

# AAU / Gatorade Sponsorship Proposal





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# AAU Company Information



The Amateur Athletic Union (AAU) is among the largest and oldest, non-profit, volunteer, sports organizations in the United States. The AAU has dedicated itself to proudly offer many different amateur sports and fitness programs available to people of all ages.

Initially, the AAU was prominent as a federation for US representation in international competition. It also provided a means for athletes to prepare for the Olympic games. Upon the passing of the Amateur Sports Act of 1978, the AAU focused on the advancement of the organization to as many people as they could. Today, the AAU boasts over 500,000 participants and 50,000 volunteers of all ages. There are 56 Districts that comprise the organization and sanction over 34 sports programs, 250 national championships, and more than 30,000 age division events annually.

The AAU was established on January 1, 1888, because some members of the National Association of Amateur Athletes (NAAAA) decided that there needed to be a new organization that created standards and uniformity in amateur sport. After composing a constitution and bylaws, 14 charter club members named Harry McMillan the organization's first President. In its inaugural year, three sports championships were held for boxing, fencing and wrestling in New York's Metropolitan Opera House.

Since 1996, Orlando, Florida, has been home to the AAU's national headquarters. Today, over 40 AAU national events are played at Disney's Wide World of Sports Complex. This venue features a double-deck 7,500 seat baseball stadium and baseball quadraplex, two field-houses that accommodate hardwood courts, a softball quadraplex, two youth baseball fields, a track and field complex and four multi-purpose performance fields sized for soccer tournaments.

Many of the top professional and amateur athletes in history and today, began their careers in the AAU. Alumni include Shaquille O'Neal, Carmelo Anthony, Swin Cash, Sheryl Swoopes, Muhammad Ali, and Peyton Manning are a few among the many.

## **Governance**

The AAU consists of a very complex governing system. Very similar to the structure of the US Government, the AAU is also broken up into three different (Executive Branch, Legislative Branch, Judicial Branch) sections that together govern the organization at both the district and national level.

## **Membership**

In order for an individual to participate in the AAU, they are required to obtain an individual membership, and must meet the background test requirements that are conducted and approved by the AAU. There are two types of individual memberships available: "Athletes" and "Non-Athletes." Social agencies such as YMCA's, YWCA's, Boys and Girls Scouts of America, city/county sports commissions, churches, etc. that participate in AAU team sports may purchase what is called a "Club Membership."



# AAU Organizational History



Before it was known as AAU (Amateur Athletic Union) it was called the National Association of Amateur Athletes of America (NAAAA ). The members of the NAAAA weren't satisfied with the way things were going and on Oct. 1, 1887 a meeting was held to discuss future plans. The Amateur Athletic Union was formed on Jan. 1, 1888. AAU is now one of largest amateur athletic services in the world. Before it came to this status the AAU was tied in with most non-professional athletic endeavors, including college and Olympic sports. The AAU conducted the first National Men's Basketball Championship in 1897. The 23rd Street YMCA out of New York City won that championship. The first AAU Women's National Basketball Championship started in 1926 and was won by the Pasadena Athletic and Country Club. To become the power house that it is today the AAU went through a series of events.

- The first boys and girls national championships were organized by the AAU in 1972. By the end of the decade, there were six age group championships under the AAU umbrella.
- In 1978, Congress passed the Amateur Sports Act, which had a huge impact on how the AAU would operate. Under the act, a national governing body was set up for each Olympic sport, which basically removed the AAU from those powers. The AAU then refocused its efforts largely toward youth sports, which is still the case today. After these events AAU basketball had a sharper focus, and the expansion process was under way. Through the 1980s, membership grew and youth basketball was a big reason why. By 1989, the AAU had 13 age group national championships.

The NCAA did its part in contributing to AAU basketball. After restructuring NCAA recruiting calendar there was an emphasis on summer basketball over traditional high school ball. That mainlined summer hoop programs. Non-AAU summer tournaments started to pop up all over the country, and AAU tournaments like the Super Showcase started to mirror evaluation windows for college coaches. Summer basketball has since been commonly referred to as "AAU basketball" even though only a small percentage of summer events are actually affiliated with the AAU.

The AAU headquarters moved to its present home in Lake Buena Vista, Fla., in 1994, when the AAU and Walt Disney World agreed to a 30-year alliance. As part of that alliance, many of AAU's national championships in many sports are played at the Wide World of Sports Complex in Lake Buena Vista. Today, AAU consists of 32 different sports, but basketball is king. Close to 50 percent of more than 1.1 million AAU memberships are for basketball.



