



UPPERLIMITS.COM

314.241.7625

**Upper Limits
Rock Gym and Pro Shop**

Maryland Heights
1874 Lackland Hill Pkwy
St. Louis, MO 63146

Chesterfield
17375 Edison Ave
Chesterfield, MO 63005

Bloomington
1304 W Washington St.
Bloomington, IL 61701

Dear Community Partner,

Thank you for considering sponsoring Team ULI, Upper Limits Rock Climbing Gym's nationally ranked youth climbing team! There are several benefits to sponsoring our team's activities:

Get involved in one of the fastest growing sports in the United States

With its addition to the 2020 Olympics and increased exposure from professional athletes like Alex Honnold and Adam Ondra rock climbing has exploded in popularity, going from niche to a mainstream, booming sport.

Position your organization with an attractive demographic

Upper Limits appeals to a wide demographic—from kids having a fun birthday party to serious mountaineers and outdoors enthusiasts. What unites our customers is the value they place in leading an active and engaged lifestyle. Yearly members spend an average of \$1,500 per year on membership dues and outdoors gear. They use their disposable income to explore their curiosities and delve into the rich cultural experiences that St. Louis has to offer.

Engage with your local community

Upper Limits members value socially conscious consumption, and are more likely to engage with local brands and businesses that are connected with their climbing community. Money from our sponsors goes towards offering scholarships and grants to kids who may need financial support, helping us to make climbing accessible to as broad a community as possible.

Our goal is to present your company in a positive manner to the local St. Louis community and connect you with a powerful, engaged and positive clientele. There are several ways to support our team, so please take a moment to review the following materials to learn more about how we can partner with you. Thank you for your consideration,

Sincerely,

Spencer Schmick
Head Coach, Team ULI
Upper Limits Rock Climbing Gym
teamuli@upperlimits.com

Sponsor Opportunities

Our gym locations see 150,000+ visitors a year, and are host to several regional level competitions throughout the year, bringing in hundreds of out-of-state visitors. There are several ways to support Team ULI while connecting our customer base to your organization. We offer four tiers of year-long team sponsorships, as well as event sponsorships. These are general guidelines - we gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions.

Bronze Sponsorship - \$100

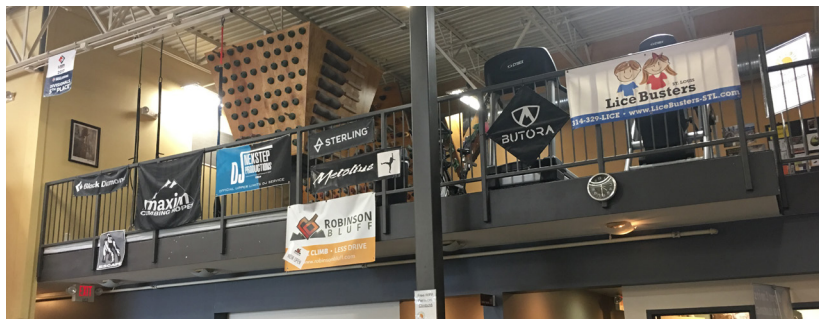
- Logo on Team ULI website
- One gift certificate for Top Rope 101, our introductory rock climbing class (\$40 value)
- Complimentary team T-shirt

Silver Sponsorship - \$200

- Logo printed on team ULI t-shirts
- Logo and website link included in our monthly newsletter (60,000+ subscribers)
- Logo on Team ULI website
- One gift certificate for Top Rope 101, our introductory rock climbing class (\$40 value)
- Complimentary team T-shirt

Gold Sponsorship - \$300 or more

- 2'x3' banner you provide will be displayed in one gym location (visible to our 60,000+ yearly visitors)
- Logo printed on team ULI t-shirts
- Logo and website link included in our monthly newsletter (60,000+ subscribers)
- Logo on Team ULI website
- Two gift certificates for Top Rope 101, our intro climbing class (\$80)
- Complimentary team T-shirt



Platinum Sponsorship \$500 or more

- 3'x4' banner you provide will be hung in **all** of our St. Louis gym locations (visible to our 150,000+ yearly visitors)
- Logo printed on team ULI t-shirts
- Logo and website included in our monthly newsletter (60,000+ subscribers)
- Logo on Team ULI website
- Two gift certificates for Rock Gym 101, our introductory rock climbing class (\$70 value)
- Complimentary team T-shirt

TOP Our sponsorship banners are visible to 150,000+ Upper Limits visitors annually. We host local and regional climbing competitions throughout the year, bringing in out-of-state visitors looking to enjoy the city of St. Louis.

