



# 21<sup>st</sup> Annual Washington Area Open Dart Tournament Sponsorship

The Washington Area Darts Association (WADA) is a not-for-profit organization that has been supporting small businesses and charities in the Washington D.C. metropolitan area since 1969. WADA hosts steel tip dart leagues throughout the year and this national tournament recognized by the American Dart Organization. The dart leagues, comprised of teams with at least 4 players, are played at local restaurant/bars. These sponsor bars benefit from increased patronage on league nights (Monday, Tuesday or Wednesday), which are not typically as busy as other days of the week. These sponsors, in return, offer financial sponsorship for WADA's annual tournament, the Washington Area Open.

The Washington Area Open Dart Tournament is a 3-day, steel tip dart tournament held in the Washington D.C. metropolitan area annually since 1999. For 21 years, the event has drawn hundreds of darts players from around the country for camaraderie, friendly competition, and to benefit the designated charity. Past charities include Susan G. Komen for the Cure, the National Multiple Sclerosis Society and Operation Homefront. This year's tournament, consisting of 12 events over three days, will have a \$15,000 pay out for players. Player registration fees and sponsorships cover the event payouts and operating costs for the weekend. All proceeds from raffles and other fundraising efforts throughout the weekend will be used to purchase new, unopened toys for this year's designated charity, Toys for Tots.

Please help WADA not only host its 21<sup>st</sup> successful event, but also provide the greatest donation to Toys for Tots. While we understand that things may be difficult this year with the decreased business due to the pandemic, WADA wants to contribute as much as possible to Toys for Tots. Considering this, WADA has several sponsorship offerings:

1. All sponsors, regardless of package chosen, will have a presence throughout the weekend-long tournament. Marketing material and flyers provided by the sponsoring organization will be made available at the promotions and charity desks.
2. Tag boards are the primary mechanism for sponsorship.
  - a. Tag boards are advertisements for your organization and shall include the organization name, phone, website or other information requested by the sponsoring organization.
    - i. Tag board dimensions are 30" by 6"
    - ii. Organization provided artwork is accepted.
    - iii. If artwork is not available, WADA will work with you to design a tag board that will highlight your organization.
  - b. Tag boards are attached to the dart stanchions, which are used throughout the tournament. Stanchions hold the dartboard and scoreboards.
3. Sponsorship levels:
  - a. Tag board: This is an individual tag board that will be placed on a stanchion.
  - b. BRONZE: This sponsorship package provides two tag boards to be placed on stanchions throughout the rooms used for the tournament and a small link to your organization on the WADA website.
  - c. SILVER: This sponsorship package provides 4 tag boards to be placed on stanchions throughout the different rooms used for the tournament and a medium link to your organization on the WADA website.



## 21<sup>st</sup> Annual Washington Area Open Dart Tournament Sponsorship

- d. GOLD: This sponsorship package provides 6 tag boards to be placed on stanchions throughout the different rooms used for the tournament and a large link to your organization on the WADA website.
  - i. Please note that one tag board will be designated near the Semi-Finals board and another near the Finals board.
- e. PLATINUM: This sponsorship package provides 10 tag boards to be placed throughout the tournament and will include the specific focus of your sponsorship (e.g., Sound proudly provided by [ORGANIZATION]). Additionally, Platinum sponsors will also have their organization logo included on the tournament t-shirt. Finally Platinum sponsors will have a large link to your organization on the WADA website.
  - i. Please note that for your organization's logo to be included on the t-shirt, logo and payment must be received by **July 10, 2021**. Information provided after that date may not provide sufficient time for t-shirt printing.

Website logo/links will stay online through at least April 30, 2022 and longer with a renewal.

Send artwork, advertisements or any questions related to the tournament or partnership packages to [director@wadadarts.org](mailto:director@wadadarts.org) by **August 14, 2021**. We can be reached at **888-353-3710 x2**.

Please complete the attached form OR complete the form online at [bit.ly/WAOsponsor](https://bit.ly/WAOsponsor)

Brad Stauffer, Tournament Director  
21st Annual Washington Area Open  
[www.wadadarts.org](http://www.wadadarts.org) • [tournaments@wadadarts.org](mailto:tournaments@wadadarts.org)

Ronda Daly, Executive Director Washington  
Area Darts Association  
888-353-3750 extension 2  
[www.wadadarts.org](http://www.wadadarts.org) • [director@wadadarts.org](mailto:director@wadadarts.org)

---



# 21<sup>st</sup> Annual Washington Area Open Dart Tournament Sponsorship

Sponsor/Sponsoring Organization \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone \_\_\_\_\_

Contact Email: \_\_\_\_\_

Partner Package	Cost	Non-Profits	Tag Boards	T-Shirt	Website logo/link	Package Cost
Platinum	\$449	\$380	10	YES	Large	
Gold	\$259	\$220	6	No	Large	
Silver	\$189	\$160	4	No	Medium	
Bronze	\$100	\$85	2	No	Small	
			#			Cost x #
Additional Tag Boards	\$20	\$20				
<b>TOTAL DUE</b>						<b>\$</b>

*Website links will stay online through 4/30/22 and longer with a renewal.*

Individual Tag Board	Cost	#	Cost x #
Individual Tag Board	\$40	1	\$ 40.00
Additional Tag Boards	\$20		
<b>TOTAL DUE</b>			<b>\$</b>

*First tag board is \$40. Additional tag boards are \$20 each.*

**PLATINUM:** Please note that for your organization's logo to be included on the t-shirt, logo and payment must be received by **July 10, 2021**. Information provided after that date may not provide sufficient time for t-shirt printing.

All other sponsor payments are due by **August 14, 2021**.

Website URL/link when logo is clicked: \_\_\_\_\_

Send artwork, advertisements or any questions related to the tournament or partnership packages to [director@wadadarts.org](mailto:director@wadadarts.org) by **July 10, 2021**. We can be reached at **888-353-3710 x2**.

**Mail Check:** Payable to WADA, 4201 Wilson Blvd, Suite 110-312, Arlington, VA 22203

**Online:** Go to [bit.ly/WADApay](https://bit.ly/WADApay) Use the ~ Pay Miscellaneous Fees ~ area to make payment. (Be sure to click "Update Total Due" button BEFORE clicking the "PAY with your credit card" button.)