# Gatorade Company Information



Gatorade is a sport-focused food and beverage brand that is owned by Pepsi Co. Gatorade is the top selling sports drink brand in the World, and Pepsi's 4<sup>th</sup> largest brand in terms of worldwide annual retail sales. Gatorade actually accounts for 75% of the entire market for sports drinks. The primary competitors for Gatorade's sports drinks are Coca Cola's Powerade and Vitaminwater, and in the United Kingdom; Lucozade Sport competes with Gatorade.

Gatorade has sold products ranging from chewing gum and protein bars, to the numerous different lines of the famous sports drink formula. The most recent products released by Gatorade are the G Series, G Series Pro, and G Series FIT. Each G Series line is comprised of a three-stage approach. This constitutes a drink before the work out, during the workout, and after the workout.

What perhaps has been the most decisive factor in Gatorade's rise to the top in the sports drink industry is the influence on the culture. The culture has really embraced the "Gatorade shower," which is simply where players pick up a Gatorade cooler and sneak up behind the victorious coach and pour the Gatorade and ice on him. The tradition began with Bill Parcells when he was doused in 1985.

Another factor that has pointed towards Gatorade's success is their effective advertising. Gatorade's current slogan; "Is it in you?" is one of the most well-known slogans of any brand in any industry. On top of that, Gatorade has a plethora of leagues in which it is the official sports drink of. To name a few; NASCAR, the National Football League, Major League Baseball, National Basketball Association, USA Basketball, National Hockey League, Association of Volleyball Professionals, US Soccer Federation, and Major League Soccer. The brand also endorses many blue-chip players such as Derek Jeter, Dwayne Wade, Peyton Manning, and Tiger Woods.

Gatorade continues to expand as it develops new and innovative ways to consume their products as well as new and innovative products themselves. What started as a simple precautionary measure to prevent cramps and dehydration became a worldwide phenomenon that almost every athlete consumes on a daily basis.



# Gatorade Organizational History



**1965** – University of Florida assistant coach asked university physicians why so many of the players were being affected by heat and heat related illnesses

-A team of researchers – Dr. Robert Cade, Dr. Dana Shires, Dr. H. James Free and Dr. Alejandro de Quesada – discovered two key factors that were affecting players: fluids & electrolytes players lost through sweat weren't being replaced and the large amounts of carbohydrates the players' bodies used for energy weren't being replaced

-Researchers developed a balanced carbohydrate/electrolyte beverage to replace components lost as players sweated; they called it "Gatorade"

**1966** - Florida finished 9-2 and won the Orange Bowl with Gatorade being the sport drink on their sidelines

- word about Gatorade starting spreading throughout the state of Florida and across the county; University of Richmond and Miami of Ohio were the first two schools to start ordering Gatorade for their athletic teams

**1969** - Florida head coach Ray Graves suggested to the Kansas City Chiefs that they start using Gatorade to battle the Missouri heat; they went on that season to upset the Minnesota Vikings in Super Bowl IV

**1983** - Gatorade became the official sports drink of the NFL

**1988** - the Gatorade Sports Science Institute (GSSI) was founded in Barrington, Illinois to carry out research in areas of hydration, exercise science, and sport nutrition

**2001** - Gatorade developed the Gatorade In-Car Drinking system, a hydration system in race cars to keep drivers hydrated during races where temperatures can reach 130 degrees.

- Gatorade Performance Series was released; this contains Gatorade Energy Drink, Gatorade Energy Bar, and the Gatorade Nutrition Shake

**2005** - Gatorade Endurance Formula was developed

**Today**- Gatorade, its labs, and its team of researchers are continuously working towards improving their product to further improve athletes performance by facilitating proper hydration and nutrition; Gatorade is the official sport drink of the NFL, NBA, AVP, PGA, MLB, MLS, and many other teams and organizations.



# AAU Target Market



## Primary Market:

- Active boys
  - Ages 14-18

The AAU focuses primarily on young, active boys that are interested in playing competitive sports. They focus on the high school level (ages 14-18) especially because those are the years in which players are trying to showcase themselves to specific college teams, even the NBA. Accordingly, it is necessary to get your name "out there" as much as possible to better your chances of getting recognized by a higher level. Henceforth, it makes perfect sense for the AAU to market their best tournaments to high school level male athletes interested in doing just that.



## Secondary Market:

- Active boys
  - Ages 8-14
- Active girls
  - Ages 8-18



As the AAU has expanded over the years, and women's sports become more popular, the AAU has broadened their target markets. Now, many of the women's and young boy's tournaments have been a big hit for the AAU as sports grows deeper and deeper into our society.



