2023
MVP OPEN
PARTNER OPPORTUNITIES

Thursday - Sunday | September 14th - 17th

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In 2004, three cousins designed and built the Maple Hill Disc Golf course. Their goal? To build the greatest course in the world and hold a big event to bring the best players to play it. They created a disc golf shop to finance this endeavor.

The 2004 MSDGC was our first iteration. Multiple World Champions, $10,000 added cash, great food, and fun everywhere were a perfect start to what we wanted to grow.

We strive to be ahead of the curve. We made DVDs of each event. We dabbled with live coverage, garnering over 100 concurrent viewers in 2007! By 2008, the writing was on the wall. We had nearly a hundred fans show up and watch. We didn’t know it at the time, but we were creating a spectacle.

In 2008, we got our first title sponsor and the event was renamed The Vibram Open. In 2018, MVP Disc Sports became our forever title sponsor. The event has been the MVP Open at Maple Hill ever since.

The goal was to create a model that could be copied all around the country for other courses and big events. Maybe someday, we could link up all of these big events and create a real tour to showcase the amazing skills of the best players in the world.

The tricky part was making sure that the fun, family atmosphere, and festivities never got lost, no matter how big the event became. While we have consistently become more organized and professional, we have never forgotten our roots. If it’s not fun, then we are missing the point.

In 2016, the Vibram Open was the first ever Disc Golf Pro Tour (DGPT) event. Today, we are the final event of the DGPT playoffs, watched by millions of people. Join us in celebrating 20 years of growing disc golf history.

We are watching the greatest disc golfers in the world compete at Maple Hill, one of the premier courses in the world. We’ve got to smile, and these days, millions are smiling with us.
The Growth of DISC GOLF

MVP Open Viewership

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
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<tbody>
<tr>
<td>Score</td>
<td>2,925,438</td>
<td>3,264,637</td>
<td>3,881,737</td>
<td>4,598,137</td>
<td>5,146,137</td>
<td>6,120,929</td>
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</table>

PDGA Membership

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score</td>
<td>300,000</td>
<td>600,000</td>
<td>900,000</td>
<td>1,200,000</td>
<td>1,500,000</td>
<td>2,000,000</td>
<td>3,000,000</td>
</tr>
</tbody>
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Disc Golf Courses Over Time

Powered by uDisc
2023 MVP OPEN

anticipated VIEWER NUMBERS assuming 10% growth

Live Broadcast: 200,000
Post Production: 1.85 million
Total Viewership: 2,000,000+

Onsite Spectators: 5,000*
Staff & Vendors: 250
VIPs & Players: 125

Instagram: 106K likes, 7.7% engagement
Facebook: 3.6m uniques, 6.7% engagement
Twitter: 1.4m impressions, 600 retweets

*We had 4,000 spectators in 2022. We are offering 1,000 more tickets in 2023, and will have 5,000 spectators.
The MVP OPEN
2023 PARTNERSHIPS

Traditional Ad Spots
On course signage, both on land and on water. Video ad buys, spectator guide digital and print ads. Or any mix of them all. We will get you seen.

On Course Activations
Set Up shop at one of disc golf’s iconic holes. Hole 1, 5, 8, 14, 18. Where do you want future customers to be happy that they saw you?

Vending and Local Spots
If you are looking to sell directly to hundreds of fans, MVP Open Vending is for you. We also have special advertising spots for local businesses.
2023 MVP OPEN
Hole 1
Signage

Disc Golf’s Signature Starting Hole

Tee Box Walls
The most iconic starting hole in disc golf. Maple Hill’s signature hole and signature tee. Wrap it all with your 2-sided branding and own the tee box. Walls will be 48’ long and 32’ high.

$5000

Bleacher Front and/or Back
The back wall (30’x16’) is seen by cars driving by and all spectators going to the bleachers or holes 2 and 3. The front wall (30’x4’) is the front of disc golf’s most viewed bleachers.

$2000*

Bleacher Side Wall
A 4’x2’ coroplast wall (16 spaces available) that is seen by onsite spectators and DGN cameras as well. Get seen by thousands on site and millions on camera.

$400

Start the conversation

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2023 MVP OPEN
Water Signage

Disc golf’s most iconic water carries

Pond Billboard
$1250
Own all four sides of one of the MVP Open pond billboards. Each side is 4’x2’. Maple Hill is known for its ponds. Get your name out there on the water holes (1, 5, 8, 14) that make Maple Hill.

1/2 Pond Billboard
$750
Own opposite sides of one of the MVP Open pond billboards. Each side is 4’x2’. Maple Hill is known for its ponds. Get your name out there on the water holes (1, 5, 8, 14) that make Maple Hill.

Pond Jump Partner
$1000
The most celebrated victory splash in all of disc golf. Photographed by hundreds, shared by thousands, seen by millions. Two 8’x1’ side walls along the dock. One 6’x1’ wall along the front.
2023 MVP OPEN

On Course Signage

On the course
In front of the cameras

Wall Boards
A set of six, 4’x16” full-color, 2-sided situated along the course where cameras and on site spectators are sure to notice.

