



Sports and fitness for a lifetime.



Sponsorship
Opportunities
2010-2011

5.5 Acres of Sports and Fitness in Manhattan

This state of the art facility consists of an Olympic Aquatic Center, Fitness Center, and Sport Performance Center all located on the Upper East Side of Manhattan within direct view of the FDR Drive.



Asphalt Green is...

The preeminent community-focused fitness education and sport performance center in the country.

“Through our state of the art facility, best in class staff and proprietary curriculum, we are dedicated to delivering the highest level of fitness programs and sport coaching to all segments of the community.”

*Carol Tweedy,
Executive Director*



Think tank of fitness education leaders



Programs of **exceptional** quality



A **commitment** to underserved communities

Asphalt Green: the Most Unique Audience in NYC

Every day, Asphalt Green welcomes **active adults** with exceptional household income, **parents** invested in their **children's** growth, **seniors** dedicated to health and wellness, and accomplished **athletes** training for the national and international stage.



1 Million Visits per year

100,000 people use the public facilities annually

3,159 members primarily within the 31-54 age group

44% of members have an average HHI of over \$150k

5,785 children and adults enrolled in our Swim School

1,938 children and adults on competitive teams

32,041 people participating in our programs

1,616 children participate in Asphalt Green camps

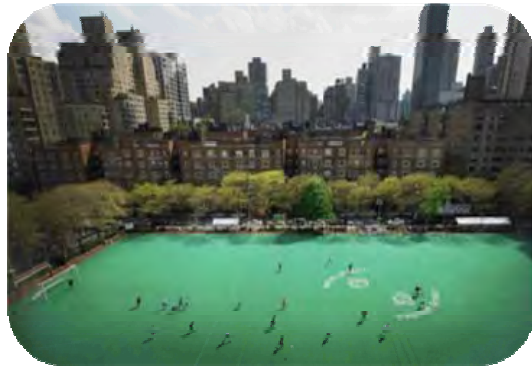
550 students from prestigious Upper East Side schools

“If you are an athlete in New York City, you have been to Asphalt Green.”



Olympic Aquatic Center

The AquaCenter at Asphalt Green is consistently rated the #1 pool in NYC. With over 74,000 square feet of space this nationally recognized facility contains an Olympic Standard Pool, springboard diving facility, therapeutic pool, 600 person stadium seating, and 2 newly renovated locker rooms. This is the home to the acclaimed AGUA swim team, swim school, masters swimmers, our community programs, and multiple triathlon clubs.



Sport Performance Center

If you are an athlete in New York City, you have been to this facility. It is home to sports leagues and teams from nearly every sport including adult sports leagues, the most prestigious private schools in Manhattan, and the largest single-site Summer Day Camp in New York City. The center is comprised of a brand new 75,000 square foot FieldTurf sports field with stadium lighting, outdoor basketball court, outdoor running track, and the Murphy Sport Center. A New York City Landmark Building, the 4-floor Murphy Center includes 5 multi-purpose indoor studio spaces, gymnastics facility, basketball court, running track, and a theater space.



Fitness Center

This ultra modern multi-tiered facility is the heart of the Asphalt Green campus where members and athletes of all levels and disciplines improve their core strength and conditioning. The 15,000 square foot center boasts state-of-the-art circuit resistance and free weight systems, group exercise and spinning studios, performance testing, nutritional consultation, and physical therapy – all with expansive views of the East River.

A Force for Public Health and Fitness in New York

Through a focus on broad reaching programs that address public health issues such as disparity reduction, childhood obesity and senior wellness, community service lives at the heart of the Asphalt Green mission.

Last year we worked with more than **38,000 people** and **75 partnerships** to share our expertise in fitness education and our campus resources in lasting ways:

Improving recess in public schools

Providing underserved youth access to free sports and fitness

Teaching public school students to swim

Providing programs for youth with special needs

Creating apprenticeship and school-to-work opportunities

Delivering services to people with physical and developmental disabilities

Serving the elderly



NEW YORK CITY DEPARTMENT of HEALTH and MENTAL HYGIENE

Tell Your Brand Story through Asphalt Green

Let us use our extensive list of assets and affinity groups at Asphalt Green to help you customize solutions to reach the most coveted demographics in New York City.

- **On-site branding** of facility assets and programs
- **Entertainment and corporate events** using our state of the art facility
- **Community outreach** throughout NYC's five boroughs
- **Creation of proprietary programs and events** both on campus and in the community
- **Sponsorship of high profile programs** such as professional exhibition games on our field, swim meets including current and former Olympians, and training camps and clinics in growing sports such as triathlon
- **Product sampling and distribution**

Customize Your Sponsorship at Asphalt Green

- Lifestyle Targeting
- Facility Sponsorship
- Events and Programs



Highly Targeted Group Sponsorship

Active Adults

Asphalt Green is the home of the coveted Generation Active group ranging from 25 to 54 with exceptional disposable income. Asphalt Green's adult members and program users pursue an active lifestyle, travel, and are key consumers of sports and leisure products and activities.

