



USATKD

**OFFICIAL HOME OF USA CHAMPIONS
SPONSORSHIP \ DONATION PACKAGE**

DECEMBER 2024

USA TAEKWONDO OVERVIEW

2022

STRATEGY

MISSION

TO GROW, INSPIRE, AND SUPPORT THE TAEKWONDO COMMUNITY IN THE U.S. AND ITS PURSUIT OF EXCELLENCE ON AND OFF THE MAT.

VISION

TO ENGAGE EVERY AMERICAN WHO IS INTERESTED IN THE SPORT AND ART OF TAEKWONDO AND PROVIDE THE OPPORTUNITY TO SAFELY PARTICIPATE, ACHIEVE THEIR PERSONAL BEST, AND DEVELOP A LIFELONG PASSION FOR TAEKWONDO.

STRATEGIC GOALS

- ATHLETE HEALTH & WELL-BEING
- SPORT & ATHLETE DEVELOPMENT
- COMPETITIVE SUCCESS
- SPORT PROMOTION & CUSTOMER EXPERIENCE
- ORGANIZATIONAL STRENGTH



OLYMPIC
KYORUGI



POOMSAE



PARALYMPIC
KYORUGI

USA TAEKWONDO DEMOGRAPHICS

12K+

USATKD MEMBERS

62% Male, 38% Female

COACHES
875

CLUBS
570

Ages

7 and under: 11%

10-11 (Youth): 12%

12-14 (Cadet): 19%

15-17 (Juniors): 14%

18-30 (Senior): 14%

Ages 30+: 14%

Ages 50+: 11%

Ethnicity:

