



SANDHILLS



IRMO

OVERVIEW

Engage your brand in an exciting new opportunity with PLEX Indoor Sports. This offer provides sponsors with a multi-level platform through PLEX, enabling market penetration in a variety of major demographic sectors - families with children (toddler to teen), recreational and competitive youth, and adults of all ages - who have active lifestyles through involvement in sports and recreation.

From soccer to skateboarding to ice hockey, our two indoor sport facilities offer a diverse appeal from both a gender and ethnic standpoint. USIndoor Sports reports that the average indoor sports facility will average over half a million user visits with over \$1.1 million in tax supported revenue. The economic impact of facilities such as PLEX supports the area economy and can raise the value of household residences within a 3 mile radius by as much as 2% or more as a local major recreational venue. Your branding strategies towards the savvy family-based consumer market can build business strategies through a variety of sponsorship driven platforms, as well as cross-promotional opportunities through media partnerships and other PLEX sponsors.

PLEX can further segment your campaign with targeted messaging strategies, introduction of new products through sampling, couponing or possibly as sales within our concessions and sales area. PLEX ensures that sponsors receive the attention and value they deserve along with a customized, professionally managed activation strategy that closely matches the sponsor's business goals.



LOCATION:	SANDHILLS: 741 Fashion Drive Columbia, SC 29229 803.360.7300	IRMO: 1019 Broad Stone Road Irmo, SC 29063 803.732.1900
FOUNDED:	November 2004	Purchased and Remodeled 2007
OWNER:	Plex is owned by a group of investors comprised of local physicians, businessmen and community leaders. Dr. Mike Harris serves as President.	

SANDHILLS:

Plex Sandhills is the ultimate indoor facility with a total of 86,000 square feet and 40' ceilings in state of the art design and construction. Plex Sandhills also features two state-of-the-art turf fields, 7,500 sq foot skateboard park, 5,000 sq foot upstairs mezzanine, a full-service café, six full sized volleyball courts, a regulation size basketball court and roller skating rink. Plex is located in the middle of The Village at Sandhills, a high end outdoor experiential mall with some of the most unique shopping in Columbia, and includes moderate to high end condominium living.

IRMO

In 2007 Plex Indoor Sports opened a second location in Irmo, South Carolina. Plex Irmo consists of 75,000 square feet with a NHL regulation sized ice rink, lounge, party rooms, and arcade. Recently in 2010, Irmo introduced two new additions to their sports facility. These additions include a state-of-the-art turf field and a 7,500 sq feet skateboard park. The Irmo-Chapin area is one of the fastest growing segments of Greater Columbia.

User Visits: 5 million visits since 2004. Plex Sandhills averages 700,000 annual user visits, while Plex Irmo averages 500,000 for a total annual 1.2 million user visits.

Area Demographic

Attendance Area:
Total Households:
Mean Household Earning:
Total Population:
Median Age:
Diversity:

Attendance and Demographics

85% from Columbia –Newberry Combined Statistical Area*
281,726
\$62,704 (Columbia MSA); \$55,349 (Newberry MSA)
770,716 (≈ 48% male, 52% female)
35.5– 38.3 yrs. (≈ 27% < 20yrs; 12% > 65yrs)
Diversity displayed in skill levels, gender, race, etc

Target Area: Lexington, Richland, Newberry, Fairfield, Kershaw counties and City of Columbia. Columbia is the Capital for the State of South Carolina. Plex also regularly serves customers from Sumter, Greenville, Orangeburg and Charleston counties and Augusta, GA.



OVERVIEW - SANDHILLS



Venue Attributes:

- Two regulation size indoor soccer fields (180ft x 80ft)
- Two inch tall inlaid artificial grass system using state of the art rubber infill with full visibility glass walls for spectator viewing, and back batter walls for signage recognition
- Hard court surface on field #3 for inline hockey (adaptable to four volleyball courts, or two basketball courts). Also used for trade shows, concerts, community church, roller skating and various special events
- 7,500 square foot state-of-the-art handcrafted indoor skate board park
- Regulation size basketball court with two regulation size volleyball courts also used for inflatables, birthday parties and special events
- 5,000 square foot upstairs mezzanine with a 240 degree view of the facility
- PLEX Cafe upscale sports grill
- Pro-shop, offices, and coaches/officials office

Public: Public Roller Skating, Skateboarding, Inflatables, Field Rentals

Adult Sports Leagues: Flag Football, Inline Hockey, Lacrosse, Dodge Ball, Soccer (Men, Women's and Coed), Basketball, Volleyball

Youth Sports Leagues: Flag Football, Lacrosse, Soccer, Volleyball, Basketball, Tennis

Summer Camps and After School Programs: involves all facets of the facility and sport offerings

Instructional/Practice: Quick Start Tennis, Learn to Roller Skate, Learn to Skateboard, Lil' Pros, Youth Academy Soccer Training (5-12yr). Fitness (Zumba), Line Dancing, Sports Enhancement, Corporate Training and more...

