



**ADULT SPORTS
& SOCIAL CLUB**



**Partner With Syracuse's
Most Active Adult Community**

A Captive, Year-Round Audience

Year-round engagement. Position your brand in front of a captive local audience that doesn't just scroll—they show up to play.



10,000+

Email Subscribers



15+

Sports Offered



Active

Social Media & Mobile App



Who Are Our Players?

■ Adults 21-45

The core demographic of active young professionals.

■ Disposable Income

High-spending consumers looking for local experiences.

■ Socially Active & Team-Oriented

Fiercely local to the Syracuse/CNY community.

■ Highly Engaged

These aren't passive viewers; they show up on the field every single week.

A Massive Digital Engine

10,000+

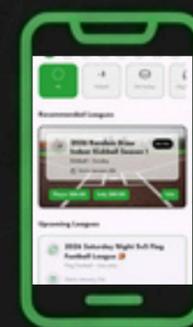
Active Email Subscribers

12,000+

Social Media Followers

4,000+

Monthly Website Visitors



LeagueLab App Integration



Why Sponsor PlaySSA?

Reach Syracuse's Most Active Professionals

By The Numbers



10,000+
Email Subscribers
 Direct access to a cleaned, active list of engaged community members in the Syracuse area.



15+
Sports & Year-Round Seasons
 Continuous brand exposure through Kickball, Softball, Basketball, Soccer, Volleyball, and more.



12,000+
Social Media Followers
 High-visibility brand mentions and dedicated spotlight posts across all major social platforms.



4,000+
Unique Annual Players
 Engagement with active, high-spending young professionals (Ages 21-40) through 2,000+ games annually.
14+ Current Local Sponsors like Trappers, Rocky's Pub, Averdi Storage.

Sponsorship Tier Comparison

Tier	Price	Key Benefits
Bronze (Community Champion)	\$1,500+	Logo on website, 2 email features, 3'x5" field banner, 2 "Play on Us" vouchers.
Silver (Premier Partner)	\$3,500+	Reg Spotlight (3 sports), 4 email features, XL field banner, 4 "Play on Us" vouchers.
Gold (MVP Partner)	\$6,500+	Reg Spotlight (6 sports), Champion photo branding, 8 email features, Homepage banner.
Platinum (Title Partner)	By Inquiry	Field Naming Rights, Reg Spotlight (All sports), Email takeovers, Full Co-Branding.

Where Your Brand Shows Up



Team Jerseys & Fields
 Physical presence with logos on player uniforms and premium banners at PlaySSA Park.



Registration & Mobile App
 "Registration Spotlight" places your brand in front of players the exact moment they commit to play on the LeagueLab app.



Digital & Social Media
 Consistent visibility through website banners, email newsletters, and dedicated social media spotlights.



Champion Photos
 Your logo is featured on the champions' banner in every winning team photo, shared widely across social platforms.

Contact & Call to Action

Ready to reach 4,000+ active professionals?
 Contact Andrew Cherock (Owner) at andrew@cusesports.com or (315) 447-5686 to secure your spot.

Limited Availability
 Tiers are limited (only 1 Gold/MVP spot and 10 Bronze spots available per season) and offered on a first-come, first-served basis.



ADULT SPORTS & SOCIAL CLUB

Central New York's Premier Adult Sports & Social Club



Community Champion Partner



2026 Season | Put Your Brand #WhereAdultsPlay

4,000+

Active Members

600+

Teams Annually

3,000+

Games Per Year

21-40

Age Demographic

PlaySSA connects thousands of active young professionals across Syracuse and Central New York through year-round sports leagues, tournaments, and social events. Our Community Champion partners get direct access to this engaged, high-spending audience through integrated marketing, on-field visibility, and authentic community connection.

	Included Benefit	Details
✓	Website Presence	Logo listed as partner on our scrolling "Partners" section across all PlaySSA web pages + dedicated listing on our Sponsors page with your links and promotions
✓	Newsletter Features	Dedicated sponsor spotlight in 2 PlaySSA email newsletters reaching our ~10,000 engaged subscriber list
✓	On-Field Banner	3' x 5' premium banner displayed at our main sports fields all season long
✓	Social Media Campaign	season-long social mentions + 1 dedicated spotlight post (12,000+ followers) spotlighting your business to our full audience
✓	Event Partnership	Listed as official partner at 1 PlaySSA tournament or event with logo on all event promotions
✓	Player Vouchers	2 "Play on Us" free individual league entries awarded in your name via promoted social media contest

