



OPEN GYM PREMIER

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**SPONSORSHIP
OPPORTUNITIES**



ABOUT OGP

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- Conceptualized 2009, launched 2011
- 75 full time employees, 75 part time
- National leader in tournaments, camps, club teams
- Headquarters in 90,000 sq. ft facility in Anaheim
- Satellite facilities in Oakland and Ladera Ranch
- Basketball and volleyball programming



OUR HISTORY

2009

Concept Development

The journey begins with a quest to improve youth sports

The Open Gym business plan leads to proof of concept

Business Plan

2010

2011

Launch Teams

Club teams & training take flight after a historic grand opening Combine

In search of home base, Open Gym moves full-time to Anaheim

Move to Anaheim

2012

2013

Add Tournaments

Our tournaments catch on and we construct the G365 brand

OGP attracts NBA talent with the likes of Kobe Bryant & other players training with us

Revamp Training

2014

2015

Add Camps

EBC is born as a regional follow-up to the success of the Ballislife All American Camp

2016

After successfully expanding events, OGP adds club locations starting with OGP Kings in Newbury Park

Geographic Expansion

OUR HISTORY

2017
Land signature adidas partnership
Adidas Partnership

2018
Launch Passport
Ready to change the game, we launch The Passport to transform youth sports technology

2019
Lay the foundation to establish Pulse Volleyball club teams
Pulse Volleyball

2020
Restructure amidst Covid to launch Pulse & assume the Anaheim facility
Assume Anaheim

2021
Create The Stage, a boutique NCAA live circuit
Stage Circuit

2022
Facility expansion of OGP Oakland & Ladera
Added off-season HS scholastic tournaments & leagues
Add Oakland & Ladera
Add Scholastic Series

2023
Added a tournament series for girls only
Hype Her Hoops

MISSION & VALUES

Open Gym Premier is dedicated to providing an unparalleled basketball and volleyball experience through quality facilities, talented coaches, professional training, organized programs, superior service & comprehensive resources.



Figure it Out



Innovate



Outwork Everyone



Follow-Through

CULTURE

- *Fast-paced, hybrid work environment & flex schedule*
- *Commitment to serve the community*
- *Commitment to team building:*
 - *Annual company retreat*
 - *Monthly staff get together*
 - *Named #5 OC Register Top Workplace and #7 OC Business Journal Top Workplace*



2021
2022



2022
2023





OUR FACILITIES

ANAHEIM FACILITY

- 90,000 square feet
- 9 basketball courts / 12 volleyball courts
- 125 parking spots
- Central Orange County, freeway visibility
- Nearby Disneyland, Honda Center, Angel Stadium
- 6,000 square foot cafe and bar
- 3,000 square foot retail store with leading brands
- Home of USA Volleyball Men's & Women's National Team
- Opened 2003, expanded 2010
- Assumed the lease and restructured in 2020



LADERA FACILITY

- 55,000 square feet
- Air-conditioned, solar-powered, LEED certified
- 8 basketball / volleyball courts
- 300 parking spots
- Opened 2016, assumed lease September 2022
- One of fastest growing family neighborhoods
- All-Star Cafe with diverse menu
- Award winning community center



OAKLAND FACILITY

- 40,000 square feet
- 4 basketball / volleyball courts
- 150 parking spots
- Downtown Oakland, freeway visibility
- Nearby Oracle Arena, Oakland Coliseum
- Expanding food and retail space
- Opened 2015, assumed lease May 2022
- Retail store in partnership with Courtsmith





OUR BRANDS

BRAND OVERVIEW



Boys and girls basketball club teams.



Elite camp brand providing a blend of talent, exposure and instruction.



Elevated boys middle school tournaments.



Boys and girls youth and high school volleyball club teams.



Live high school tournament and exposure platform.



Technology to transform the digital youth sports experience.



Off-season high school scholastic tournaments & leagues.



Signature girls only event series.

