

ICU PARTNERSHIP RATE SHEET – Gold, Silver, Bronze Partner Packages

GOLD PARTNER PACKAGE – Presenting Sponsor Level	
Includes comprehensive television exposure, broad digital presence, on-site branding, and exclusive perks.	
ITEMIZED BENEFITS – TELEVISION/BROADCAST	DESCRIPTION
Official “Presenting Partner” Naming Rights	Exclusive event title billing across all media; a premium high-visibility asset
Premier Logo Placement on Broadcasts	Primary logo displayed during TV coverage for maximum brand visibility
30-second TV Commercials (5x per event)	Advertising spots during event broadcasts; valued using sports broadcast ad rates and reach
Custom On-Air Sponsor Features	Branded segments or mentions integrated into broadcast content
ITEMIZED BENEFITS – DIGITAL/SOCIAL MEDIA	DESCRIPTION
Presenting Partner Branding on Digital Platforms	Brand integrated across ICU website, app, and streams as the presenting sponsor
Premium Website/App Banner Ads	Exclusive banner placements online; priced by impressions at ~\$12 CPM average for digital ads
Dedicated Branded Content (Online/Social)	Featured content highlighting the sponsor on ICU’s social media and digital channels
Monthly Email Campaign Inclusion	Sponsor spotlight in monthly email newsletters to subscribers
Live Social Media Takeovers	Opportunity for the brand to take over ICU’s social accounts during events for fan engagement
ITEMIZED BENEFITS – LIVE EVENT	DESCRIPTION
Exclusive On-Site Corporate Activation	Premium event activation space for interactive brand experiences, offering direct fan engagement
Venue-Wide Logo Signage	Extensive logo placement throughout competition venues – banners, backdrops, scoreboards, etc.
On-Stage Speaking Opportunity	Sponsor representative address during ceremonies, providing direct exposure to attendees
VIP Networking Access (Branded Lounge)	Access to VIP hospitality areas with branding, facilitating high-end networking opportunities
ITEMIZED BENEFITS - ADDITIONAL PERKS	DESCRIPTION
First Right of Renewal – Full Gold Package	Exclusive option to renew sponsorship for the next cycle – added partnership security
Co-Branded Merchandise Opportunities	Rights to create event merchandise featuring both ICU and sponsor branding, with revenue opportunities

SILVER PARTNER PACKAGE – Premier Level	
Includes significant exposure across media and events, though slightly less prominent than the Presenting level.	
ITEMIZED BENEFITS – TELEVISION/BROADCAST	DESCRIPTION
Secondary Logo Placement on Broadcasts	Sponsor’s logo displayed during TV segments in a supporting capacity behind the Presenting sponsor
30-second TV Commercials (3x per event)	Advertising spots during broadcasts; fewer slots than Gold level, proportional value based on reach
Branded TV Feature Segments	In-broadcast mentions or short features credited to the sponsor
ITEMIZED BENEFITS – DIGITAL/SOCIAL MEDIA	DESCRIPTION
Featured Website & App Branding	Prominent logo placement on ICU website and app sponsor pages
Exclusive Social Media Promotions	Dedicated social media posts or campaigns highlighting the sponsor
Branded Content in Newsletters	Inclusion of sponsor content or ads in email newsletters to fans/athletes
ITEMIZED BENEFITS – LIVE EVENT	DESCRIPTION
On-Site Activation Space	Booth or space at event venues for the sponsor’s on-site marketing or product display
Branded Event Signage	On-site banners and signage featuring the sponsor logo at events
On-Stage Recognition	Public thank-you announcements for the sponsor during event ceremonies
VIP Hospitality & Networking Access	Invitations to VIP areas and networking events for sponsor representatives
ITEMIZED BENEFITS - ADDITIONAL PERKS	DESCRIPTION
Priority Renewal Option – Full Silver Package	First opportunity to renew the sponsorship at this level for the next year

BRONZE PARTNER PACKAGE – Supporting Level	
Includes focused media exposure and event presence for brands looking to support the championship at an entry level.	
ITEMIZED BENEFITS – TELEVISION/BROADCAST	DESCRIPTION
Logo Display During TV Segments	Sponsor’s logo shown during televised segments or transitions, providing repeated exposure
15-second TV Commercials (2x per event)	Short-form ads during event broadcasts, offering targeted brand visibility
ITEMIZED BENEFITS – DIGITAL/SOCIAL MEDIA	DESCRIPTION
Rotating Website Banner Ad	Sponsor banner displayed in rotation on the ICU website/app; valued by share of digital impressions
Social Media Mentions & Tags	Sponsor shout-outs in ICU social media posts, driving engagement and online visibility
Email Newsletter Placement	Sponsor name or logo included in event update emails to the ICU subscriber list
ITEMIZED BENEFITS – LIVE EVENT	DESCRIPTION
Key Event Signage On-Site	Logo placement on select event signage or sponsor boards at competition venues
On-Stage Recognition	Sponsor acknowledged during award ceremonies or announcements at some events
Product Placement Opportunities	Ability to place or sample the sponsor’s product at events – e.g., in athlete/staff areas or fan zones – for experiential marketing
ITEMIZED BENEFITS - ADDITIONAL PERKS	DESCRIPTION
N/A	Bronze partners receive the above exposure benefits without extra renewal or merch perks included