Annual Investment: Starting @ **\$1,500**

Estimated retail value of included benefits: **\$3,500+**

Popular Add-Ons (available to all partners)

Team Jersey Sponsorship Starting at \$250/league	Exclusive Sport Sponsor Starting at \$5,000/year	Tournament Presenting Sponsor Starting at \$1,000/event
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Kickball | Softball | Basketball | Flag Football | Dodgeball | Cornhole | Ball Hockey | Volleyball | Soccer | Golf

Looking for more visibility? Ask about our Premier Partner and MVP Partner tiers with homepage placement, champion photo branding, naming rights, and dedicated account management.

Ready to reach 4,000+ active young professionals in Syracuse?

Andrew Cherock, Owner | andrew@cusesports.com | (315) 447-5686

playssa.com/sponsors

Limited to 10 Community Champion partners per season. First come, first served.

Previous & Current happy PlaySSA sponsors include:

The Spinning Wheel, Rocky's Pub, Trappers Pizza Pub, Flamingo Bowl, Sharkeys Bar & Grill, PuroClean, First Choice Power Wash, Gardesign Landscaping, Adaptive Growth Partners, Averdi Storage Containers, and many more.



ADULT SPORTS & SOCIAL CLUB

Central New York's Premier Adult Sports & Social Club

★ Premier Partner ★

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	Included Benefit	Details
✓	Website Presence	Logo listed as partner on our scrolling "Partners" section across all PlaySSA web pages + dedicated listing on our Sponsors page with your links and promotions
✓	Registration Spotlight	Your brand featured to every player signing up for up to 3 sports on both the website and LeagueLab app. Limited to 3 sponsors per sport.
✓	Newsletter Features	Dedicated sponsor spotlight in 4 PlaySSA email newsletters reaching our 10,000+ subscriber list
✓	On-Field Banner	X-large 4' x 8' premium banner displayed at our main sports fields all season long
✓	Social Media Campaign	Season-long mentions plus 2 dedicated spotlight posts featuring your business to our 12,000+ followers
✓	Event Partnership	Listed as official partner at 2 PlaySSA tournaments or events with logo on all event promotions
✓	Player Vouchers	4 "Play on Us" free league entries awarded in your name via promoted social media contests

Annual Investment: **Starting at \$3,500**

Only 5 spots available per season

Popular Add-Ons (available to all partners)

Jersey Sponsorship Starting at \$250	Exclusive Sport Sponsor Starting at \$5,000/year	Tournament Presenting Sponsor Starting at \$1,000/event
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Kickball | Softball | Basketball | Flag Football | Dodgeball | Cornhole | Ball Hockey | Volleyball | Soccer | Golf

Looking for more visibility? Ask about our MVP Partner (Gold) tier with homepage placement, champion photo branding, all-event partnership, and dedicated account management.

Ready to reach 4,000+ active young professionals in Syracuse?

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Limited to 5 Premier Partner spots per season. First come, first served.

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Central New York's Premier Adult Sports & Social Club



2026 Season | Put Your Brand #WhereAdultsPlay

4,000+

Active Members

600+

Teams Annually

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Games Per Year

21-40

Age Demographic

PlaySSA connects thousands of active young professionals across Syracuse and Central New York through year-round sports leagues, tournaments, and social events. Our partners get direct access to this engaged, high-spending audience through integrated marketing, on-field visibility, and authentic community connection.

	Included Benefit	Details
✓	Website Presence	Logo across all PlaySSA web pages + dedicated Sponsors page listing + rotating banner on PlaySSA homepage
✓	Registration Spotlight	Your brand featured to every player signing up for up to 6 sports with first choice of sport selection. Website + LeagueLab app.
✓	Champions Banner	Branded banner featured in all league champion photos across every sport, all year. Photos shared across social media and website.
✓	Newsletter Features	Featured in 8 PlaySSA email newsletters reaching our 10,000+ subscriber list
✓	On-Field Banner	X-large 4' x 8' premium banner in prime placement at main sports fields all season long
✓	Social Media Campaign	Season-long mentions plus 4 dedicated spotlight posts featuring your business to our 12,000+ followers
✓	All-Event Partnership	Listed as official partner at ALL PlaySSA tournaments and events with logo on all promotions
✓	Player Vouchers	6 "Play on Us" free league entries awarded in your name via promoted social media contests
✓	Account Management	Dedicated point of contact to ensure you get maximum value from your partnership

