

SPOOKY

NOOK
SPORTS™

2018

**SPOOKY NOOK SPORTS
SPONSORSHIP KIT**



STAY. PLAY. DINE.

Spooky Nook Sports was transformed into a multi-sports and events complex from an old, abandoned Armstrong World Industries Distribution Center. The Nook opened in June of 2013 and is located in Lancaster, Pennsylvania.

As the largest and most innovative indoor sports complex in the United States, Spooky Nook Sports is the ultimate destination for families, athletes, businesses, and guests alike. In 2015, The Nook expanded its offerings to include an on-site hotel and restaurant. Now our guests can stay, play, and dine all under one roof!

NUMBERS AT THE NOOK



20+
Different
sports

650
Team Members



14
Acres
under
roof

2,000


On-site parking
spaces



1

Women's
Olympic Field
Hockey Team





This place is Disney World for the athlete! Absolutely incredible. Clean and professional. Staff was amazing and facility is second to nothing!

- Tony, Morristown, NJ

PLAY

Located just outside of Lancaster, Pennsylvania, Spooky Nook Sports is the largest indoor sports complex in the United States, providing regular courts and playing fields for more than 20 sports. In addition to the 700,000 square-foot indoor facility, The Nook offers an outdoor field hockey pitch and a climate controlled dome used for field hockey, soccer, softball, football, and more. The Nook is the premier destination for clubs, tournaments, and competitions. The Nook also features extensive recreational facilities, including a climbing center, fitness center, food court and arcade, as well as event and meeting spaces.

STAY

The fun doesn't have to end when the games are over. Stay with us and continue the adventure. A stay at The Warehouse Hotel is one you will never forget. In addition to access to the largest indoor sports center in the country, you'll experience environmentally-friendly accommodations that celebrate their material heritage in unexpected ways. At The Warehouse, adventure is never more than a few steps away, so you can enjoy all the high-energy activities you want when you want them and then head back to your room and rejuvenate.



The Warehouse Hotel has so much to offer - beautiful design, quiet rooms, very good on-site dining, and the huge fitness facility. The unique decor was exactly what we were seeking.

- John, Bridgewater, NJ



Excellent restaurant. Great atmosphere and friendly service. The menu has a great variety and each entree was very well thought out. We will be back in the near future.

Great fall menu!
Lindsey, Camp Hill, PA

DINE

At Forklift & Palate restaurant in Lancaster, PA, you'll enjoy a casual dining adventure unlike any other. With our unique recycled architecture, state-of-the-art green practices, and our location alongside the nation's largest indoor sports complex, you'll find plenty to discover under our roof. No matter what time of day you want a meal with local flavors, we will welcome you in. Meet here with friends for brunch on the weekends, or grab a bite after a day of exploring all the great things Lancaster County has to offer, such as antique shops, fun-filled festivals, art exhibits, museums, and more.

