



**Our Families.  
Your Customers.**




# **Sponsorship Opportunities**

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# BACKGROUND

A group of children and adults, likely a youth sports team, are posed on a grassy field. The children are wearing white uniforms and are arranged in a line, some standing and some kneeling. The adults are also in white uniforms. The background shows trees and a fence.

Oak Hill has been a community for as long as there has been a Texas. Starting with an 1835 land grant to William Cannon, Oak Hill has grown—centering itself around Williamson Creek. Today the planning area encompasses thousands of families in 89 neighborhoods, across 6 zip codes. But it remains at heart a community of friends and neighbors, focused on the children.

OHYSA has been a vital and growing part of that community since 1967, and even earlier when it was simply a dream to a group of determined volunteers. In 1963 the Oak Hill Optimist Club purchased a lot off of Highway 290 and over the course of a year, through mostly volunteer labor, built a house. That house was placed on the market and the proceeds of its sale were used to fund the purchase of what would eventually become the 16 acre OHYSA complex. By 1964, the first fields were being developed, with a clubhouse and other facilities built to serve the players and their families.

In 1967, the complex opened to great fanfare in the southwest Austin community and has been operating through Spring, Summer and Fall seasons ever since. In addition to developing athletic skills in players age 3 to 19, OHYSA is committed to imparting life lessons such as teamwork, preparedness, self-reliance, and accepting outcomes with grace. Many of our youth remain active when not playing by participating in umpire, grounds crew, facilities upkeep, and concession worker programs and activities.

**YOUR SUPPORT MAKES A DIFFERENCE.**



# DEMOGRAPHICS



76% male

## Who We Serve

3 to 4 years old	144	11 to 12 years old	239
5 to 6 years old	339	13 to 14 years old	129
7 to 8 years old	451	15 to 19 years old	44
9 to 10 years old	404	<b>2018 TOTALS 1736 players</b>	

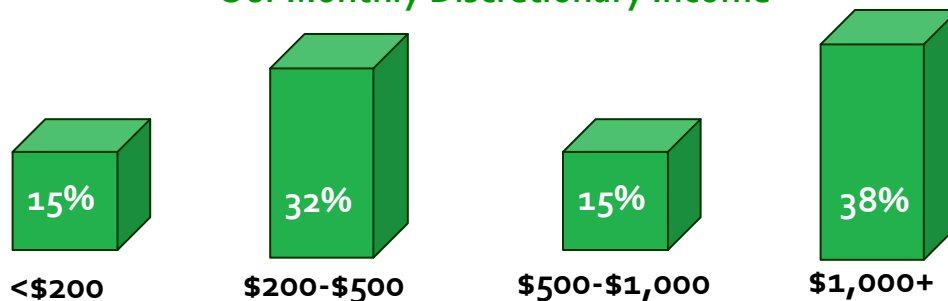


24% female

## Where We Live

9%	<\$150K home	West Oak Hill	25%
21%	\$150-\$250K home	Circle C Ranch	24%
23%	\$250-\$350K home	East Oak Hill	15%
27%	\$350-\$500K home	South Austin	15%
9%	\$500K-\$1M home	East Austin	9%
3%	\$1M+ home	Dripping Springs	6%
8%	not home owners	other	6%