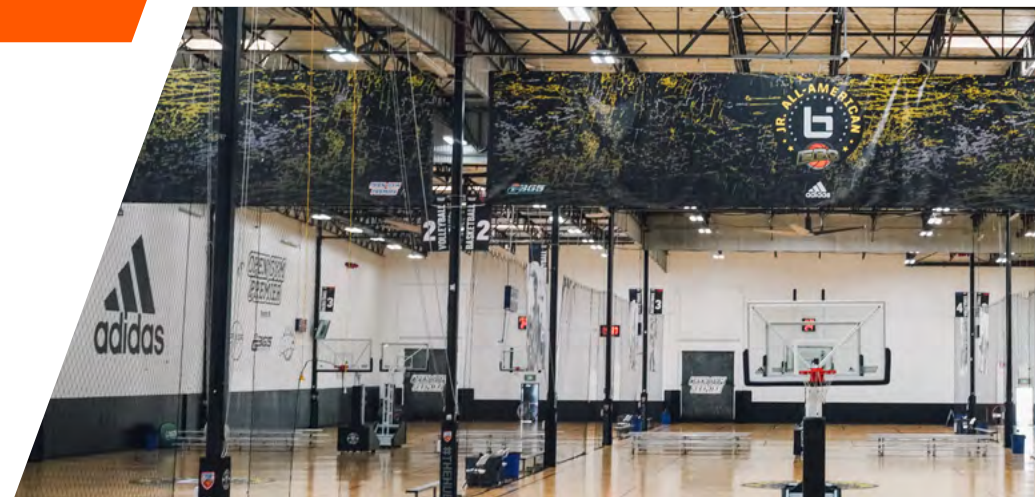


Boys and girls youth recreational seasonal leagues.



BRAND PARTNERSHIPS

We collaborate with leading national brands.

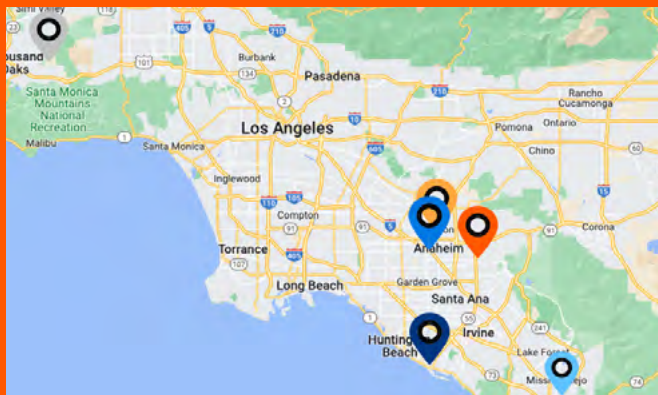


OGP PROGRAMS



- What We Offer: Club Teams, Training, Youth Leagues & Camps
- Who We Serve:
 - Boys & Girls
 - Beginner - Intermediate - Advanced
 - Ages 7 - 18
- Six programming locations:

- THOUSAND OAKS
- FULLERTON
- YORBA LINDA
- ANAHEIM
- LADERA RANCH
- NEWPORT BEACH



ELITE BASKETBALL CIRCUIT



- Elite camps providing a blend of talent, exposure and instruction
- Six Regional Camps
 - SoCal, NorCal, Arizona, Washington, San Diego, Las Vegas
- Signature Ballislife All-American Camp
 - 540+ Elite middle school players
 - Premier national middle school camp since 2013
 - Media, coaches, players travel worldwide to attend
 - 1 on 1 King of the Court competition



GRASSROOTS 365



- Elevated boys middle school tournaments
- Nine regional locations
 - Orange County, Los Angeles, San Diego, Bay Area, Sacramento
 - Arizona, Las Vegas, Washington and Texas
- Host 60+ tournaments a year
- Two National events
 - The Championship
 - The Finals



PULSE VOLLEYBALL



- Boys and girls youth and high school volleyball club teams.
- Additional Pulse offerings:
 - Performance training
 - Beach volleyball
 - Youth Volleyball League
- 32+ teams located at our OGP Anaheim facility



