



MULTI SPORTS KINGDOM

Manalapan, Marlboro & Monroe

**Advertising & Sponsorship
Opportunities**





MSK Manalapan: Where Sports and Events Come to Life

Discover MSK Manalapan, the ultimate destination for sports, recreation, and unforgettable events—now under new ownership!

Largest Privately Owned Indoor Sports Facility in NJ

- **7 College Sized Basketball Courts**
- **94000 Sq Ft Turf Area for Soccer, Football, Lacrosse, Volleyball, Baseball/Softball**, and more
- Over 800,000 customers enter our facility each year

Events and Rentals

- Host **parties, special events**, and **corporate gatherings** in a dynamic, adaptable venue.
- Perfect for birthdays, team celebrations, and community events!

Why Choose MSK Manalapan?

With top-tier sports facilities and versatile event spaces, MSK Manalapan is your go-to hub for athletic excellence and memorable experiences.

MSK MARLBORO

(formerly Central Jersey Basketball)

MSK Marlboro: The Ultimate Sports and Event Venue

Experience MSK Marlboro, a state-of-the-art facility designed for sports, training, and special events.

World-Class Amenities

- **Two Full-Sized Regulation Basketball Courts** for games, training sessions, and tournaments.
- **Premier Party Room** accommodating up to 50 guests, perfect for celebrations, meetings, and team gatherings.

Why Choose MSK Marlboro?

With top-tier sports facilities and versatile event spaces, MSK Marlboro is the ideal destination for athletes, teams, and community events. Located in the affluent Monmouth County town of Marlboro, NJ with the average home cost of \$651,000 and household income \$170,357.

MSK MONROE

Welcome to MSK Monroe, the premier destination for sports, recreation, and community in Monroe, NJ. Formerly known as Monroe Sports Center, our state-of-the-art, 78,000-square-foot facility has been a cornerstone of athletic excellence since 2009.

World-Class Amenities

- **5 Professional Tennis Courts** for lessons, clinics, and tournaments.
- **10 Pickleball Courts, 2 Padel Courts** for all skill levels and **3 Top of the line Golf Simulators**

Programs for All Ages

From youth leagues and advanced clinics to adult fitness programs and senior recreation, MSK offers activities tailored to every age and skill level.

Events and Community Hub

- **150+ Clubs and Organizations** participate in MSK facilities for practices, games, and events.
- **1000's+ Annual Parties**, from birthdays to corporate outings.
- Host unforgettable experiences, including bar mitzvahs, senior socials, professional wrestling, and Olympic Air Pistol Training.

Why Choose MSK Monroe?

Offering leagues, camps, clinics, private lessons, and group sessions, MSK is more than a sports facility—it's where community and excellence meet under one roof. Has established a high level of service and reputation over 16 yrs from our tournaments, parties and events.

Discover the difference at MSK Monroe, where sports and connection thrive!

Partner with New Jersey's Largest Multi-Sports Complex and Unlock Your Brand's Full Potential!

Elevate your brand's visibility by partnering with **Multi Sports Kingdom (MSK)**, one of the most prestigious sports facilities in New Jersey. Our unique advertising and sponsorship opportunities provide unparalleled exposure and engagement, surpassing traditional outlets like TV, radio, and newspapers.

Why Choose MSK for Your Brand?

1. Cost-Effective Solutions for Any Budget

- We offer flexible, affordable options tailored to maximize your marketing dollars.
- Pricing significantly undercuts traditional media, providing higher ROI without compromising reach or impact.

2. Engage a Captive Audience

- Sports enthusiasts spend extended hours at MSK, creating a natural environment for consistent brand exposure.
- With consumers fully immersed in the experience, your message becomes a seamless part of their surroundings, increasing both recognition and retention.

3. Unparalleled Repeated Exposure

- Fans and players attend multiple games, tournaments, and events throughout the season, ensuring your advertisements receive repeated impressions.
- Extended visit durations (often hours long) mean that your brand stays in front of your audience, embedding itself into their experience.