## Our Monthly Discretionary Income





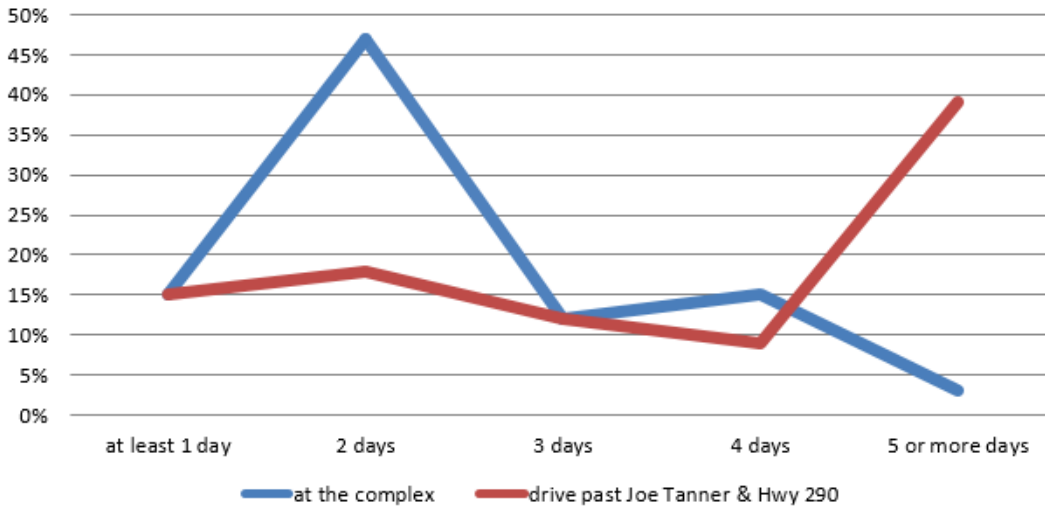
# 6301 Joe Tanner Lane @ Hwy 290 West

2 miles west of Hwy 290/S. Mopac & 2 miles east of Hwy 290/Hwy 71

Total facility encompasses 16 acres with 600+ feet of frontage on HWY 290 access road.

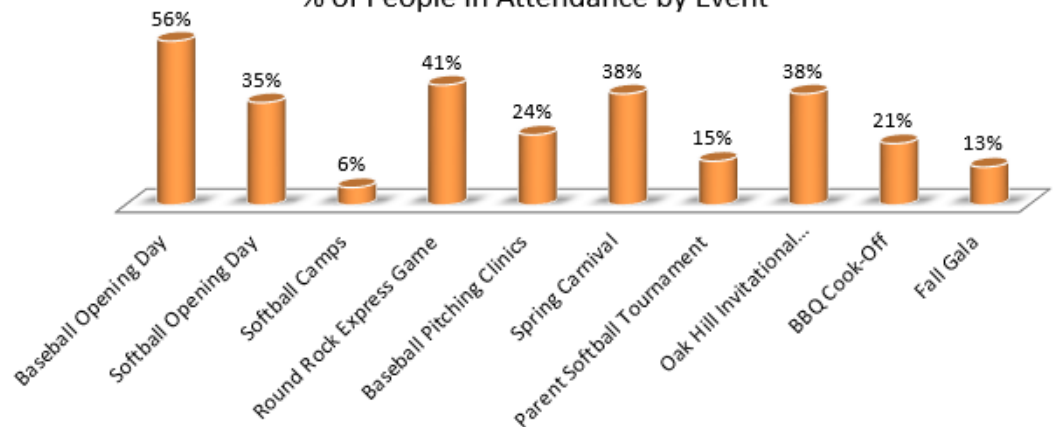
## Advertising via Banners and On-Site Billboards

Weekly Exposure to Physical Advertising



## Advertising via Feature Tables at League Events

% of People in Attendance by Event

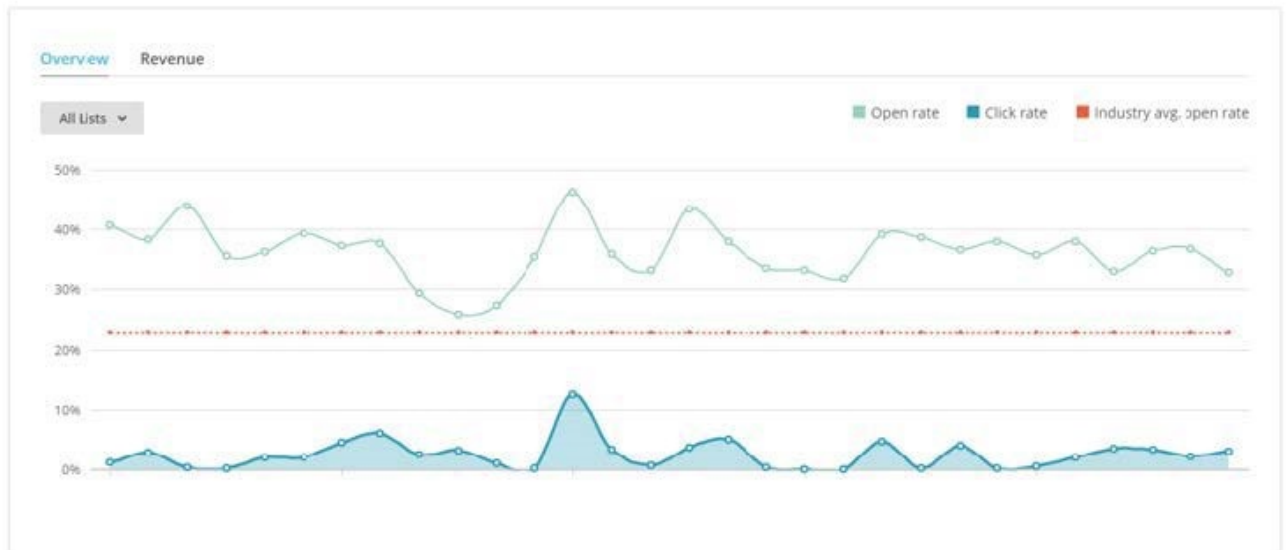


# EXPOSURE



# ONLINE

**Advertising via Subscriber Based Email Newsletter** (DB total 4315 valid, unique email addresses)  
Open rate average (36%) is higher than industry average (22%).