Gold Medals



Silver Medals



Bronze Medals



THE STAGE



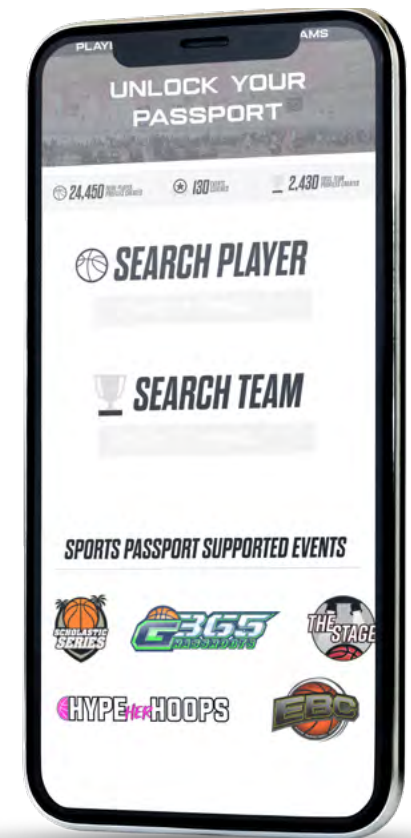
- Live high school tournament and exposure platform
- Series of NCAA Live and non-live showcase events
- Elite level teams from across the country
- National media
- D1, D2, D3, JuCo and NAIA college coaches in attendance
- Inclusive of national partnership with adidas Gold
- Established west coast leader in year two



THE PASSPORT



- 50,000 profiles
- 175,000 active contacts
- Archive the youth sports experience
- Track youth sports participation
- Passport features:
 - Digitally and publicly verify player age / grade
 - Easy digital roster management for coaches
 - Real time accurate stats at all OGP operated events
 - Natural platform to showcase achievements & awards
 - Centralized location for storing pictures and videos



SCHOLASTIC SERIES



- Off-season high school scholastic tournaments & leagues
- Top national high school competition
- Boys and Girls teams, Varsity/JV/Frosh
- In-season CIF sanctioned signature event
- Maximum capacity fall league since 2012



HYPE HER HOOPS



- Events tailored specifically to service girls
- NCAA live events and boutique showcase tournaments
- Unique, personalized high energy experience
- Branded merchandise line
- Rapidly increasing market share in untapped segment





OUR REACH

OUR REACH

WEBSITE



- 550K Page Views
- 150K Unique Page Views
- 30K Organic Search
- Average time spent on each search: 3 min

DATABASE



- 175K Email Contacts
- 85K Mobile Contacts

PLAYER REACH



- 50K basketball Players
- 20K Volleyball Players

SOCIAL



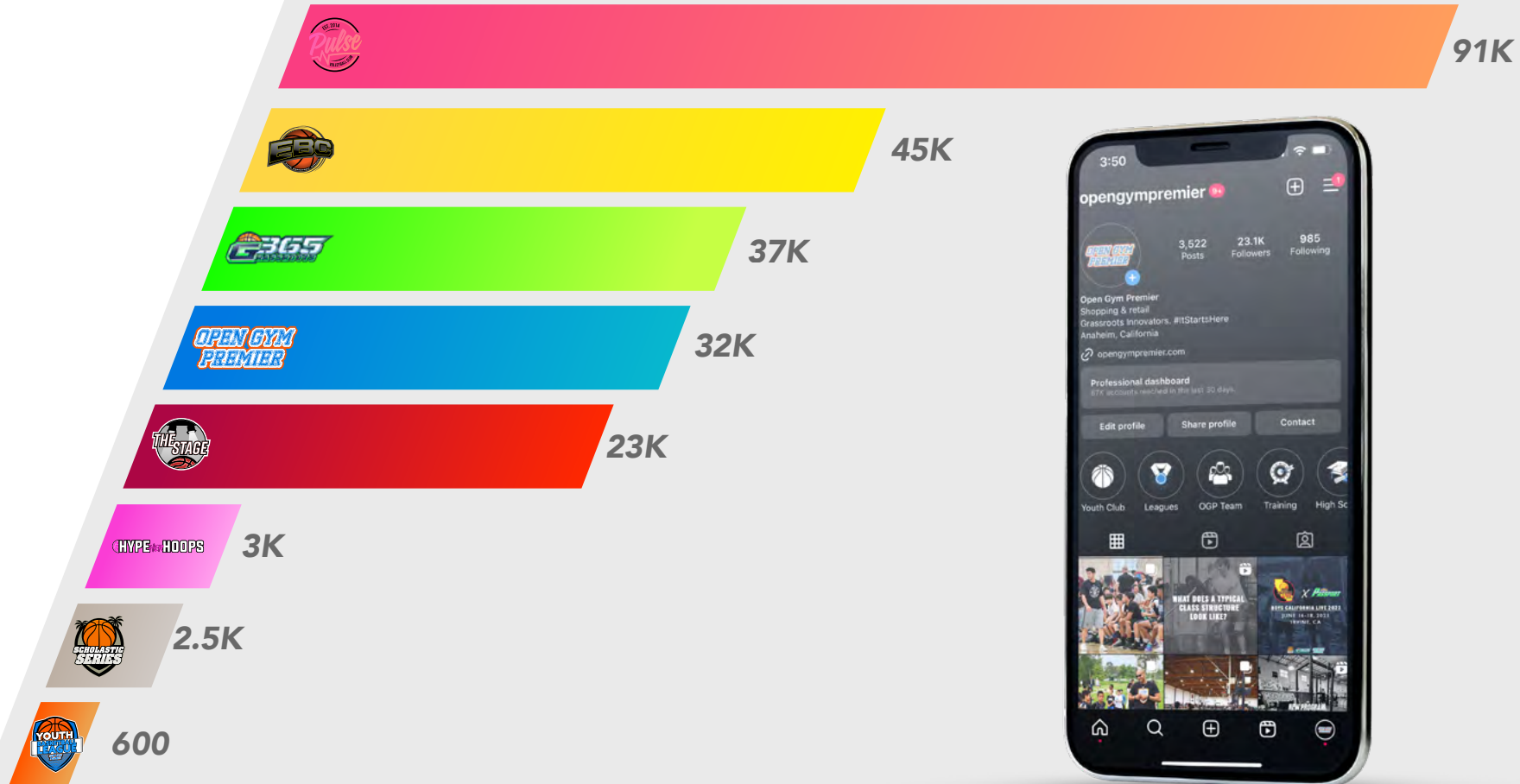
- 8 strong brands on Instagram, Twitter, YouTube, Facebook, LinkedIn & Tik Tok
- 800K Accounts Reached
- 186K Total Followers
- 200K Profile Visits
- 80K Interactions
- 800K Impressions