Asian: 34%

White: 26%

Hispanic/Latino: 17%

Black/African American: 8%

Other: 8%

No Response: 7%



USA TAEKWONDO MARKET REACH

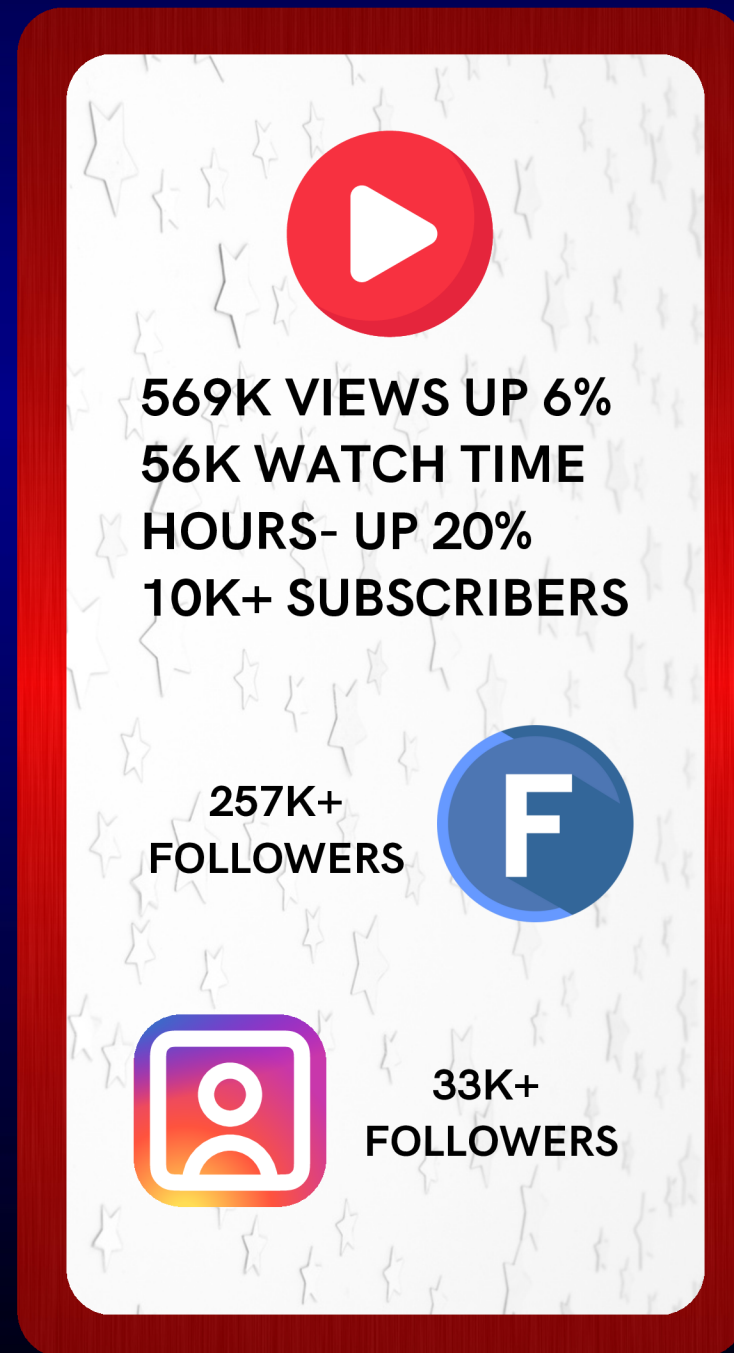


USATKD WEBSITE
USATKD.ORG

223K
ACTIVE USERS

509K+
SESSIONS

69.4
ENGAGEMENT



1

USATKD WEBSITE PRODUCT
PROMOTION, LIVE STREAM
PROMOTION, & LATEST NEWS
ARTICLE DISTRIBUTION

2

USATKD SOCIAL MEDIA,
MONTHLY NEWSLETTER &
WEEKLY EMAIL

3

EVENT PRESS RELEASES & EMAIL
DISTRIBUTION

USA TAEKWONDO EVENTS



USATKD CAMPS/SEMINARS

(Approx. 15 in 2025)

- 40-200 UNITED STATES ATHLETES PLUS 50-100 OTHER PARTICIPANTS & SPECTATORS
- AVG. ENTRY FEE \$220+ (DOES NOT INCLUDE TRAVEL, ACCOMMODATIONS, ETC.)



AMERICAN OPEN

EAST/WEST REGION

(2 in 2025)

- 1000+ UNITED STATES ATHLETES PLUS 300 OTHER REGISTRANTS
- DAILY AVERAGE OF 2300+ ATTENDEES
- AVG. ATHLETE ENTRY FEE \$200 (DOES NOT INCLUDE TRAVEL, ACCOMMODATIONS, ETC.)



NATIONAL CHAMPIONSHIPS

(1 in 2025)

- 2700 UNITED STATES ATHLETES IN 2024 PLUS 500 OTHER REGISTRANTS
- 3K ATHLETES ESTIMATED FOR 2025
- DAILY AVERAGE OF 4000+ ATTENDEES
- AVG. ATHLETE ENTRY FEE \$200 (DOES NOT INCLUDE TRAVEL, ACCOMMODATIONS, ETC.)



INTERNATIONAL EVENTS

(2 in 2025)

- 3500-4000 PEOPLE IN ATTENDANCE
- 1000+ UNITED STATES ATHLETES IN 2024
- 1700 INTERNATIONAL ATHLETES + 500 COACHES
- 79+ COUNTRIES REPRESENTED
- 300 OTHER USATKD REGISTRATIONS
- DAILY AVERAGE OF 1500+ ATTENDEES
- AVG. ATHLETE ENTRY FEE \$250 (DOES NOT INCLUDE TRAVEL, ACCOMMODATIONS, ETC.)



