



Belize 2019

SPONSORSHIP PACKET

Dive In!





International Scuba Diver
Competitors Association

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ISCA

International Scuba Diver
Competitors Association

OWNERSHIP GROUP

ISCA: International Scuba Diver Competitors Association

ISCA Vision Statement

Our goal is to gather the World's Divers and not only compete, but to exchange ideas and information. Divers from around the globe will have the opportunity to see the latest dive equipment, clothing and techniques. This open environment will include all affiliations and individuals regardless of the organization printed on their certification card.

ISCA Mission Statement

Our mission is to provide an environment rich in safety as well as enjoyable and challenging competition. We are lovers of the sport and the waters that give us so many wonderful sites.

- ▶ We will bring notoriety of the sport of Scuba Diving to the entire world and prove that we all speak the same language, as we do under the waves.
- ▶ We will reach out to our Veterans, Military and Youth programs around the World as we compete in the many different countries we travel to and from.
- ▶ We will not tolerate discrimination due to race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status. The dive community is a family as we all know and everyone will be treated with dignity, honor and respect.

ISCA Safety Statement

ISCA is dedicated to safety, first and foremost. At no time will there be an instance where we will substitute fun for safety. Like in the diving world, anyone at anytime may have the ability and authority to cease all functions for safety of any and all competitors, judges or bystanders.



The First Ever Scuba Diving World Championship

September 1-6, 2019 in San Pedro, Belize

Group pricing is available | Visit www.ISCA.world for more info | Presented by (Your Company Name)

ISCA Timeline

Here are some standout events in ISCA History

- In mid 2018, Owner and CEO, Jay Harris conceptualized the idea of an international organization to unify divers around the world
- In December 2018, the acronym “ISCA” was adopted for the association
- In January 2019, the city of San Pedro, Belize was chosen as the first host city of the ISCA Scuba Diving World Championship
- In the same month, the full brand was launched with a complete [Website](#), [YouTube Promo](#), and various social media platforms
- Ticket sales opened on [Eventbrite](#) for the World Championship on January 1, 2019

EVENT WEEK

September 1-6, 2019 in San Pedro, Belize

The World Championship

Divers will be competing for the title of World Champion by showing their proficiency in the following skills:

- Diving: (Buoyancy and Navigation)
- Swimming
- Rescue & Equipment Change

Using a point system that takes all of these skills into consideration, the diver that receives the title of World Champion will receive the following:

- ISCA World Champion Swag Bag: Designated Cap, T-Shirt, Long Sleeve, Hoodie
- Picture and likeness posted on www.ISCA.world and all future promotion material with designator “Scuba Diving World Champion”
- USD Monetary prize, to be announced

Location

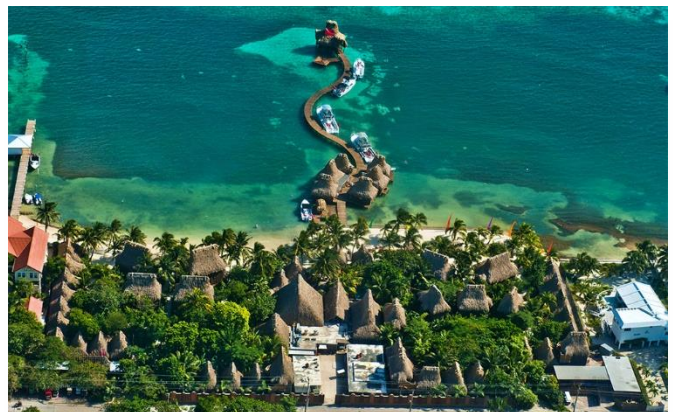
San Pedro, Belize will be ISCA's First Host City based on these attributions:

- It's location outside of US property will be used to emphasize and promote the idea of international competition and athletics.
- San Pedro's waters are crystal clear, with pleasant diving temperatures and home to the Great Blue Hole, it is a top site for divers worldwide.
- [Ramon's Villa Resort](#) will be the World Championship's Host Hotel because of it's vicinity to the San Pedro Airport and prior partnership with ISCA Brand Ambassadors.