OUR REACH

SOCIAL

256K TOTAL FOLLOWERS



OUR PUBLICITY

It was only after five co-workers blurted out "oh my gosh, that's Kanye West," that Kanye realized who he had just let in on the gym.

While he trained at Open Gym, Bryant also brought in NBA stars Russell Westbrook and Tracy McGrady, among dozens of others.

The company worked with Bryant to develop a summer workout program in 2015. Today, the Anaheim Open Gym facility serves as a training spot for the women's USA Volleyball team.

Chapman Alum, Gym Rat Scores a Growing Business

Open Gym has added a handful of notable partnerships.

The company's flagship partner is adidas America Inc. The clothing brand provides the company with product and signage while Open Gym uses its promotional items visibility for the brand.

Open Gym is one of 15 members of the NBA's Hoopline Network. It holds a partnership with the NBA Summer League for this year.

The company's other partnerships include Sun Country-based insurance manufacturer at Ethika Inc. and SIB Basketball, a maker of a "smart basketball" that tracks and analyzes ball movement to improve shooting.



When his frustration with the lack of practice space "reached a boiling point," Kane "went to himself." "I'm going to open a gym and I'm going to call it 'Open Gym.' I've got to do it myself and I'm going to be able to control it and play."

He spent about three years writing a business plan and raising money to build and operate a gym in a warehouse.

After raising his "gym money" through a crowdfunding campaign, he opened his own gym in three days. He provided his own equipment, including basketball, cones, programming, and expert cards.

Kane noted the company is currently hiring for more web programmers to expand the company's tech.

"We're working to have new members coming on together," he said.

More recently, the company launched a feature that allows Passover users to upload their own pictures and videos to play and learn profiles, rather than only the company being able to do so.

However, the uncertainty of the crisis also worked in the company's favor.

American Sports Centers, which sold a large portion of its nearly 240,000-square-foot Anaheim building to Open Gym, exited its contract. The surviving company renegotiated its portion of the complex.

"If it wasn't for COVID -- we wouldn't be able to assume full control over the Anaheim facility and, ultimately, over another facility (in Oakland)," Kane said.

Open Gym's Anaheim sports facility runs 89,000 square feet. Its Oakland facility, which the company took over last year, runs 30,000 square feet.