$500

Feather Banners
Two feather banners placed near a tee area or spectator viewing area that will be seen by both spectators and cameras.

$750*

Banner Tee Frame
An 8’x3’ banner, situated attractively in our well placed tee frames. These are located so that they will be clearly visible in the background of the video coverage of the tournament.

$1000*

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2023 MVP OPEN
Spectator Guide Ads

Get Noticed!
5,000 Printed Spectator Guides

Full Page Ad - Digital
$150
Full page, full color ad in the official digital 2023 MVP Open Spectator Guide, which will include a zoomable map to the property and up to date schedule (in case of weather).

Full Page Ad - Print
$250
Full page, full color ad in the official printed 2023 MVP Open Spectator Guide, which will include a map of the property and signature pages for spectators’ favorite players.

Print & Digital Full Page Ad
$350
Yup, an ad in each. Buy both and save!

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2023 MVP OPEN

Video Ad Buys

On the screen
In front of millions of eyes

2023 Estimates

Live Broadcast: 200,000
Post Production: 1.85 million
Total Viewership: 2,000,000+

Live Broadcast
Sixteen ads total
Two ad spots (one 15-sec, one 30-sec) on men’s and women’s broadcasts, all four days

Lead Men Post Produced
One 15-second PIP ad for the lead men’s card on the post-produced YouTube coverage.

FPO 1/MPO 2 Post Produced
One 15-second PIP ad for the chase men’s card or the lead women’s card on the post-produced YouTube coverage.

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2023 MVP OPEN
Hole 5 Pin Activation

Special Access Only
Provided by (YOU!)
Sep 14-17, Hole 5 Pin

Restricted and Exciting
1 in 6 players parks the hole. Until now, no one but VIPs have been able to watch hole 5 in person. This year, thanks to you, fans can watch the most exciting anny in disc golf. Give new customers an experience.

24 Spectators at a Time
Over half the players card birdies. Watch success happen. Groups will be guided to and from the pin. Each group will watch two groups play hole 5. If you are going to see an ace, this is the most likely spot!

Sign up to Gain Access
Your brand rep collects names, says hello, and generates buzz for your brand and access to the Hole 5 Pin. They were happy when they arrived. You just made them happier.

$3,500*

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2023 MVP OPEN

8-Hole Activation

Birdies for Charity & Par Saves too!
Sep 14-17, Hole 8

Banners and Feathers
Utilizing disc golf’s most respectful, most raucous, and most revered fans as they chant your brand as players succeed. With your signage in the background on disc golf’s most watched hole.

Birdie Buoy Toss
For every birdie and par save putt on hole 8, a buoy gets tossed in the pond. This happens each day for all players. Each buoy represents money donated to charity.

On Site Brand Rep
Your brand rep mingling with the crowd, giving buoys to kids and adults to throw into the pond. Be the heroes of hole 8 in 2023.

$10,000*

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2023 MVP OPEN

Hole 8 Tee Activation

Special Access Only
Provided by (YOU!)
Sep 14-17, Hole 8 Tee

Restricted Hole 8 Tee
We limit the number of people that can access the tee of hole 8. It is an amazing place to watch the tournament, but it is a small, private venue. Give new customers an experience to remember.

30 Spectators at a Time
Every 30 minutes, play allowing, groups will be shepherded to and from the tee. Each group will be able to watch two groups tee off. You can't get any closer to the action. Literally.

Sign up to Gain Access
Your brand rep collects names, says hello, and generates buzz for your brand and access to the Hole 8 Tee. They were happy when they arrived. You just made them happier.

$5,000*
2023 MVP OPEN
Hole 14 Activation

Custom Activation
Designed around your brand at an iconic hole

Expanded Bleacher Space
Hole 14 is one of the most popular spots to sit and watch the action. The spectators at Hole 14 can become your crew. We will jointly develop an activation to boost your brand and their fun.

A Dramatic Backdrop
Hole 14 is the last double digit swing hole on the course. As such, it has decided many of the Maple Hill champions. When all the chips are on the table, let's make it your brand covering the table.

Build a Positive Relationship
With a brand rep onsite helping to maximize the impact of your custom activation, we can both make hole 14 one worth remembering, for all of the right reasons.

$8,000*

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2023 MVP OPEN
Hole 18
Tailgating

Watch with Friends
The best week each year
Employees, Clients, MVP

16’ Tailgating spot
A 16’ x 32” advertising wall to thousands on-site and millions online. A place to entertain current and future customers. A way to say thanks to the employees that make you great.

VIP Tickets and Parking
The tailgating spots and the skybox both come with 10 4-day VIP Tickets and 2 onsite parking spaces (a $1600 value). Bring your grill. Bring your branded tent. It’s the best week of the year!

Maple Hill Skybox (TBD)
A 400+ square foot deck overlooking hole 18’s fairway and green. The best seats in the house for the best finishing hole in disc golf. Comes with two additional Skybox parking spaces.

Start the conversation

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$3,200*
$10,000
2023 MVP OPEN
Spectator Zone Activation

Spectator Love
Make their day
Build a relationship

Amazing Spectators
People come from far and wide to enjoy their day at the MVP Open. Getting special shirts made and wearing matching outfits. Fun is on the menu. Be at Hole 1, 6/7, 11/13, or 16/17 and serve up smiles.