LEFT Our team kids love representing Team Uli, and often wear their sponsor-branded tshirts to practice and competitions.

RIGHT This years team Upper Limits Took the title of Regional Champions for the USA Climbing Youth Series 2023

About Us



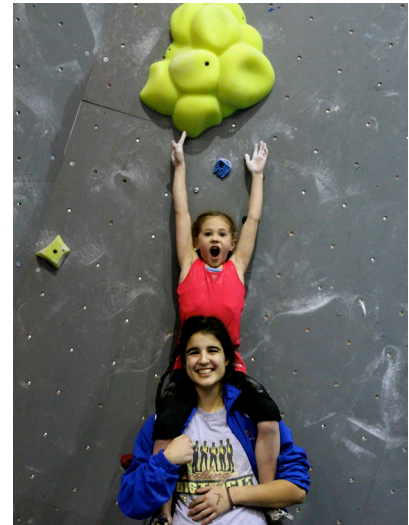
OUR TEAM

Team ULI is dedicated to providing a challenging and fun learning environment for kids to improve their climbing skills. We have a team at each of our St. Louis locations: Maryland Heights, and Chesterfield. Team members are able to develop friendships while participating in an activity that challenges them mentally as well as physically.

The team consists of approximately 120 kids ranging in age from 7 to 18. The season is divided up into two six-month sessions running year-round with practice two hours a day, two to three days a week to prepare them for climbing competitions throughout the Midwest and the nation.

ABOUT UPPER LIMITS

Upper Limits Rock Gym and Pro Shop is the longest-standing and largest network of rock climbing gyms in the St. Louis metro area. With 30 years experience in the industry and two St. Louis locations, Maryland Heights and Chesterfield—Upper Limits has positioned itself as the preeminent rock climbing destination in the region. We offer world-class facilities for a diverse range of climbers, from elite athletes to young families trying climbing for the first time.



OUR SCHOLARSHIP PROGRAMS

We want to make climbing as accessible as possible to as diverse a community of people as we can. It is for this reason that we've set up The Upper Limits Team Scholarship and Team Grant, which provides need-based financial assistance for team dues and expenses. Our sponsors contribute enormously to our ability to offer these programs and make climbing more accessible.

*PLEASE RETURN THIS PAGE to Upper Limits 1874 Lackland Hill Parkway St. Louis, MO 63146
OR scan and email to **teamuli@upperlimits.com**

TEAM ULI SPONSORSHIP AGREEMENT

Thank you for agreeing to sponsor the 2023/2024 Team ULI Rock Climbing Team. We truly appreciate your support. All donated funds will be put toward the team events, travel expenses and the scholarship and grant programs. Our goal is to present your business in a positive manner to your consumers and product users. As an event sponsor, your logo will be placed on promotional material for the team, including the team uniform. Again, thank you for your support of what is sure to be an exciting season!

Please confirm your support by mail or e-mail and send your logo via email to teamuli@upperlimits.com by September 1st 2023. Doing so will ensure that your logo will be on our t-shirts and website for the start of the new climbing season. Payment must also be received by September 1st, 2023.

Business name: _____

Contact Person: _____

Team Member You Are Supporting: _____

Phone: _____ **Email:** _____

Address: _____ **City:** _____ **State:** _____

Zip: _____ **Sponsorship Level:** _____

*Gold and Platinum level sponsors are responsible for providing their own banner for display

COMPETITION SPONSORSHIPS

Our competitions bring hundreds of climbers and their families to St. Louis. Being a competition sponsor can be an excellent way to introduce travelers to your business as they look for things to do in the city.

- Competition sponsors have their logo included on event-specific tshirts and in competitor materials.
- Event title sponsors can be included in the competition event websites and in competition communications

OTHER SPONSORSHIP OPPORTUNITIES

- Introduce our team community to your business by offering a discount on merchandise or services
- Share your products or services to the climbing community by raffling them at our competitions
- Provide volunteers for climbing competitions (no climbing experience necessary)

If you are interested in being a sponsor of one of our climbing competitions or discussing an alternative form of sponsorship, please leave us your email below. We will be in touch!

Email: _____ I am interested in event sponsorship