Annual Investment: **Starting at \$6,500**

Exclusive: Only 1 spot per season

Popular Add-Ons (available to all partners)

Jersey Sponsorship Starting at \$250	Exclusive Sport Sponsor Starting at \$5,000/year	Tournament Presenting Sponsor Starting at \$1,000/event
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Kickball | Softball | Basketball | Flag Football | Dodgeball | Cornhole | Ball Hockey | Volleyball | Soccer | Golf

This is PlaySSA's most comprehensive open partnership. Only 1 available per season. Exclusive access to homepage placement, champion branding, and first pick of Registration Spotlight sports.

Ready to reach 4,000+ active young professionals in Syracuse?

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Exclusive: Only 1 MVP Partner per season. Contact us today.

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ADULT SPORTS & SOCIAL CLUB

Central New York's Premier Adult Sports & Social Club

Title Partner

2026 Season | Put Your Brand **#WhereAdultsPlay**

4,000+

Active Members

600+

Teams Annually

3,000+

Games Per Year

21-40

Age Demographic

PlaySSA connects thousands of active young professionals across Syracuse and Central New York through year-round sports leagues, tournaments, and social events. Our partners get direct access to this engaged, high-spending audience through integrated marketing, on-field visibility, and authentic community connection.

	Included Benefit	Details
✓	Full Co-Branding	Your logo on the PlaySSA website, LeagueLab app, and all promotional materials. True presenting partner status.
✓	Field Naming Rights	Physical signage and naming rights at PlaySSA Park (e.g., "[Brand] Fields at PlaySSA Park")
✓	Registration Spotlight	Your brand featured on ALL sports, all season, every single registration. Website + LeagueLab app.
✓	Title Partner at All Events	Premier co-branding on all tournament and event promotions, signage, and communications
✓	Email Blast Takeovers	2 dedicated email blasts to our 10,000+ subscriber list featuring exclusively your content
✓	Champions Banner	Branded banner in all league champion photos across every sport, all year long
✓	On-Field Banners	X-large premium banners at every PlaySSA event, tournament, and field location
✓	Social Media Campaign	Season-long mentions plus 4+ dedicated spotlight posts to our 12,000+ followers
✓	Player Vouchers	10 "Play on Us" free league entries awarded in your name via promoted social media contests
✓	First Refusal Rights	First option on exclusive sport sponsorships before they are offered to any other partner
✓	Account Management	Dedicated account manager with quarterly strategy meetings to maximize partnership value

Annual Investment: **By Inquiry**

Exclusive: 1 spot, by invitation only

Kickball | Softball | Basketball | Flag Football | Dodgeball | Cornhole | Ball Hockey | Volleyball | Soccer | Golf

PlaySSA's ultimate partnership.

By invitation only. Your brand becomes synonymous with adult sports in Central New York.

Ready to reach 4,000+ active young professionals in Syracuse?

Andrew Cherock, Owner | andrew@cusesports.com | (315) 447-5686

playssa.com/sponsors

Exclusive: By invitation only. Contact us to discuss.

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Your Brand #WhereAdultsPlay: The PlaySSA Visibility Framework

Digital Presence & Direct Outreach



Registration & App Spotlight

Placement on website and mobile app at the moment 4,000+ players commit to play.



ADULT SPORTS & SOCIAL CLUB

Live On-Field & Event Visibility



Game-Day Real Estate

Brand exposure via jerseys worn weekly and premium banners displayed at high-traffic sports fields.



Direct Inbox & Social Amplification

Reach 10,000+ active email subscribers and 12,000+ social followers through dedicated sponsor spotlights and takeovers.

Website Network Integration



Your logo appears on every page of playssa.com, reaching 4,000+ monthly visitors.



Mobile App & Web

High-frequency visibility through banner ads and registration spotlights.



Field/Court Signage & Newsletters



Visible during all games at high-traffic sports fields and dedicated takeovers sent to 10,000+ active subscribers.

YOUR BRAND

Integrate your brand into PlaySSA's active community of 4,000+ young professionals (ages 21-40) via 3,000+ annual games.



Event & Title Leadership

High-level placement through tournament title sponsorships and exclusive naming rights for sports fields.



Championship Prestige

Your branded banner featured in all league champion photos, shared across all social platforms.



League Jerseys

Worn by players every week, seen by opponents and spectators.

Let's Build Something Together.

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