Key groups that participate or are affiliated at Plex Sandhills include but are not limited to: USA Hockey Inline Leagues and Pick up Play • 2 Hot 4 Ice Regional Inline Hockey Tournament Southeastern Collegiate Roller Hockey League • AAU Basketball leagues USA Volleyball leagues • South Carolina Midlands Volleyball South Carolina Juniors Volleyball • USC Gamecock Roller Hockey Zumba Fitness, LLC • U.S. Army (Ft. Jackson) • US Lacrosse • USTA (Tennis) South Carolina United (youth soccer) • Richland School District Two Xtreme Teen Challenge And a host of local boys/girls clubs, schools, churches, child care centers, Ft. Jackson

OVERVIEW - IRMO



Venue Attributes:

- 75,000 square feet
- Same turf and batter/glass wall system as Plex Sandhills
- 7,500 square foot hand crafted indoor skateboard park
- NHL regulation sized ice hockey and figure skating ice rink
- Six (6) dressing rooms with showers for teams, coaches, and officials
- Pro shop, offices, and coaches/officials office
- Full-service concession stand
- Video arcade
- Two (2) birthday party/meeting rooms

Public: Public Ice Skating, Skateboarding, Power Skating, Hockey Stick Time and Pickup Hockey

Adult Sports Leagues: Flag Football, Ice Hockey Leagues, Lacrosse, Soccer (Men, Women's and Coed)

Figure Skating: Competitions, Ice Shows, Freestyle, Private Lessons

Summer Camps and After School Programs: Involves all facets of the facility and sport offerings

Instructional/Practice: Learn to Ice Skate, Play Hockey, Skateboard and Freestyle

Youth Sports Leagues: Soccer, Lacrosse, Flag Football and Ice Hockey Leagues

Key groups that participate or are affiliated at Plex Irmo include but are not limited to:

USA Hockey

Official Home of USC Gamecocks Hockey (with regular games against Clemson)

2012 Host Site South Eastern Collegiate Hockey Conference

American Collegiate Hockey Association

Fusion High School Hockey

Wildcat High School Hockey

Cyclones Youth Travel Hockey

Ice Skating Institute (ISI)

US Figure Skating (USFS) Learn to Skate Instruction

Palmetto Skate Club (hosts annual USFS "Palmetto Classic" and ISI "Jasmine Open" competitions and USFS test sessions)



SPECIAL EVENTS/OPPORTUNITIES

Birthday Parties

Plex Sandhills and Irmo offer customizable youth and adult party packages. Kids and adults alike will have a fantastic time playing soccer, flag football, skateboarding, ice skating, or utilizing the inflatables that are available at both locations.



Field Rentals

Plex Sandhills and Irmo offer their facilities for corporate or private rentals as well as lock ins. Select sponsorships packages include use of the venue for a corporate function.



Lil' Pros

Lil' Pros is a developmental soccer program that teaches children ages 3 to 5 skills, space awareness, dribbling, punting and kicking, and cooperative learning. These are all basic developmental skills necessary for playing youth sports.



Plex After School Session (P.A.S.S.)

Plex Sandhill and Irmo offer after school care to school age children that promotes keeping children healthy in both mind and body. This program is home to hundreds of children each day and offers them a structured and fundamental sports-based curriculum. The program is design to have the parents come into the facility to pick up their children.



Tournaments/Competitions

Plex hosts regional tournaments for soccer, volleyball, ice hockey, inline hockey as well as ice skating competitions/test sessions, and skate park competitions.

Other:

- Clinics • After School Tutoring
- Schools, Churches, Colleges • Trade Shows
- Skateboarding Competitions • Special Events
- After the Prom • Fundraising Events
- Plex League Tournaments
- Lock-ins (Evening and Overnight)

Home to:

- University of South Carolina Hockey
- Fusion High School Hockey
- Wildcat High School Hockey
- Cyclones Youth Travel Hockey
- Palmetto Skate Club



SPONSORSHIP OVERVIEW

Sponsorships Levels Include: Facility Naming Rights, Field Naming Rights, Scoreboard Sponsorship, Hotel and Restaurant Partners, and Patron Level Sponsorships.

Sample benefits for Plex Sponsorships may include: Based upon specific sponsorship level.

- Category Exclusivity
- Full Facility Signage Campaigns
- Venue Naming Right
- Use of Facility for Corporate Function
- Scoreboard Advertising
- On Site Sales Rights
- Business to Business Strategies
- On Site Sampling, Couponing, Surveying
- Online Web and Internet Branding
- On Site Recruiting
- Corporate Teams





Plex Indoor Sports, Sandhills

741 Fashion Drive
Columbia, SC 29229
803.360.7300
www.plexindoorsports.com/Sandhill

Steve Scoma
General Manager
803-240-8797
steve@plexindoorsports.com

Plex Indoor Sports, Irmo

1019 Broad Stone Road
Irmo, SC 29063
803.732.1900
www.plexindoorsports.com/Irmo

Kim Reda-Wilson
Special Events and Sponsorship
803-429-3697
Kimw@plexindoorsports.com