USA TAEKWONDO

SPONSORSHIP LEVEL/BENEFITS

<u>SPONSOR BENEFITS</u>	PLATINUM \$150K+	GOLD \$100K-\$149K	SILVER \$50K-\$99K	BRONZE \$10K-\$49K
SPONSOR EVENT ANNOUNCEMENTS	INCLUDED	--	--	--
SPONSOR TABLE AT EVENTS	INCLUDED	INCLUDED	--	--
SPONSOR ASSOCIATION WITH ATHLETES	OLYMPIC, WORLD, ACADEMY & NATIONAL TEAMS	SELECT ACADEMY ATHLETES	SELECT USATKD ATHLETES	--
BRAND PLACEMENT AT ALL USATKD EVENTS	MULTIPLE AREAS	ONLY COMPETITION AREA	SPONSORSHIP AREA	SPONSORSHIP AREA
VIP SEATING (AT SOME EVENTS)	INCLUDED	INCLUDED	INCLUDED	INCLUDED
WINNER'S CIRCLE PLACEMENT AT EVENTS	SPONSORED BY...	LOGO PLACEMENT	LOGO PLACEMENT	LOGO PLACEMENT
CO-PROMOTIONAL SOCIAL & WEB	HIGH FREQUENCY PROMOTION	WEEKLY PROMO	MONTHLY PROMO	QUARTERLY PROMO
USATKD DIGITAL NEWSLETTER	FULL-PAGE PROMO	1/2 PAGE PROMO	1/4 PAGE PROMO	1/4 PAGE PROMO
USATKD DIGITAL EMAIL	FULL-PAGE PROMO	1/2 PAGE PROMO	1/4 PAGE PROMO	1/4 PAGE PROMO
CO-BRANDED MARKETING OPPORTUNITIES	SPONSOR USE OF USATKD BRAND	SPONSOR USE OF USATKD BRAND	USATKD USE SPONSOR BRAND	USATKD USE SPONSOR BRAND



USA TAEKWONDO PROMOTIONAL OPTIONS

<u>PROMOTION OPPORTUNITIES</u>	PLATINUM \$150K+	GOLD \$100K-\$149K	SILVER \$50K-\$99K	BRONZE \$10K-\$49K	AL LA CARTE
WEIGH-IN LOGO PRESENCE	INCLUDED	\$500 BANNER LOGO	\$500 BANNER LOGO	\$500 BANNER LOGO	--
STAGING LOGO PRESENCE	INCLUDED	INCLUDED	\$250 BANNER LOGO	\$500 BANNER LOGO	--
PRE-STAGING LOGO PRESENCE	INCLUDED	INCLUDED	\$250 BANNER LOGO	\$500 BANNER LOGO	--
RINGSIDE ADVERTISEMENT	ALL RINGS INCLUDED (ALL EVENTS)	2 RINGS INCLUDED \$1K ADT'L RING (ALL EVENTS)	1 RING INCLUDED \$1K ADT'L RING (ALL EVENTS)	\$1K PER RING (ALL EVENTS)	\$1K/RING (PER EVENT)
BANNER IN SPONSOR AREA	INCLUDED	INCLUDED	INCLUDED	INCLUDED	\$500
ADVERTISING IN MONTHLY NEWSLETTER	INCLUDED	INCLUDED	INCLUDED	INCLUDED	\$500 ALL MTHS
ADVERTISING IN WEEKLY EMAIL	INCLUDED	INCLUDED	INCLUDED	INCLUDED	\$500/ALL WKS 1/4PG
ADVERTISING ON USATKD SPONSOR PAGE	INCLUDED	INCLUDED	INCLUDED	INCLUDED	\$500 YEARLY



DONATIONS MAKE A DIFFERENCE

UP TO \$1,000

RECOGNITION ON NEWSLETTER
& WEBSITE (OPTIONAL)

HAND WRITTEN THANK YOU

2 (TWO) SWAG KITS

2 SPECTATOR TICKETS FOR ALL
EVENTS

INVITATION TO NATIONAL
CHAMPIONSHIPS GALA

UP TO \$2500

RECOGNITION ON NEWSLETTER
& WEBSITE (OPTIONAL)

HAND WRITTEN THANK YOU

5 (FIVE) SWAG KITS

5 SPECTATOR TICKETS FOR ALL
EVENTS

INVITATION TO NATIONAL
CHAMPIONSHIPS GALA

UP TO \$5,000

RECOGNITION ON NEWSLETTER
& WEBSITE (OPTIONAL)

HAND WRITTEN THANK YOU

5 (FIVE) SWAG KITS

5 SPECTATOR TICKETS FOR ALL
EVENTS

INVITATION TO NATIONAL
CHAMPIONSHIPS GALA

VIP STATUS AT EVENTS

OTHER DONATION OPPORTUNITIES

MEDICAL AREA
2026 ALL-ACADEMIC SCHOLARSHIP



CONTACT USA TAEKWONDO
media@usatkdo.org