## Advertising via Public Website

	ALL web pages	sponsor pages	events pages
average WEEKLY page visits	892	12	10



## Advertising via Facebook

**Post Reach**  
January 8 - February 4

**36,678**  
People Reached



**Post Engagements**  
January 8 - February 4

**2,895**  
Post Engagement



# THE LOW DOWN

- OHYSA is comprised of some 1230 families.
- Combined, we have \$725,000.00 in monthly discretionary income.
- Combined, we spend \$240,000.00 weekly in groceries.
- Combined, we eat out 3,430 times a week.
- 830 of those families live within 10 miles of shopping areas in and around Hwy 71, Hwy 290, William Cannon, Slaughter, Brodie, and South Lamar
- 880 families have multiple children.
- Each month we spend money on recreational activities such as 1,100 movie theatre visits, play some form of golf 483 times, bowl 223 games, go to laser tag 260 times, make 545 museum, zoo or aquarium visits, and see 582 concerts or recitals.
- And, as we care about our appearance, we go to a salon, hairdresser, masseuse, waxer or other personal care provider 1,275 times a month.
- Our kids also play other youth (non-school) sports – 295 play basketball, 397 are in cheer or gymnastics, 186 in martial arts, 360 play football, 360 are in soccer and 260 swim.
- Over the course of an average playing period at OHYSA, funds spent on academic prep and child care include 223 children to a college counselor, 310 to SAT/ACT prep, 768 to music or fine art classes, 446 to foreign language classes, 1,005 to after school care and 1,239 to daycare. And 495 have gone to driver's education.
- Over the summer and spring break we pay to send 768 kids to athletic camps, 186 to nature camps, 434 to outdoor camps and 260 to arts camps.
- Significant money is spent on medical care: over 940 of our children have had or will have to have braces. Another 297 have been in physical therapy. 397 of them have had a fracture requiring a cast or surgery.
- Our families have over 1,200 pets, and 580 of them require specialized care.
- Over 1,100 OHYSA families are homeowners.
- Our families own 2,690 cars, trucks and mini-vans, 111 motorcycles, mopeds or ATVs, 223 RVs or watercraft and 223 rental or vacation properties.
- In a five year period we have taken over 1450 vehicles in for body work, over 2936 for mechanical repair, and over 4138 for routine maintenance.
- We make 2,510 visits a WEEK to the OHYSA complex.
- We drive past the Hwy 290 & Joe Tanner intersection 4,175 times a week.
- Finally, during the course of a typical playing period, we will buy 720 major appliances, paint the interior or exterior of 843 homes, engage in 743 major home renovations, install 285 new HVAC systems, buy 149 RVs, boats or watercraft, insure 347 new teen drivers, and buy or sell 260 houses.



**Multiple sponsorship opportunities are available to fit your business or organization, maximizing your brand exposure and focusing attention on your community involvement. All sponsorships can be customized to match your resources .**

**Scoreboard Sponsor - \$2,000**

- Advertisement on scoreboard on field of your choice
- \*Only a limited number of these sponsorships are available

**Platinum Sponsor - \$1,500**

- (1) 4ft x 6ft full color banner facing 290 (hanging on outfield Mustang1fence) – exposure to thousands of daily motorists
- (1) 4ft x 6ft full color outfield banner on field of your choice
- \*Only a limited number of these sponsorships are available

**Grand Slam Sponsor - \$1,000**

- (2) 4ft x 6ft full color outfield banners on fields of your choice
- (2) 2ft x 3ft full color backstop banners on fields of your choice

**Home Run Sponsor - \$750**

- (2) 4ft x 6ft full color outfield banners on fields of your choice

**Triple Sponsor - \$500**

- (1) 4ft x 6ft full color outfield banner on the field of your choice

**All Sponsors additionally receive the following benefits:**

- (1) Sponsorship plaque with team picture
- Company name will be listed as a sponsor within our website (home page is [www.ohysa.com](http://www.ohysa.com)).
- Optional participation (tables) at designated Oak Hill Sponsor Days