ON SOCIAL MEDIA



Facebook
22,119 Likes



Twitter
3,704 Followers



Instagram
7,614 Followers

IN YOUR INBOX



Sports Contacts
10,198 Contacts



Corporate Contacts
264 Contacts



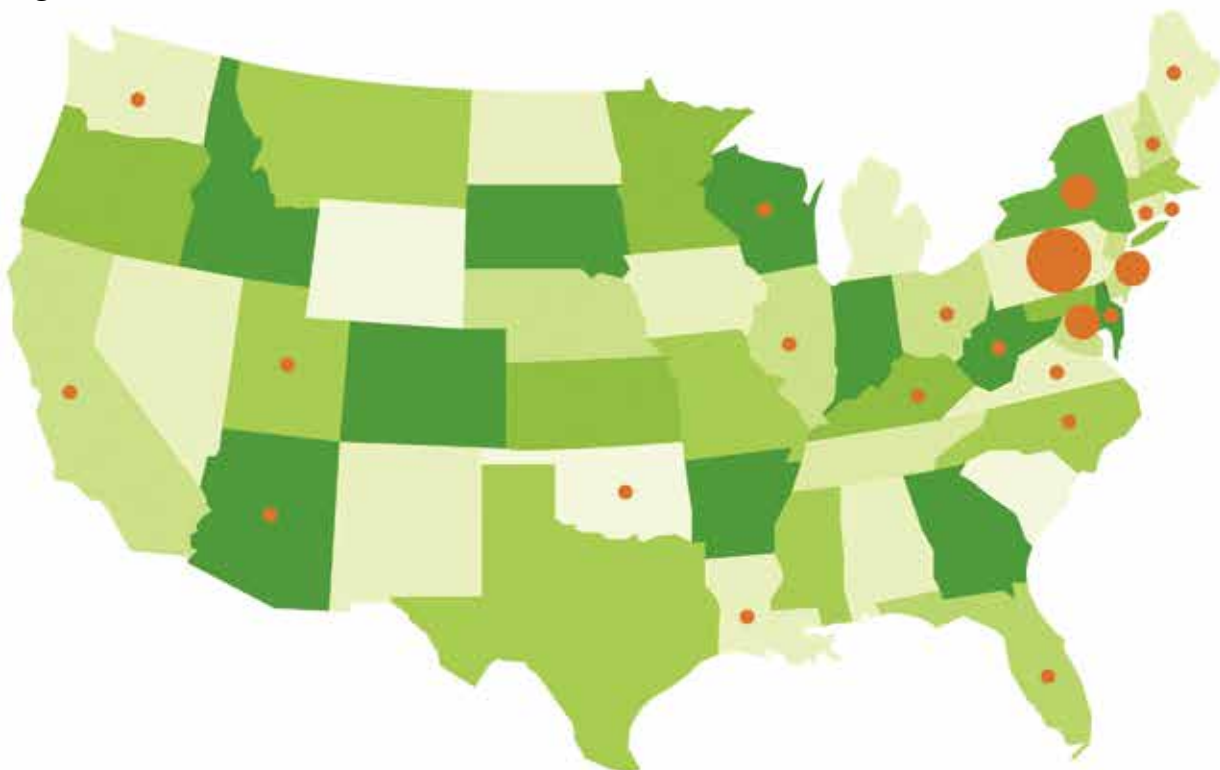
Warehouse Hotel
Contacts
727 Contacts



Forklift & Palate
Restaurant Contacts
103 Contacts

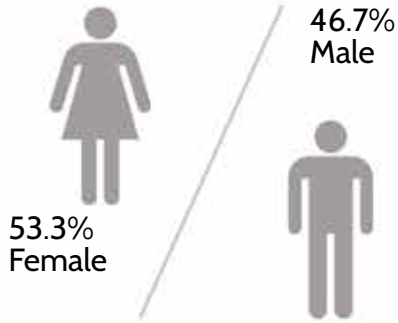
ONLINE

The Nook's website (www.spookynooksports.com) has visitors from all over the world. Of all the visitors in the U.S., 60% are in Pennsylvania. Other popular areas include Washington D.C., New Jersey, and New York. Throughout the world, www.nooksports.com has visitors from Canada, Argentina, Ireland, as well as others.