Reach a Diverse and Active Community

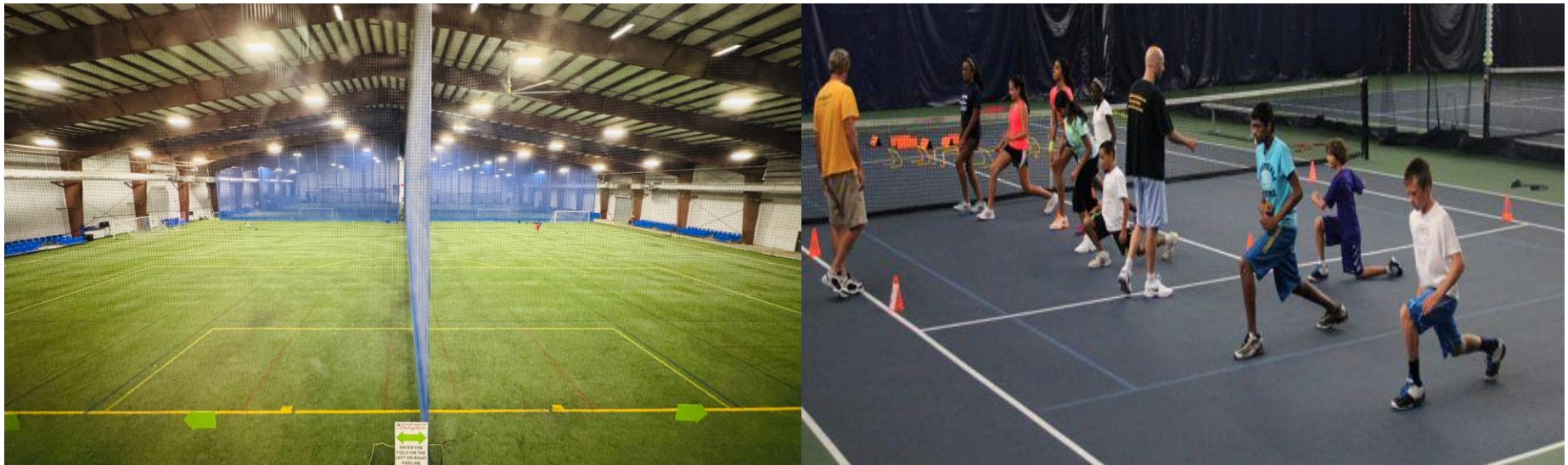
- MSK attracts athletes, families, and spectators from across Central New Jersey, covering a wide range of demographics.
- With thousands of annual visitors, including leagues, camps, tournaments, and special events, your brand connects with a highly engaged and motivated audience.

Partnering with MSK Means More Than Advertising

Your brand will be part of a center of excellence and community connection. Whether showcased on our 94,000-square-foot turf field, five professional tennis courts, or during unforgettable tournaments and corporate events, your message will leave a lasting impression.

By blending cutting-edge facilities with exceptional sports instruction, MSK has established itself as the premier hub for sports training and competition in the region. We have become a recognized leader in the industry by providing athletes, parents, and spectators with an unparalleled experience that sets a new benchmark for competitive sports. We strive to develop stronger athletes while fostering a shared dedication to active, healthy lifestyles.

- **MSK attracts high income based consumers**, including active families with substantial disposable incomes, creating a prime opportunity for premium brand alignment. “some of the largest and well known”
- **Our customers are influencers** in their communities—role models and leaders who inspire others and amplify your brand’s reach.
- **MSK offers advertisers exclusive access** to a focused market of sports enthusiasts, affluent early adopters, and families who prioritize active living.
- With **American youth influencing \$700 billion annually** in consumer spending, MSK connects your brand with the next generation of buyers, ensuring impactful and lasting impressions.



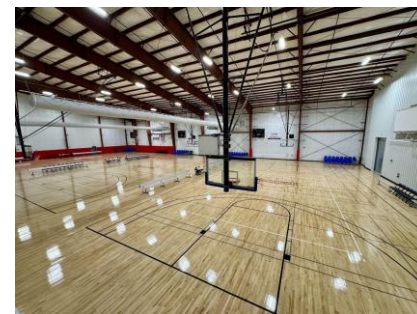
Reach Hundreds of Thousands in Central NJ

Join **Multi Sports Kingdom (MSK)** and connect your brand with Central New Jersey's top indoor sports destinations. With three modern sports facilities—**MSK Manalapan**, **MSK Marlboro**, and **MSK Monroe** - you'll gain access to thousands of active families and athletes every week.

