



# 2023 Partnership Opportunities

## Greater Portland – Southern Maine





# OVERVIEW - Portland, ME (Casco Bay Sports)



Founded in 2008, Casco Bay Sports is an active lifestyle community offering adult sports leagues, annual tournaments, and special events to residents of Southern Maine.

## Who we are ...

Maine's largest active lifestyle community with 12,000 + unique members.

## What we do ...

Offer a consistent variety of sports leagues and exercise options throughout the year.





# OVERVIEW – Portland, ME (Casco Bay Sports)



**Membership** 12,000+ unique

**Annual Participation** 15,000+

**Gender** 55% Male - 45% Female

**Age** 24 - 38 Years Old  
\*Average age: 28 years old

**Residence** 80% reside in Greater Portland area  
20% within a 20 mile radius of Portland

**Member Profile** Young professional, college educated, health-conscious, supporter of local businesses





# ASSET OVERVIEW

## Year Round Activation Options



	DESCRIPTION	REACH
WEBSITE	Partner logo with direct link on Casco Bay Sports Homepage	50,000+ monthly visitors
SCHEDULES & STANDINGS PAGES	Partner logo with direct link on Schedules & Standings web pages or schedule PDF	30,000+ monthly visitors
NEWSLETTERS	<u>Introductory email</u> to members about partnership and logo/link in biweekly newsletters	10,000+ recipients / newsletter
SOCIAL MEDIA	Monthly Instagram - Facebook posts promoting offers & partner info	6,500+ Fans
LEAGUE SHIRTS	Logo placement in visible location on reverse of all league shirts (4 logos max sold)	6,000+ shirts distributed yearly
ONSITE BRANDING	Banner Placement at Select Venues	Dependent on location



# Assets – Team Schedules

## Year Round Activation Options



Schedule PDF's are the highest trafficked area of the website. Players check their game times & team standings consistently throughout the season.

Monday 6v6 Coed Indoor Volleyball League

March 20th-May 15th

East End Community School  
(North St Portland)

A Division	Team Name	Captain	Color	Won	Lost	Tie
6	Spike It Like It's Hot	Mitchell Damagala	H Red	3	0	1
1	Hot As Balls	David Peterson	Light Blue	3	1	
4	The Team I Hope Wins	Ryan Fitzgerald	Sunshine	3	1	
7	Sets On The Beach	Aaron Ortiz	Kelly Green	2	1	1
2	Imposters	Ralph Prigge	Royal Blue	0	4	
3	Net Drill	Joey Davis	Neon Mint	0	4	
5	Buncha Mitches	Jay Walker				
B Division	Team Name	Captain	Color	Won	Lost	Tie
9	Setting Ducks Round 4	Phillip Jacques	Neon Mint	4	0	
8	Blockin Balls	Jay Walker	Kelly Green	3	1	
10	Team Tablescape	Annie Turnbull	H Royal	3	1	
14	V-Ballin	Matt Arey	Pink	2	2	
12	Empire Spikes Back	Sophia Sturdee	Burgundy	0	4	
13	Pine Tree Players	Shelby Newsted	M Green	0	4	
11	Good Golly Miss Volley	Karalee Rochon	H Red			
15	Jet Setters	Santi Zindel	Gray			

Date	6:30	8:00	OFF
March 20th	Teams 8,9,10,12,13 & 14	Teams 1,2,3,4,6 & 7	5,15,11
March 27th	Teams 1,3,4,5,6 & 7	Teams 9,11,12,13,14 & 15	2,8,10
April 3rd			





# Assets – Home Page Logo Placement

## Year Round Activation Options



Our website is where customers come to register for leagues, find out game times, and plan out their future exercise endeavors.