Time

September 1-6, 2019 will be ISCA's First World Championship Event Week based on these attributions:

- A full calendar week (Sunday – Friday) will be used for the event as there will be an approximate 700 Divers competing in 3 Events per day. This schedule format was chosen to promote physical well being of the divers as well as to allow a recuperation period between events.
- September has optimal water temperatures averaging 29.7°C, 85.5°F, the warmest out of the entire year.
- While not hosted in the US, a large portion of the divers competing will be traveling from the States. During this week will be the US Federal Holiday of Labor Day, which will provide an opportunity for divers to compete between Sunday and Monday if they cannot stay the full extent of Event Week.
- While the competition portion of the World Championship will end on Friday evening with an Awards Ceremony, ISCA has partnered with Project Aware to host a [Dive Against Debris](#) the following day, Saturday, September 7th. Divers and enthusiasts are encouraged to clean not only the waters but also the beaches around Ramon's Villa Resort and surrounding areas.



JOIN US

Benefits of Partnering with ISCA

360 Activation

Partnering with ISCA gains your company access to a 360 activation engine that works to connect your business and/or brand with our fans.

- ▶ Apart from traditional media vehicles and hospitality, a partnership with ISCA provides your company a new and unique way to reach your consumers, focusing on the untapped entertainment opportunity that is scuba diving in water sports.
- ▶ The World Championship will be a total entertainment experience. Companies will be able to utilize this environment to connect with target consumers to develop new revenue opportunities.
- ▶ The World Championship is set to attract divers and enthusiasts from a wide variety of demographics throughout Belize, the US, Eurasia, the Middle East, Africa, Australia and the world.
- ▶ Plus, activation will occur beyond just the World Championship, as your partnership can be fully integrated into hospitality, community events, digital advertising, radio and television broadcasts creating more ways of reaching customers.

Scuba Stats (Fan Base)

Scuba diving is a diverse sport not limited by race, gender, language or any other barrier. Here are some quick facts about scuba divers worldwide.



Age

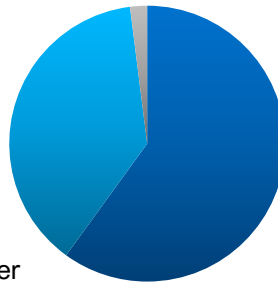
Average: 29 yrs.
Median: 26 yrs.

Annual Income

69.4% make between
\$100,000 - \$150,000

Gender

60% Male
39% Female
1% No answer



Population

3.5 million divers in the US alone,
and an estimated 6 million worldwide!



Education

65.8% of divers have completed
college or grad school

Digital Presence

Reach new fans through our social media platforms! By partnering with scuba diving pages and profiles, @ISCADiveIn and #DiveIn will be used for all things ISCA including but not limited to: breaking news, score updates, upcoming event announcements, notable diver appearances and as a general marketing and fanfare tool.

-  Facebook: www.facebook.com/ISCADiveIn
-  Twitter: www.twitter.com/ISCADiveIn
-  Instagram: www.instagram.com/ISCADiveIn
-  Snapchat: www.snapchat.com/add/ISCADiveIn
-  YouTube: www.youtube.com/channel/UCJugrobC794N3-Y-GZHaAVQ

Contact Us

If you have any questions about ISCA, the World Championship, or would like to know more information about Sponsorship, feel free to contact us through these mediums:

- Any of the above mentioned social media profiles
- Phone: (323) 432-6774
- Email: info@isca.world
- Online: www.ISCA.world

*Scuba Stats acquired from DEMA: Diving Equipment and Marketing Association 2018 Diver Study)



Belize 2019

GENERAL SPONSORSHIP OPPORTUNITIES



Belize 2019

General Sponsorship Opportunities

PRESIDENTIAL \$100,000

Customizable package available!