What Makes MSK the Right Choice?

Massive Foot Traffic:

- **1,200,000+ visitors annually** throughout owned MSK facilities
- **1577+ basketball teams** in our Mid-Jersey Basketball League and grows 15% yearly.
- **MJBL** is the largest Basketball league in NJ.
- **300+ boys' and girls' in-house basketball teams** and **200+ adult teams** annually.



Big Events, Big Crowds:

- Basketball, Tennis, Soccer, Lacrosse, Volleyball, Badminton, Football and Baseball tournaments draw players and families from local, regional, and national levels.
- Weekly birthday parties bring hundreds of families to our facilities.



Strong Online Presence:

- **2,500+ daily website views** at www.MultiSportsKingdom.com.
- Twice-weekly emails reach **over 1 million families** and continue to grow.

Why Partner with MSK?

- Reach active families with disposable income.
- Showcase your brand to thousands of engaged visitors.
- Build trust by aligning with an established respected community sports facility.



Get Started Today! Contact us to explore how **MSK** can help grow your brand.

Sports Demographics

Volleyball, Soccer, Lacrosse, Baseball and Football

Volleyball - More than 37 million Americans played volleyball in 2024, across indoor, beach, and grass formats. **Diversity:** Volleyball is widely diverse, with 44% of players identifying as non-white. **Economic Impact:** Volleyball contributes over \$9 billion annually to the U.S. economy, driven by tournaments, club programs, and professional leagues.

Soccer - Over 11 million Americans played soccer in 2024, including youth, amateur, and professional levels. **Diversity:** Nearly 50% of soccer participants identify as non-white, reflecting the sport's wide cultural appeal. **Economic Impact:** Soccer generates over \$14 billion annually in economic activity, driven by professional leagues, youth programs, and major tournaments.

Lacrosse - Lacrosse saw 2.3 million participants in 2024, marking steady growth, especially at the youth and collegiate levels. **Diversity:** Approximately 25% of players identify as non-white, with initiatives in place to further expand accessibility. **Growth Rate:** Participation has grown by over 30% in the last decade, making lacrosse one of the fastest-growing team sports in America.

Baseball - Over 25 million Americans played baseball in 2024, from Little League to adult recreational leagues. **Diversity:** Baseball is becoming more diverse, with 38% of players identifying as non-white. **Economic Impact:** Baseball generates approximately \$10 billion annually in the U.S., driven by youth leagues, travel teams, and Major League Baseball.

Football - Nearly 16 million Americans played football in 2024, including flag, tackle, and recreational formats. **Diversity:** Football showcases its diversity, with 57% of players identifying as non-white. **Economic Impact:** Football contributes over \$14 billion to the U.S. economy each year, fueled by high school and college football, and the NFL.

Youth and Adult Basketball

Basketball - Youth Participation: Approximately 8 million children aged 6 to 17 played organized basketball in 2024, making it one of the most popular youth sports in the U.S. Among children aged 6 to 12, nearly 4 million were regular participants. **Adult Participation:** Over 14 million adults engaged in basketball through recreational leagues, pickup games, and fitness programs, bringing the total number of participants to about 22 million in 2024. **Diversity:** Basketball is one of the most diverse sports in the U.S., with 62% of players across all levels identifying as non-white. **Economic Impact:** Basketball generates over \$15 billion annually for the U.S. economy, fueled by youth leagues, high school competitions, college basketball, and the NBA.



About the Area

MultiSports Kingdom (MSK) operates premier sports facilities in Manalapan, Marlboro, and Monroe, New Jersey, serving as the largest Multi-Sports Complex in New Jersey and surrounding areas. Central New Jersey is recognized for its active and affluent demographics.

