTS LEAGUES, HAPPY HOURS AND SPECIAL EVENTS



MEMBERS

PLAYNOLA MEMBERS ARE
YOUNG PROFESSIONALS:
EDUCATED AND AFFLUENT
MILLENNIALS



ACCESS THE
MOST SOUGHT
AFTER
DEMOGRAPHIC



MEMBERS

SOCIAL
MEDIA
REACH



10,000+

88%



BETWEEN THE
AGES OF 21-40

55%



MALE

FEMALE



45%

76%



COLLEGE
EDUCATED

40%



HHI > \$55K

REACH

PLAYNOLA SPEAKS THE LANGUAGE OF THE 21ST CENTURY THROUGH A POWERFUL DIGITAL MARKETING PLATFORM



LEVERAGE AN EMAIL DATABASE OF 12,500 MEMBERS



PLAYNOLA.com

spring newsletter




the new **playnola.com**
where networking is more than just fun & games



PLAYNOLA.com

summer newsletter



the new **playnola.com**
where networking is more than just fun & games



PLAYNOLA.com

fall newsletter



the new **playnola.com**
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PLAYNOLA.com

winter newsletter



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REACH

8,500

YEARLY PLAYERS

12,500

E-DATABASE

17,500

UNIQUE MONTHLY
VISITORS

PLATFORMS

PLAYNOLA IS FULLY INTEGRATED INTO MEMBERS SOCIAL CALENDARS FROM THE FIELD TO THE BAR



THIS IS NOT YOUR TRADITIONAL PARK & REC. LEAGUE



SPORTS

MORE THAN 8,500 PLAYERS
PARTICIPATE IN PLAYNOLA
ACROSS 11 SPORTS
ANNUALLY



MALE BASKETBALL
CO-ED FLAG FOOTBALL
MALE FLAG FOOTBALL
KICKBALL
SOFTBALL
VOLLEYBALL
SOCCER
BOWLING
CORNHOLE
GOLF
DODGEBALL



SOCIAL

WIN OR LOSE. THE FUN CONTINUES THROUGH A WIDE VARIETY OF SOCIAL EVENTS

TRIVIA NIGHTS
KICK-OFF PARTIES
SCAVENGER HUNT
&
TAILORED EVENTS WITH PARTNER VENUES

Celebrate the end of the season and the kickoff to summer with PlayNOLA!

Party with us at Pat O'Brien's, June 27 from 7p until 9p

Have one on us, mingle with other players, and have a blast.



718 St Peter St. | French Quarter

Save the Date

2ND ANNUAL FINDERS FETE
Saturday, December 7, 2013
10a.m - 2p.m.
Start & End at Pat O'Brien's

through the French Quarter and Marigny, Solving Riddles, Answering Questions & Taking Prizes!
Awesome Prizes!

Stay Tuned for More Information!



Produced by:



DAT DOG
...put a smile on your face!

Half Off
6/19 7p-9p

Wear your PLAYNOLA T-Shirt and Save!
Freret Street Location Only

PLAYNOLA.com

SPRING KICK-OFF PARTY

TUESDAY, APRIL 15
6:30pm - 8:30pm

FREE BEER!*

Come to have fun; playNOLA shirt encouraged

MEET. GREET. COMPETE.

located at **BARCADIA** 601 Tchoup

* Free beer in limited quantities.

ADVENTURE

LOOKING TO PUSH THE LIMITS,
PLAYNOLA BRINGS THE THRILL
TO MEMBERS



FINDERS FETE

IN PARTNERSHIP WITH GAMBIT
MAGAZINE

BEER OLYMPICS

HABITAT ROMP

IN PARTNERSHIP WITH HABITAT FOR
HUMANITY



CALENDAR

MULTIPLE DAYS
WITH MULTIPLE
ACTIVITIES
TO GET INVOLVED

Let playNola Fill Your Calendar

Monday

Men's Football
Men's Basketball
Co-Ed Volleyball



Tuesday

Co-Ed Softball
Co-Ed Flag Football
Co-Ed Volleyball



Wednesday

Kickball
Men's Flag Football
Co-Ed Softball
Men's Basketball



Thursday

Kickball
Co-Ed Softball



OPPORTUNITY

PLAYNOLA OFFERS INTIMATE BRAND EXPOSURE TO THOUSANDS OF YOUNG PROFESSIONALS

▼
INTEGRATE INTO THE SOCIAL LIVES OF OVER 2,000 PARTICIPANTS QUARTERLY



ACTIVATION

Discounted Pricing

Sponsored Bar
Crawls & Social
Mixers

Brand Ambassadors

Discounted Pricing

Sponsored Bar
Crawls & Social
Mixers

Brand Ambassadors

Food & Beverage
Specials

Hosted Social Mixers

Partner Cross-
Promotions

MARKETING

Shirt Sponsorship

Sampling & Coupons

Inflatables

Naming Rights

Event Sponsorship

Product Displays

Inflatables

Signage

Official Bar Sponsor

Bounce-Back Offers

Logo inclusion on
Marketing Materials

STANDARD DELIVERABLES

Ready to partner
with us?

Please contact:

Campanella Kent at
Camp@Playnola.com or
Ross Thevenot at
Ross@Playnola.com

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