Girls

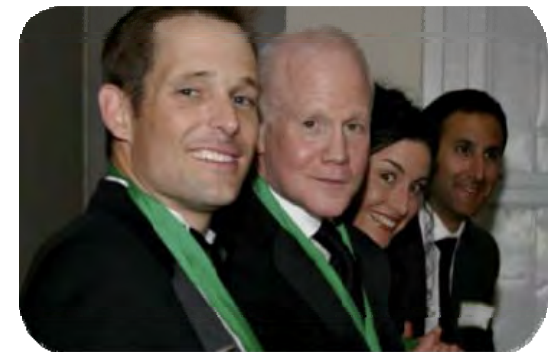
There are over 3,000 girls participating in Asphalt Green programs. These girls are sport-oriented and the NYC trendsetters of tomorrow.

Seniors

Asphalt Green serves the largest community of health and wellness dedicated Seniors in New York City.

Business Leaders

A glance at the membership records of Asphalt Green reveals a list of executives in New York City's media, law and financial industries.



High Performance Competitive Team Sponsorship

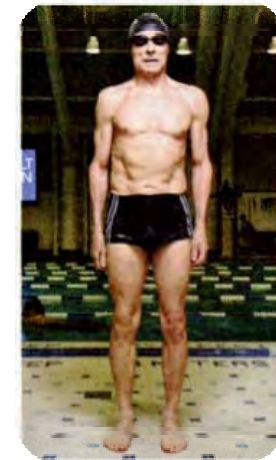
AGUA Swim Team

The nationally recognized AGUA swim team has 242 members between the ages of 6-18 competing in dozens of events across the country. In 2008, our team sent 7 swimmers to the Olympic Trials and featured an American Record Holder. In 2009, the team had a National Champion and 2 Junior National Champions.



AGUA Masters Swim Team

The AGUA Masters Swim Team has 145 members ranging in age from 20-86 (see 77 year old Stanley at right). In 2010, the team finished 2nd in the US at the One Hour Postal National Championships and captured the East Coast Title.



Triathlon Club

With over 650 members, the Asphalt Green Triathlon Club is the second largest in the country and largest in NYC. Club members compete in more than 500 local and international events, as well as qualify for World Championship races and Team USA events.



High Performance Kids' Team Sponsorship

Green Wave Soccer

The Green Wave soccer program has 20 boys and girls teams with players ranging in age from 5 to 16. In addition to being local, regional and state champions in multiple divisions, the teams have won countless awards and tournaments and have even competed on a national level.



Basketball

The basketball program has a youth development academy that provides instructional training for boys and girls ages 5 and up. Players are involved in competitive traveling teams, participating in Amateur Athletic Union (AAU) tournaments throughout the New York metropolitan area.

Gymnastics

The program consists of more than 400 instructional participants and over 50 pre-competitive and competitive team members competing locally and regionally.



Field Renovation and Sponsorship

In 2009 we renovated our artificial turf field and running track, installing 75,000 square feet of state-of-the-art FieldTurf and four light towers to illuminate every inch of it. We laid down a new 800 square-yard track for joggers and put up a giant electronic scoreboard for competitors. We also added an outdoor basketball court and a FieldTurf activity space to serve a variety of uses. This field is the home to our youth soccer and baseball programs as well as a variety of adult sport leagues, and serves as a center of community activity and recreation.

More than 179,000 visitors used this field in 2009 alone.

- On-Field Signage
- Interior Fencing
- Entry Way Fencing
- Bleachers
- Running Track Signage
- Batting Cage Signage
- Lighting Sponsor
- General Equipment Sponsor
- Scoreboard Signage/Sponsorship



Olympic Aquatic Center Sponsorship

1,345 swimmers per day. 1,000 gym members per week. Monthly events.

Home to 5,785-member swim school, 145-member Masters Swim Team, 242-member AGUA Swim Team, 8 Private School Swim Teams, 650-member Triathlon Team and countless over-achievers.

The training home of Olympians visiting New York City.

- Scoreboard 144"x144" with Animated Graphics
- Signage Panels 60"x 96" Static
- Column Wraps
- Large Projection Wall Space
- Diving Board Standards
- Locker Room Signage



Sport Performance Center Sponsorship

Home to a competitive gymnastics team, basketball league, preschool sports and movement programs, soccer and football games, and a multi-purpose theater space utilized by corporations, schools and individuals on a daily basis.

In 2009 the Sport Performance Center was expanded to provide additional activities for 5,000 participants.

- Front Desk LCD
- Basketball Court Signage
- Studio Spaces
- Theater Space
- Gymnastics Center
- Entrance Walkway
- Baseball Cages
- Outer-Facing Wall Space



Facility Display Advertising

Customize your presence at Asphalt Green through multiple signage opportunities and onsite media. The facility has thousands of loyal visitors each day.

Situated on York Avenue between 90th Street and the FDR Drive, Asphalt Green sits at the entry point to Manhattan for millions of New Yorkers every week.