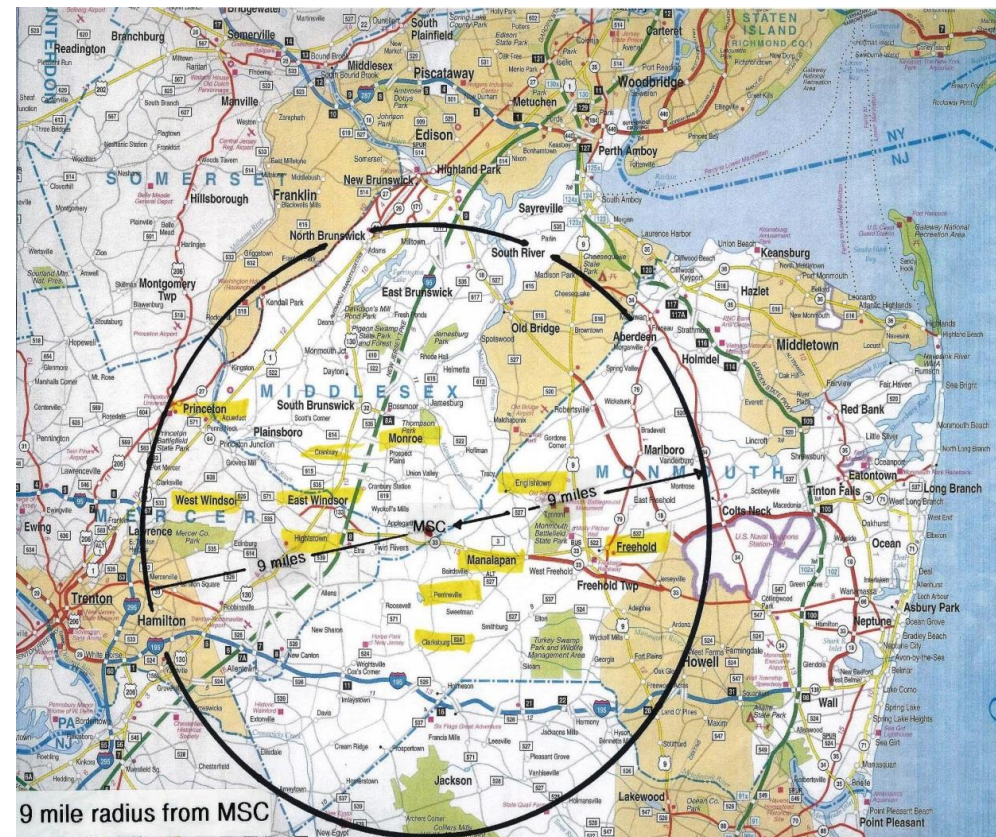
MSK's facilities are strategically situated within a 9-mile radius of several counties boasting exceptionally high median household incomes compared to other areas in New Jersey:

- **Somerset County:** \$124,764
- **Monmouth County:** \$118,527
- **Middlesex County:** \$105,206
- **Mercer County:** \$92,700

These income levels reflect the area's affluence and support for sports and recreational activities.

MSK's programs attract participants primarily from the surrounding communities:

- **Lessons, Classes, and Clinics:** Most attendees reside within a 9-mile radius of the facilities.
- **Teams and Leagues:** The reach extends to approximately a 20-mile radius, drawing a broader audience for team-based activities.



Advertising Options

There are many ways to incorporate MSK and its large customer base into your existing marketing strategies and plans. We have the means to build your business on a local, regional or national level.

Basketball Court Naming Rights

- Advertisers can brand one of our basketball courts. Have your company logo and name placed on the court of your choice, schedule digital tv screen and all scheduling references. Contact our Director of Partnerships Stacy Argondizzo @ for more details.

Signage & Banners

- Banners are an eye-catching alternative to traditional advertising. Banners will be displayed throughout the building to the over 1 Million people entering MSK annually, allowing advertisers and sponsors the chance to highlight their products and services.

Advertiser designs and pays for banner.

Banner Location	Yearly Rate
Front Entrance Lobby (3'x6')	Starting at \$2000
Main Reception Lobby (3'x6')	Starting at \$1500
Basketball Gym (3'x6')	Starting at \$950

Advertising Options

Email Newsletters

- Each month, MSK sends out approximately two weekly newsletters to our customers. These email newsletters update our customers on the latest programming, upcoming events and exclusive offers.

Banner Location & Size	Rate (4 emails a month)
Top of e-mail (Ad size is 400 x 100 pixels) Only one headline banner per email	Starting at \$500/month or \$5500/year ***(\$500 savings)
Left side of e-mail (Ad size is 150 x 150 pixels) Maximum of 4 banner ads per email	Starting at \$400/month or \$4400/year ***(\$400 savings)

Promotional Material

- Sponsors can place promotional material such as brochures, fliers, menus or coupons in strategically located high traffic areas of the facility.