When Open Gym reopened after its COVID shutdown, it retained nearly all its existing staff.

The company then tripled its headcount from about 30 to nearly 100 to meet the demands of its increased programming, such as summer sports camps, events and national tournaments.



Open Gym Premier's deep bench, launched in 2011, form celebrated its 10th anniversary last March.

Open Gym Premier Builds a Growing Hoops Community, and an Envious Team Spirit

By KATHY ADLER

Most training for youth sports businesses may think it's all fun and games.

Matt Kane, founder and CEO of Open Gym Premier, a provider of camps, club teams, leagues, tournaments and training for youth basketball and volleyball players says: "It's not."

"There's a seriousness, intensity and commitment to our mission of helping young athletes," Kane told the Business Journal.

"There's so much attention on school, [youth] sports are pretty standardized and specialized in the way kids are trained," he said. "It almost doesn't get enough attention."

The seriousness of Open Gym's work is evident in the company's sprawling basketball facility.

Open Gym Premier's 10th anniversary celebration was held at the company's 10th anniversary last March.

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Registered with the permission of the Orange County Business Journal

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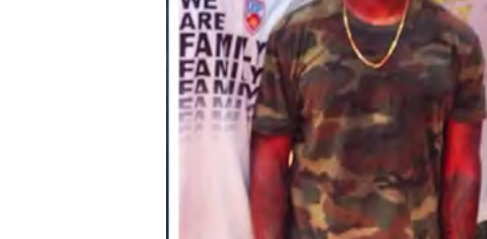
Kobe Bryant - TRAINING WITH KANYE ... In O.C. Basketball Gym

KOBE BRYANT TRAINING WITH KANYE In O.C. Basketball Gym

EXCLUSIVE DETAILS



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Open Gym Premier hosts retreats, company picnics, dinners, beach days and holiday parties as part of team building.

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Kobe Bryant teamed up with Kanye West in an Orange County gym Wednesday for a private basketball training session ... TMZ Sports has learned.

The two met up at the **Open Gym Premier** training center -- running drills and played a little hoop before calling it a day.

Kobe and Kanye have been friends for years -- and even did a Nike commercial together back in 2012.



SPONSORSHIP PACKAGES

ANNUAL PACKAGES

FACILITY

\$100,000

- Facility Signage
- Creative Marking Activation
- Title Event Sponsor
- Apparel Logo Placement
- Rotating Facility Digital Ad
- Social Media Campaign
- Flyers at Facility
- Dedicated Email Blast
- Website Feature
- Social Media Promotion
- Newsletter Logo
- Website Logo

EVENT

\$50,000

- Title Event Sponsor
- Apparel Logo Placement
- Rotating Facility Digital Ad
- Social Media Campaign
- Flyers at Facility
- Dedicated Email Blast
- Website Feature
- Social Media Promotion
- Newsletter Logo
- Website Logo

PLATINUM

\$25,000

- Rotating Facility Digital Ad
- Social Media Campaign
- Flyers at Facility
- Dedicated Email Blast
- Website Feature
- Social Media Promotion
- Newsletter Logo
- Website Logo

GOLD

\$10,000

- Flyers at Facility
- Dedicated Email Blast
- Website Feature
- Social Media Promotion
- Newsletter Logo
- Website Logo

SILVER

\$5,000

- Website Feature
- Social Media Promotion
- Newsletter Logo
- Website Logo

BRONZE

\$2,500

- Newsletter Logo
- Website Logo



FACILITY PACKAGE

\$100,000



Facility Signage
Facility Digital Ad
Flyers at Facility
Website Feature



Creative Marketing
Activation



Dedicated
Email Blasts



Social Media
Campaign & Promotion



Newsletter Logo
Website Logo
Apparel Logo Placement
Title Event Sponsor

EVENT PACKAGE

\$50,000



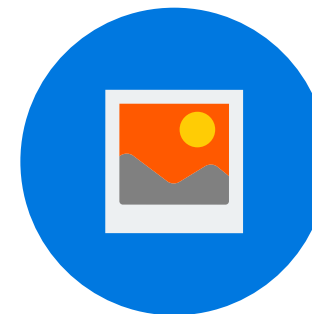
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