- Elevator Signage
- Front Desk AquaCenter LCD
- Front Desk Murphy Center LCD
- Hallway Signage
- Outdoor Fencing
- Building Exterior
- Naming Opportunity



Events Sponsorship

Asphalt Green is the site of corporate events, team celebrations, community fundraising, and city-wide events. Ranging from the black tie Tri Club Gala to the community oriented Big Swim attended by Olympians, events at Asphalt Green draw thousands of New Yorkers to the campus.

- Corporate Events
- Professional Team Demos
- The Big Swim
- Soccer Homecoming
- Twilight Tuesdays
- Swim for the Future
- The Tri Club Gala
- Swim Meets
- Soccer Games
- Sport Lecture Series



Summer Day Camp Sponsorship

The largest single-site day camp in New York City!

660 Kids

560 Families

5 Days per Week

8 Hours per Day

7 Weeks every Summer

3,000 T-Shirts

30,000 Gallons of Water

25,000 Paper Plates

Camp Closed
Friday, July 4

The Scene at **CAMP GREEN**

SPECIAL DAY!
Friday, July 11
NYC Hat Day

Volume 20, Issue 1

July 3, 2008

Dear Parents and Campers,

Welcome back to Asphalt Green's Summer Day Camp for our 20th summer full of Fun, Fitness and Friendship! We're certain that you share our excitement about camp and we know this will be another summer to remember. Our campers are having a great time with all the swimming, sports and games that they remember from years past. Plus age groups are already experiencing some of the exciting new changes we have in place this year. Get ready for six more weeks of serious fun and excitement at Summer Day Camp 2008!

Sincerely,
David Knapp
Camp Director



If you notice a new logo on our Summer Day Camp t-shirts this year, it's because we have Olympic Fever!

Like everyone else, we're excited about the 2008 Summer Olympics in Beijing. And at Asphalt Green, we're in the unique position of offering youth and adult classes in several Olympic sports, so it's no stretch when we proudly say that "The Olympic dream starts here." All of our campers receive instruction in Olympic Sports like basketball, baseball, swimming and gymnastics each day. So take a good look now, because you never know what camper you might see in the 2012 or 2016 Olympics.

PRE-CAMP/AFTER-CAMP SERVICES

Use Asphalt Green's pre-camp from 7:30-8:30am and after-camp service from 4:30-6:30pm. Make fun and games for your kids... because parents don't always have the luxury of summer hours. Contact 646.981.2384 for more info.

It's a Snap!



TRIPS: Week 2

Reminder: Campers need to bring a lunch from home on trip days.

PANGLOSS: 7/7	– Bronx Zoo
GUMMIE: 7/8	– Victorian Gardens
KUALA: 7/9	– Sportsline USA
ROOSE: 7/10	– New York Hall of Science

CARDINALS, BLUE JAYS & LEOPARDS: 7/11 – NY Liberty Training Center

Camp Extensions

Parents: Summer Day Camp runs through August 15. Campers signed up for Sessions B and C can purchase extensions through the end of camp. We only have limited seats left, so don't let the summer fun and lots more! Sign up for an extension today!

Community Outreach Volunteerism and Sponsorship

Asphalt Green is a national leader in the effort to reduce the economic and ethnic disparities in access to sports and fitness. To meet the needs of this underserved population, we have developed replicable, model programming and provided direct services to benefit underserved communities and populations, both on and off our campus.

The Recess Enhancement Program (REP) was created in response to the childhood obesity crisis, the lack of school day physical activity, and a negative recess environment. REP uses a peer-to-peer model to train hundreds of fourth and fifth graders to be leaders at recess, training them to teach cooperative games, conflict resolution, and involve their classmates in active play.

The Community Sports Leagues program brings more than 500 youth from the East Harlem & Yorkville neighborhoods of Manhattan to Asphalt Green for a mentor-coached team sports experience in soccer, basketball, football, softball and gymnastics, with additional components on fitness training, nutrition and fair play.

The Waterproofing program targets the ethnic urban youth population most at risk for drowning, teaching children to be deep-water safe and develop a life-long skill that promotes fitness. Since 1993, more than 30,000 public school children have come to Asphalt Green to learn how to swim.

In partnership with **The After School Corporation (TASC)** we train teenagers to work as coaches, instructors, and counselors for elementary age children, and place the teens in paid internships.

At the request of the *New York City Department for the Aging*, Asphalt Green modernized and revised the **Stay Well fitness curriculum** for use in senior centers. The Stay Well Program reaches 7,000 seniors per week at 160 Senior Centers in all 5 boroughs. A take-home version was published in 2008.

A Great Story Every Time!

Our athletes and community programs are gaining visibility, and our facility has been a preferred site of TV, film and photo shoots.



- Features in publications such as The New York Times, NY Magazine, Metro Sports, The Daily News, and NY Sun.
- TV segments on NBC News, FOX News, Weekend Today Show, MSNBC, ABC Nightly News, Telemundo.
- Film and show productions have included Late Night with Conan O'Brien, SemiPro movie, Reality TV Shows, and Chinese TV Olympic Special.
- www.asphaltgreen.org receives on average 12,000 unique visitors per month.

Sponsorship and Activation Team

For more information on Asphalt Green and its sponsorship opportunities, please contact:

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