Promotional Material	Yearly Rate
Sponsor provides MSK with promotional material as well as plastic display case	Starting at \$200/month or \$2000/year ***(\$400 savings)

Advertising Options

T-Shirts

- Sponsor's name and/or design will appear on the back of our t-shirts. This option is extremely effective because your ad travels directly to your target audience as your clients wear the shirt around their like-minded peers. Our customers become **walking billboards** for your advertisements.

MSK Program	Yearly Rate
Summer Basketball Camp	Starting at \$3000
Mini MSK Hawks, Tiny Tots & Small Fry Basketball	Starting at \$2500
High School Basketball League	Starting at \$2200
MSK Junior Tennis Players	Starting at \$2200
Adult Basketball League	Starting at \$2200
MSK Hawks or Falcons	Starting at \$2500



Advertising Options

Booth Rental

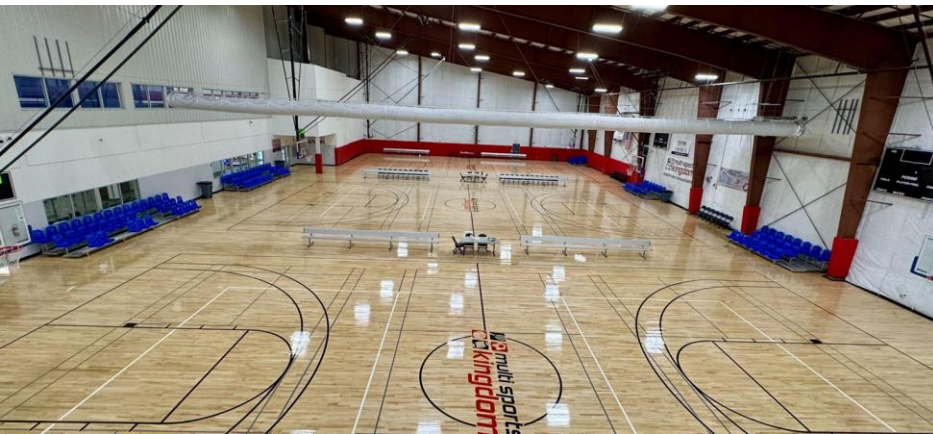
- Have face to face interaction with thousands of people a day with a booth rental at MSK. Your booth will be strategically located in a high traffic area of the facility. Advertiser/Vendor may have sales persons, written materials, promotional handouts, products, giveaways, samples, entertainment, etc on site

Length of time on site at MSK	Rate
1 day	Starting at \$800

Digital Display Sign Advertising

- Have your advertisement displayed on our 65 inch tv located in our high traffic main entrance lobby. This tv will provide MSK guests with information on where their game, class, clinic or practice is taking place. A large majority of our guests will view this tv.

Banner Location	Rate
10 sec. per min. on main screen	Starting at \$350/month



Mid Jersey Basketball League

Ultimate Sponsorship Package

The Mid-Jersey Basketball League (MJBL) operates in over 50 basketball gyms across seven counties throughout New Jersey. These gyms host teams that rely on our website to access schedules, register for camps, clinics, and events. The league includes participants from 2nd grade through high school, as well as adult leagues.

We offer an exclusive opportunity to name the MJBL with your company's brand for just \$25,000 per year. As part of this sponsorship package, your business will also receive:

- Three 8'x4' full-color banners, prominently displayed at each of our MSK locations.
- A premium front-page banner on our website, along with top-tier placement on all league pages for one year.
- Bi-monthly email blast advertisements sent to our extensive mailing list, coordinated with our staff to maximize reach and engagement.

The MJBL currently supports **1,577** teams and is growing at an impressive rate of approximately **15%** per year, based on historical data. This sponsorship is an exceptional opportunity to align your business with a rapidly expanding community of athletes, families, and fans.



FOR MORE INFORMATION:

Stacy Argondizzo

Director of Partnerships

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Multi Sports Kingdom

Manalapan, Marlboro & Monroe

www.MultiSportsKingdom.com