DEMOGRAPHICS

GENDER



AGE RANGE



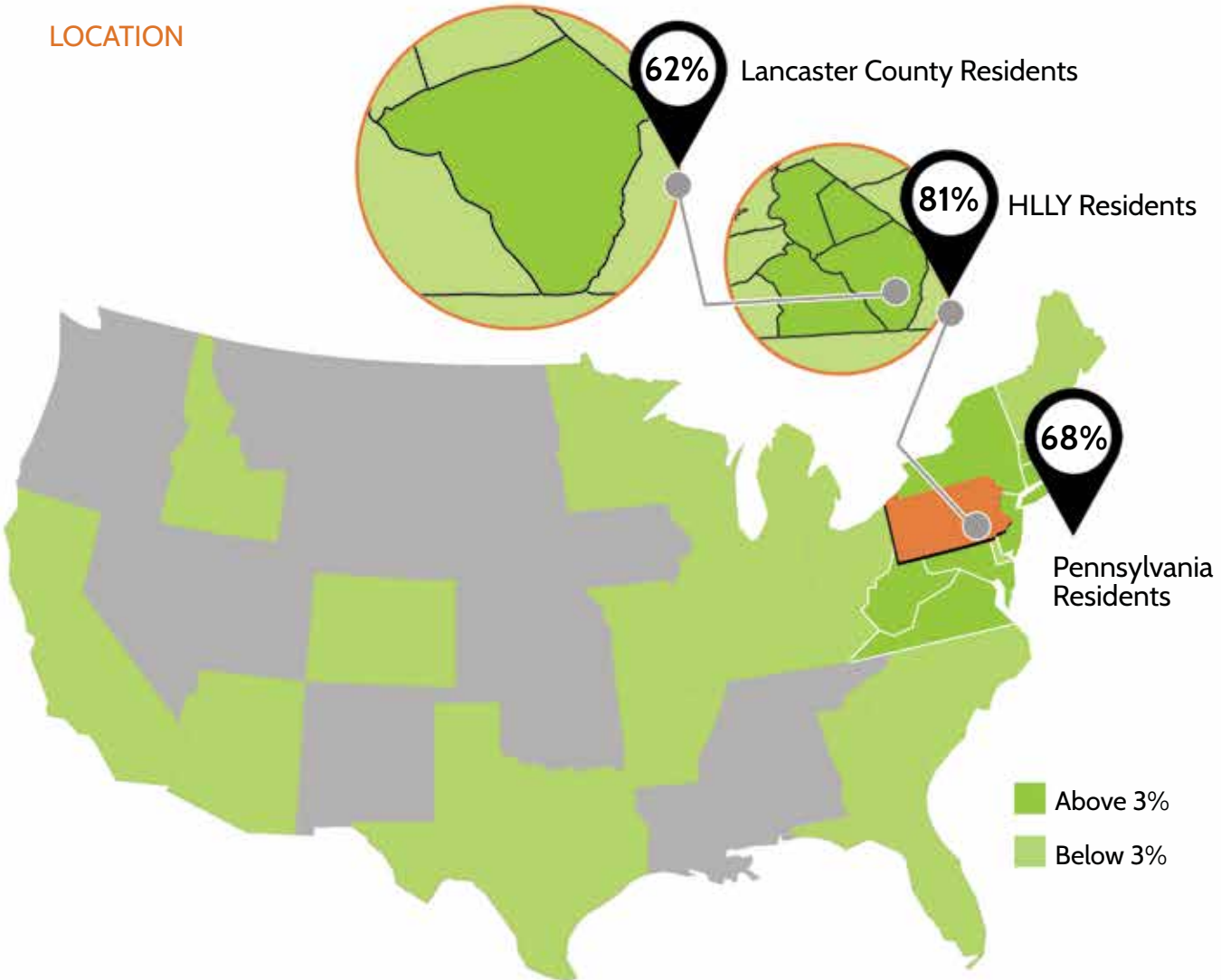
AFFLUENCE

Average Household Income
\$75,000 - \$99,000

Households with 1-2 Children
63%



LOCATION



1.2 MILLION+ VISITORS PER YEAR



COMPARE US WITH OTHER SPORTS VENUES

- Heinz Field, Steelers - 499,768 visitors/yr.
- FedEx Field, Washington Redskins - 601,405 visitors/yr.
- MetLife Stadium, Giants - 617,434 visitors/yr.
- Lincoln Financial Field, Phil. Eagles - 556,768 visitors/yr.
- Clipper Magazine Stadium - 247,943 visitors/yr.
- FNB Field - 269,172 visitors/yr.



RECENT AWARDS

- 2017 Best Restaurant with Private Dining Space at the Best of PA Meetings + Events Reader's Choice Awards
- 2017 Best Meeting & Event Venue at the Best of PA Meetings + Events Reader's Choice Awards
- 2017 Best Hotel with Meeting & Event Space at the Best of PA Meetings + Events Reader's Choice Awards
- 2017 CPBJ Best Meeting & Event Facility

COMMUNITY EVENTS

- Taste of Lancaster
- Make-A-Wish Convoy
- Girls on the Run 5K
- Open Streets in Lancaster
- Celebrate Lancaster
- Lancaster Craft Beerfest
- Millersville Parade
- Ephrata Parade
- Lancaster Business Expo
- Harrisburg/Hershey Business Expo
- Relay for Life





EXPAND YOUR BRAND.

Spooky Nook Sports uses a collaborative approach to develop a strategic, integrated marketing campaign that achieves sponsor objectives. Our goal is to create a clean environment where brand integration and sponsor messaging has a great impact. We offer opportunities to customize packages to support your marketing goals.

PACKAGE OPTIONS

All sponsorships are a minimum of one year and begin at \$3,000 annually. If you are interested in expanding your brand's reach, we'd love to talk to you about how we can best promote your business through sponsorship.



NOOK ENGAGEMENT

These features can integrate your brand into the lively and fun entertainment that happens here at The Nook. Engage with our visitors through booth set up, Nook charitable event activation, tournament or program sponsorships, and more!

SIGNAGE

These opportunities will connect guests with your brand in multiple high-traffic areas of The Nook.



ADVERTISING

Choose to promote your brand through our different digital mediums at The Nook including our digital monitors, program guide, and information kiosk.



PRESENTING/NAMING RIGHTS

These unique sponsorship opportunities offer increased visibility of your brand and an experience for guests in high-traffic areas of the facility. Inquire about naming right packages for different operations within The Nook including our fieldhouse, dome, and more.