Well Timed Refreshment
We will place you at a heavy traffic area spectators walk by multiple times. Bring a branded 10x10 tent and give away branded keepsakes as well as water, chips, snacks, fruit, and nuts.

Build a Positive Relationship
Your brand rep hands out snacks and dishes up information about your products and services, all while your future customers are smiling and saying thank you.

$2,500*

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Shuttle Van Activation

Early and Often
Be the first and last impression they see

More Off-Site Parking
We anticipate 500 cars/day, with 250/day off site. Average wait time will be about ten minutes, with longer lines at peak times. Utilize these ten minutes to test drive the Rad Rover 6 Plus.

Own the First Impression
With an activation geared towards highlighting your brand, we can make the spectator experience memorable from the moment they park their car to the moment your brand rep waves goodbye.

Professional Shuttle Service
Two 10-passenger shuttles will be running every ten minutes. At heavier traffic flow times, people will be waiting 5 to 20 minutes. This is a great time to engage them and give them an experience.

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2023 MVP OPEN
Millior Dollar Shot

Disc Golf’s Richest Shot
Be seen when the most exciting thing happens

Official Measurement By ...
Do you want to be the company known for measuring the total distance thrown? How about measuring the Closest Throw to the Pin (CTP)? This distance, 600 feet, measured by ... YOU!

$5,000
Basket Feather Banners
Put four feather banners behind the basket. Most shots will see them in the background, with your feathers getting bigger and bigger as the disc gets closer and closer!

$2,500
Basket Wall Boards
A complete Circle 1 of 26 wall boards with your brand on them. Each board is 4’x12”. You get to keep or give away the wall boards as souvenirs afterwards. Create a prize if someone gets in C1!

$5,000

Start the conversation

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2023 MVP OPEN
Custom Activation

Design your impact
Work with our team
Make a positive impression

Let’s Make Them Look
As long as we don’t conflict with any other partners / partner opportunities, the sky is the limit. If you want them to see it, be amazed by it, want to be involved with it ... let’s build it.

Creative Experience
Our team has decades of experience running premier disc golf events. Additionally, our team has young professionals that understand the creative approaches that need to be taken.

Professional Presentation
Let us work with your team to develop an activation that is fun and buzz worthy. You will have a dedicated MVP Open rep working with you and making a stand-out place for your brand.

$5,000+

Spot left
intentionally
blank.

Start the conversation

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2023 MVP OPEN
Vending

Thursday - Sunday
September 14-17
8AM-8PM

USEFUL INFO

Set Up:
Wed, 9/13, 8:00 AM - 2:00 PM

Additional sales opportunity:
Wed, 9/13  2:00 PM - 6:00 PM

Addons
Power, Tables, Chairs available

50% off a Spectator Guide Ad!
For spaces reserved by 4/1/2023

5,000 Spectators
A DGPT Playoff Event, two Million Dollar Shots, food, drink, and an ice cream social. We will increase onsite spectators from 4,000 in 2022 to 5,000 in 2023, plus staff and players!

Hole 1 Outdoor Spaces
We will have the same ideally situated vending area between the men’s and women’s hole 1 tees. Vending spots are given based on longevity, number of spaces, and timeliness of reservations.

$750

Upper Parking Lot Big Tent
We are converting half of the upper parking lot into a Big Tent Rest Area with tables, TVs, phone charging stations, DGPT Signature Station, and 10 vendor areas. Reserve yours today.

$800
2023 MVP OPEN
Local Business

Where spectators are from:

- New England
- Local
- Outside Region

Where they spent money:

- Vendor Booth: 8-8, Thursday to Sunday
  - $750
- 6 Wall Boards: On Course all week
  - $500
- Spectator Guide Ad: Full page, print & digital
  - $350
- Spectator Pack: A takeaway for all
  - $200
- Local Business Bundle
  - Vendor Booth, On Course Wall Board, Spectator Guide Ad (print and digital), and a Spectator Pack.
  - $1500

Average Number of Nights: 2.66
Average Times Eating Out: 1.85
Percent Renting a Car: 12%
Average Local Spend: $310

Start the conversation
2023 MVP OPEN
Partner Add-ons

Go Bigger
Tell them over and over with Partner Add-ons

Spectator Pack (Day 1 & 2)
For ten cents/pack, get your freebie or coupon, along with a flyer about your brand, services, and products, in every spectator’s hands. Magnify the impact of your ad.

$200

Year Round at Maple Hill
We can discuss keeping your partnership active at Maple Hill, one of disc golf’s best destination courses in the world.

$?

Email/Social Posts
Utilize our well regarded Maple Hill newsletter to spread the word about your brand up to twice a month throughout the entire year.

CPM

Sap House TV Ad Rotation
For MVP Open Week, have your full size ad displayed on the Sap House / Pro Shop 55” TV. For $500, we will keep it in rotation all year. The ad may be swapped out once/month.

$750

Start the conversation
Be seen here.