



# SPONSORSHIP OPPORTUNITIES

(Available for all major televised events)



# NORTH AMERICA'S FASTEST GROWING SOCIAL SPORT

Associate your brand with the fastest growing social sport in North America

Reach an upscale, affluent audience with an average household income of over \$78,000

Consistent year-round sponsor engagement on a national and local level.

Turn-key, impactful engagement customized to meet your goals and objectives.

Provides a great platform to connect with consumers during their leisure time.



# WORLD AXE THROWING LEAGUE



Dec 15<sup>th</sup> on **ESPN**



As Seen on ESPN

**ESPN 2** **ESPN+**

The World Axe Throwing League (WATL) has exclusive rights to all axe throwing events on ESPN.





# THE WORLD AXE THROWING LEAGUE CHAMPIONSHIPS

- 3 Championship Opens for 2020:
  - World Championships
  - US Open
  - Canadian Open
- Participants from across 19 countries and 200+ member companies
- ESPN Televised events (minimum two broadcasts per tournament):
  - Past broadcasts were so popular, they received extended broadcasts via ESPN's Canadian, Australian, New Zealand & Caribbean affiliates



# BY THE NUMBERS



Over 1.5 million broadcast viewers in the US alone.

Across up to 12 broadcasts on ESPN2 & ESPN+. Plus affiliate viewing worldwide.



1 million earned media impressions across North America.

Including local media, and social media reach.



Over 2 million post-event media impressions. Past notable interviews on The Steve Harvey Show, Fox News and Denver Post.



Drawing competitors from 203 affiliate companies across 19 countries.



# BY THE NUMBERS

**ESPN 2**

92,000,000+ households

77% male 23% female

Age Groups:

18-34: 26%

35-54: 34%

55+: 41%

Average age: 48

% of audience income  
over \$75,000: 51%

Median Income:  
\$78,000

46% attended college

1+ child household:  
30%



Tens of thousands of enthusiasts  
participating every day.

Over 3,000 league competitors feeding into  
each tournament.

Enthusiast Audience: 2/3 Male – 1/3 Female



# Sponsor Opportunities

**Title** – Partner with WATL to become the lead sponsor for the World Championships, US Open and Canadian Open. Associate your brand in WATL televised broadcasts and across all participating venues worldwide. Gain lead positioning with a predominantly affluent, male audience of over 1.5 million viewers.

**Killshot** – The Killshot is the “Hail Mary” opportunity only active in a sudden death last shot fashion. It can be the pivotal play for a participant to vault themselves into the lead. The Killshot Sponsor will be directly associated with this pivotal opportunity each match.



# Sponsor Opportunities

**Play of the Match** – The Play of the Match Sponsor will be directly associated in all broadcasts with the analysis of the crucial moment when a match was decided.

**Post-match Interviews** – At the end of each match, the WATL hosts will interview the participants of the match in a branded interview.

**Instructional Sponsor** – Embedded into each broadcast will be instructional video clips detailing the “How to’s” of axe throwing. The video clips will provide branded ownership opportunities for the Instructional Sponsor.





# Sponsor Opportunities

**Official Categories** – The WATL provides fabulous opportunities for brands to align themselves with the sport, broadcast and audience. There are multiple opportunities to become an Official Category sponsor of the World Axe Throwing League.

**Travel & Tourism** – WATL draws competitors from across the world to each of its championships and has worldwide broadcast reach through ESPN and its affiliates. Travel and tourism operators can reach a very large audience of higher income, avid travelers through a partnership with WATL.





# THANK YOU

To discuss how your brand can  
partner with WATL contact:

Brad McCabe

[bmccabe@sponsorcircle.com](mailto:bmccabe@sponsorcircle.com)

416-727-6324