- Radio promotion ads (on-site included)
- Logo printed on conference backdrop
- Event Week PA announcements
- Event Week Livestream announcements
- Corporate table at “Meet the Team” dinner
- Logo on Sponsor’s banner
- Logo on printed event tickets
- Logo on ISCA website with designator “Official Sponsor of ISCA”
- Logo on Event Week schedule card & all printed ISCA ads
- Logo on Event Scoreboard
- Logo on scorer’s table
- One (1) full page ad in Event Week pamphlets
- Twenty (20) VIP Tickets for the World Championship (plus full access to ISCA Staff Pre-Game Meetings during Event Week)
- Ten (10) Underwater VIP Tickets (Dive In alongside competitors during the World Championship*)
- Two (2) VIP Dive Certification Passes**

*Underwater VIP Ticket holders must be dive certified

**Dive Certification Passes are only valid during Event Week



Belize 2019

General Sponsorship Opportunities

TITLE \$50,000

Customizable package available!

- Radio promotion ads (on-site included)
- Logo printed on conference backdrop
- Event Week PA announcements
- Event Week Livestream announcements
- Corporate table at “Meet the Team” dinner
- Logo on Sponsor’s banner
- Logo on printed event tickets
- Logo on ISCA website with designator “Official Sponsor of ISCA”
- Logo on Event Week schedule card & all printed ISCA ads
- Logo on Event Scoreboard
- Logo on scorer’s table
- One (1) full page ad in Event Week pamphlets
- Ten (10) VIP Tickets for the World Championship (plus full access to ISCA Staff Pre-Game Meetings during Event Week)
- One (1) VIP Dive Certification**

**Dive Certification Passes are only valid during Event Week



Belize 2019 General Sponsorship Opportunities

PLATINUM \$30,000 (6 AVAILABLE)

Customizable package available!

- ▶ Radio promotion ads (on-site included)
- ▶ Event Week PA announcements
- ▶ Event Week Livestream announcements
- ▶ Logo on Sponsor's banner
- ▶ Logo on ISCA website with designator "Official Sponsor of ISCA"
- ▶ Logo on Event Week schedule card & all printed ISCA ads
- ▶ Logo on Event Scoreboard
- ▶ Logo on scorer's table
- ▶ One (1) half page ad in Event Week pamphlets
- ▶ Five (5) VIP Tickets for the World Championship (plus full access to ISCA Staff Pre-Game Meetings during Event Week)



Belize 2019

General Sponsorship Opportunities

GOLD \$10,000

Customizable package available!

- Event Week PA announcements
- Event Week Livestream announcements
- Logo on Sponsor's banner
- Logo on ISCA website with designator "Official Sponsor of ISCA"
- Logo on Event Week schedule card & all printed ISCA ads
- Logo on scorer's table
- One (1) quarter page ad in Event Week pamphlets
- Two (2) VIP Tickets for the World Championship (plus full access to ISCA Staff Pre-Game Meetings during Event Week)

SILVER \$5,000

Customizable package available!

- Event Week PA announcements
- Event Week Livestream announcements
- Logo on Sponsor's banner
- Logo on ISCA website with designator "Official Sponsor of ISCA"
- Logo on Event Week schedule card & all printed ISCA ads
- Logo on scorer's table
- One (1) quarter page ad in Event Week pamphlets
- One (1) VIP Ticket for the World Championship (plus full access to ISCA Staff Pre-Game Meetings during Event Week)



Belize 2019

SPECIAL SPONSORSHIP OPPORTUNITIES



Belize 2019 Special Sponsorship Opportunities

BEACH FLAG BANNERS \$1,000

- Logo on multiple flags throughout Ramon's Villa Resort and San Pedro beach side
- Designator "Official Sponsor of ISCA"
- Highly visible area to divers and enthusiasts
- Additional exposure received in newspaper photos, local news coverage and sports highlight shows

LIVESTREAM ONLY \$1,000

- Event Week Livestream announcements
- Designator "Official Sponsor of ISCA"
- Worldwide ad opportunity through YouTube and social media platforms
- Additional exposure received in local news coverage and sports highlight shows



Dive In!