**[www.cascobaysports.com](http://www.cascobaysports.com)**



HOME

• SPORTS PROGRAMS

SCHEDULES & STANDINGS

• GET INVOLVED

• ABOUT US



MARTIN'S POINT  
HEALTH CARE



SPORT & SOCIAL  
INDUSTRY ASSOCIATION

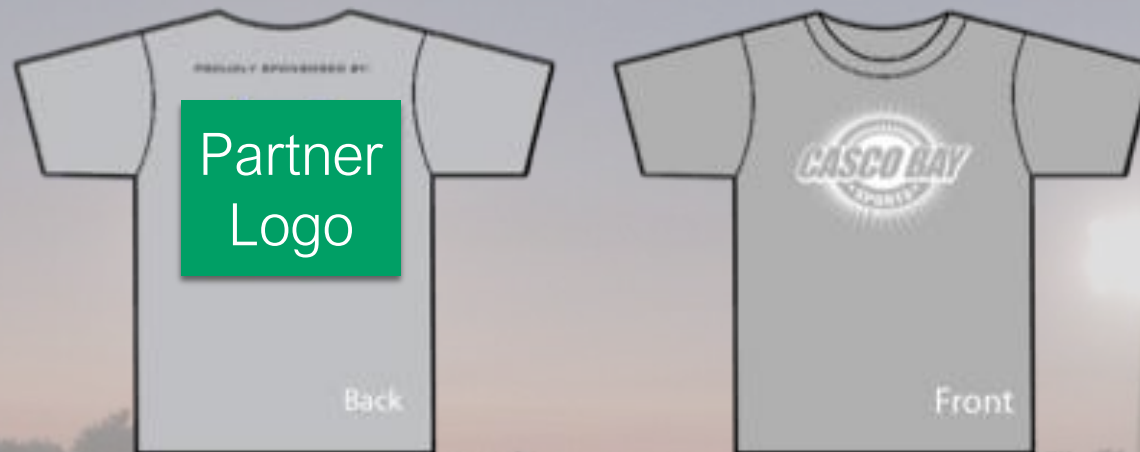
PLAY WITH US!

CONNECT



# ASSETS – Casco Bay Sports

## Year Round Activation Options



Banner Placements

Partner  
Logo →

Sports Leagues & Special Events for Southern Maine residents since 2008.

Looking for something interesting to join this WEEK? Check out the options below!

Contact [christian@cascobaysports.com](mailto:christian@cascobaysports.com) for last minute placement.

**BAYSIDE BOWL**  
PORTLAND, MAINE

NEW Thursday Cornhole League @ Bayside Bowl - October 5th (Space left for 3 teams)

- League plays upstairs on mezzanine
- Rotating craft beer taps
- Fun & social league!

Wednesday Coed INNER Tube Water Polo - October 4th (Space left for 2 teams)

- Fun league @ Cape Elizabeth Pool
- Coed B v B, all equipment provided
- Amazing exercise!

Wednesday 4 v 4 Coed Floor Hockey - October 4th (Space left for 1 team)

- Fast paced floor hockey action
- Bar & Grill onsite for post game!

Teams & Individuals Welcome - [Contact us](#) with questions

Corporate Wellness

Planning a company outing? We can help! [Contact us](#) for info on one day team building events or a custom sports league.

OA Centers for Orthopaedics  
Spectrum Healthcare Partners

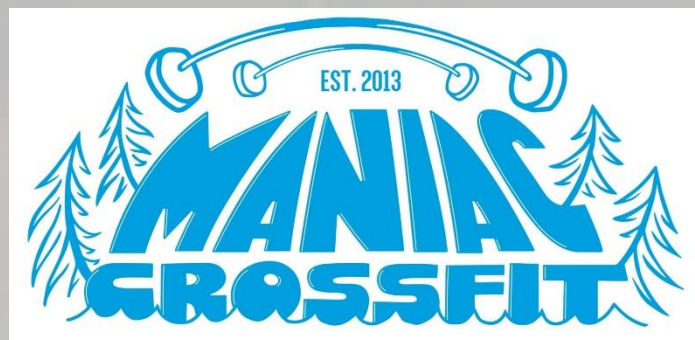
MAST LANDING  
BREWING COMPANY

riversidegrill

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# Sampling of Previous Clients







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