AASP 2020 Sponsorship Opportunities
# Table of Contents

1. Introduction to:
   i. Association for Applied Sport Psychology
   ii. AASP 2020 Annual Conference

2. Sponsorship Investment Overview
   i. Specific Conference Sponsorship Benefits
   ii. Year-Round Sponsorship Benefits

3. Sponsorship Packages and Opportunities
   i. Presenting Sponsorship - 2 available ($12,000)
   ii. Associate Sponsorship - 4 available ($6,000)
Introduction
Introduction: AASP

- Founded in 1985, the Association for Applied Sport Psychology (AASP) is an international, multidisciplinary, professional organization with over 2,600 members in 60 countries.
- AASP members work with athletes, coaches, non-sport performers (dancers, musicians), business professionals, and tactical occupations (military, firefighters, police) to optimize performance.
- AASP members have backgrounds in a variety of areas including sport science, social work, counseling and clinical psychology.
- Sport science consists of many sub-divisions, including kinesiology, biomechanics, sport management, sport physiology, sport nutrition, athletic training, and others.
- AASP offers the only nationally accredited certification program for sport psychology professionals / mental performance consultants.
- The association has 40,000+ monthly website traffic, 15,000+ social media followers.
35th Annual Conference – Orlando
October 21 – 24, 2020
Hilton Orlando Lake Buena Vista
35th Annual Conference | Orlando, Florida

- AASP’s conference is the largest annual gathering of sport psychology professionals worldwide.
- The conference features more than 100 sessions including workshops, panels and symposia.
- Number of attendees: 1,200 - 1,300.
- A mixture of industry practitioners, academics, and researchers (50%) and students (30%), early career professionals (20%).
- What: Academic Events, Thought Leadership, Career Development.
- Program emphasis on research-to-practice and applied topics.
AASP Conference Featured Topics

- Elite/Pro Sport
- Collegiate Sport
- Youth Sport
- Exercise/Health/Fitness
- Non-Sport Performance Applications
- Tactical Populations
- Injury/Rehab

- Coaching
- Private Practice
- Professional Ethics
- Mental Health
- Diversity and Culture
- Consulting & Interventions
- Research Design
- Teaching
AASP’s Annual Conference In Depth

- The AASP Annual Conference delivers continuing education on the latest techniques and practices in the field
- Combining academic research discussions as well as industrial talks, the conference is a perfect opportunity for a combination of networking, and career development opportunities
- Attendees are from various sport-related or psychology-related fields including thought-leaders in the field of sport and exercise psychology and applied practitioners who work with pro/elite athletes, collegiate, high school and youth sport populations
- Attendees also include recognized academicians, sport psychology training program directors, researchers & students
- Includes the largest single day Graduate Program Fair in the world
AASP 2019 Video Highlights

Sharing Insights about the Field of Sport Psychology
*Michael Gervais, Seattle Seahawks, Compete to Create, Finding Mastery Podcast*

*Tempering Tantrums - Seeking Composure and Grit in the Uncertain Storms of Competition*
*Karch Kiraly, Head Coach, US Women’s National Volleyball Team*

*Sport in the Age of Advocacy*
*Angela Hucles, Women’s Sport Foundation, 2-time Gold Medalist, US Women’s Soccer*

See these sessions and more at:
Sponsorship Investment Overview
## Sponsorship Overview by Level

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Presenting Sponsor</th>
<th>Associate Sponsor</th>
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</thead>
<tbody>
<tr>
<td>Well-promoted position as a sponsor for AASP and its Annual Conference in all digital materials</td>
<td><img src="#" alt="Presenting Sponsor" /></td>
<td><img src="#" alt="Associate Sponsor" /></td>
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<tr>
<td>Identified in all conference promotion (i.e. AASP’s 35th Annual Conference, presented by Your Company)</td>
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<td><img src="#" alt="Associate Sponsor" /></td>
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<tr>
<td>Live demonstration or workshop opportunity within regular conference programming</td>
<td><img src="#" alt="Presenting Sponsor" /></td>
<td><img src="#" alt="Associate Sponsor" /></td>
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<tr>
<td>Exhibit booth with preferred placement</td>
<td><img src="#" alt="Presenting Sponsor" /></td>
<td><img src="#" alt="Associate Sponsor" /></td>
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<tr>
<td>Featured ads in the conference program and mobile app</td>
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<tr>
<td>Full-access registrations to the AASP Annual Conference</td>
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<td><img src="#" alt="Associate Sponsor" /> <img src="#" alt="Associate Sponsor" /></td>
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<tr>
<td>Large floor clings at the major conference locations on-site</td>
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<td><img src="#" alt="Associate Sponsor" /> <img src="#" alt="Associate Sponsor" /></td>
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<tr>
<td>Personal meet and greet with 2020 Performance Excellence Award winner</td>
<td><img src="#" alt="Presenting Sponsor" /></td>
<td><img src="#" alt="Associate Sponsor" /></td>
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<tr>
<td>Year-round digital exposure (web, email, social media)</td>
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Social Media Conversation

- Powerful integration across AASP’s social media platforms leading into, during and after the conference
- One monthly conference related post for three months
- Become associated with and benefit from real-time content marketing of the social media conversation on attendees’ personal social media platforms
Year-Round Marketing Benefits
Inclusion in digital marketing & social media

- Monthly inclusion in email blasts
- Category - Website rotating slide deck on home page
- Social Media Feature Posts 1 time per month (platforms include Facebook, YouTube, Twitter. Content subject to AASP approval)

- 6,000 professionals on the email list
- 2,600+ current members
- 15,000+ social media followers
Investment Highlights

- Access to exclusive content year-round
- Exposure to endemic audience of influencers - Avg. HHI $100,000+
- Active networking opportunity with industry professionals and institutions
- Implied endorsement of leading sport psychology association in North America
- Fully integrated platform: onsite, online, and print
- Association with academic institutions as well as corporate partners
- Strong Domestic and growing global reach
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- Implied endorsement of leading sport psychology association in North America
- Fully integrated platform: onsite, online, and print
- Association with academic institutions as well as corporate partners
- Strong Domestic and growing global reach
Sponsorship Package Price

- Presenting Sponsorship
  (2 opportunities available): $12,000

- Associate Sponsorship
  (4 opportunities available): $6,000
To make a commitment, please contact:

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