# Gatorade Target Market



## Primary Market:

- Active Males
- Ages 13-24

Gatorade pursues young, active males for a variety of reasons. Most males within the ages of 13-24 are either coming into their own as athletes, or still participating, at least to some degree. Gatorade attempts to be the source that athletes run to for enhanced performance. By reaching the young, active males, Gatorade secures itself as the go-to drink and image-bearer for athletes as some progress onto professionals, and some to church leagues.







# AAU and Gatorade's Compatibility



Gatorade and the AAU are very compatible as they both seek out to better athletes in performance by offering programs with the AAU and products with Gatorade. Shown below are a few similarities both organizations share as they carry out their business processes:

## **Athlete Development:**

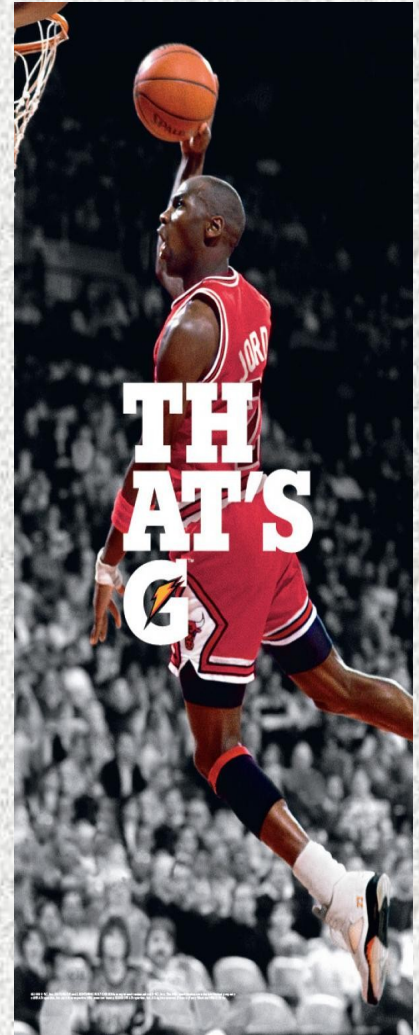
- Gatorade – provide athletes with products that facilitate improved performance by way of hydration and nutrition
- AAU - To offer amateur sports programs through a volunteer base for all people to have the physical, mental, and moral development of amateur athletes and to promote good sportsmanship and good citizenship.

## **Workplace Commitment:**

- Gatorade – provide consumers with the most effective and replenishing products that best match their desires and needs
- AAU – provide equal and fair opportunities for athletes and volunteers alike to participate in a variety of programs at different events.

## **Diversity:**

- Gatorade – implement diversity, inclusion and fairness with its products in relation to sexual and cultural differences; offer a diverse product type in terms of the effects it has on athlete's performance.
- AAU – the AAU offers programs for all sexual and cultural orientations; they also offer a variety of programs ranging from basketball to martial arts. The diversity in these programs allows many different types of athletes to participate in AAU programs and events.





# Media Plan



## **National Television**

- All premier events and championship finals will be televised nationally on ESPNU.

## **Magazine**

- As a current partner with the AAU, SLAM Magazine will provide player and tournament information and coverage before and after each event.

## **Newspapers**

- Local newspapers relative to the events will provide daily summaries and results.

## **Internet**

- Events will be streamed live on ESPN3 and [aaboysbasketball.org](http://aaboysbasketball.org).
- The AAU's official website [aaboysbasketball.org](http://aaboysbasketball.org) will feature links to access all media outlets that are available, and also provide its own news and updates when available.
- Live updates will be provided by following @aau\_\_basketball via Twitter.
- The AAU's Facebook page (The Real AAU) will cover events and provide information on promotional activities for tournaments.
- Highlights and interviews will be available for premier events via the organizations YouTube channel (The Real AAU)

## **Singage**

- Player benches, scorer's table, basketball racks, center court stamp, cups, bottles, coolers, and towels will all feature the Gatorade logo.
- There will be 15'x10' banners that will hang on the walls opposite of television cameras will provide the Gatorade logo.
- Bi-folding signs 6'x3' will be located in every corner of the court on the sidelines.

## **Hospitality**

- Hotel Accommodations – Gatorade representatives will have the opportunity to stay at the Hampton Inn with a special group rate
- Transportation – a bus will be offered to the guests of Gatorade present that will transport them to the event and also meals and local attractions while games aren't being played
- Media Room Access – all Gatorade affiliates will have VIP access to the media room where drinks, food, player information, and player access before and after the event.
- Game Seating – Gatorade representatives will have blocked off courtside seating at all games for an optimal view of all games and promotions