
2027
NATIONAL TEAM TRIALS
PRESENTED BY NORTH FACE
at SENDER ONE
SPONSORSHIP PACKET
MARCH 10-14, 2027 | LOS ANGELES
sender One
USA CLIMBING
THE NORTH FACE
WALLTOPIA

MARCH 10-14, 2027

THE ROAD TO LA28 RUNS THROUGH LA

Sender One Climbing will host the **2027 USA Climbing National Team Trials,** where the country's top men and women will compete to represent the USA at the upcoming 2028 Summer Olympic Games in Los Angeles.

FIVE DAYS. TWO VENUES.
ONE COMMUNITY.





AN ENGAGED LOCAL AUDIENCE AND A NATIONAL STAGE

Active, local user base who climb, train and participate, plus a national audience tuning in.

50,000+ Monthly Check-ins

350,000+ Regional Impressions

75,000+ National Broadcast Views

SENDER ONE

The **2027 USA Climbing National Team Trials** offer brands a national stage to celebrate athletic excellence, connect with passionate community, and help shape the future of the sport.

Founded in 2013, Sender One Climbing has grown into one of Southern California's top indoor climbing destinations with six locations.

Across all our locations, we share one purpose: **helping people discover themselves and connect with others through climbing.**



PARTNERS & SPONSORS

We regularly partner with leading brands across sports, entertainment, lifestyle, and beyond.

Together, we create memorable experiences, bring people together, and support the growth of climbing and active communities.

OUR TRACK RECORD

2021 Paraclimbing World Cup

2020 Pan-American Championships. Olympic Qualifier

2014 US National Championships



BRAND ACTIVATION IN ACTION

Our venues and facilitation provide the perfect avenue for partners to activate their brands with real communities energized by spectacular events.

In 2020, Mattel used the Pan-American Championships, hosted by Sender One, to jump-start their Olympics tie-ins through memorable, hands-on experiences, such as launching their Barbie Sport Climbing campaign.











SPONSORSHIP LEVELS



LEAD SPONSOR

SIGNATURE SPONSOR

CONTRIBUTING SPONSOR

SUPPORTING SPONSOR

IN-KIND SPONSOR

SPONSORSHIP LEVELS OVERVIEW

	LEAD	SIGNATURE	CONTRIBUTING	SUPPORTING	IN KIND
Investment	**$45,000**	**$25,000**	**$10,000**	**$5,000**	**$1,000**
Press Release, Social & Email Blasts	✓	✓	✓	✓	✓
Logo + Link on Event Website & App	✓	✓	✓	✓	✓
Gift Item in Every Swag Bag	✓	✓	✓	✓	✓
Ticket to the Competition	VIP Access (8)	VIP Access (4)	VIP Access (2)	General Admission	General Admission
Activation / Booth in Event Space	✓	✓	✓	✓	
Logo Placement on Giveaways	Primary	Secondary	Limited		
Hanging Banners & Location	12 in Field of Play	8 in Field of Play	5 in the Building		
National Livestream & Broadcast	✓	✓			
Exclusivity in Category	✓				

YOUR BRAND
IN THE HEART OF THE ACTION

DAILY Check-ins	REGIONAL Social & Email Reach	NATIONAL PR & Live Stream
~1,650	350+ K	75+ K

IN THE GYM

Put your brand at the heart of the action.

- Branding on walls and climbing routes
- Field of play banners and prominent venue signage
- Athlete bibs
- Interactive brand activations and product experiences

BEYOND THE GYM

Reach more people beyond competition day.

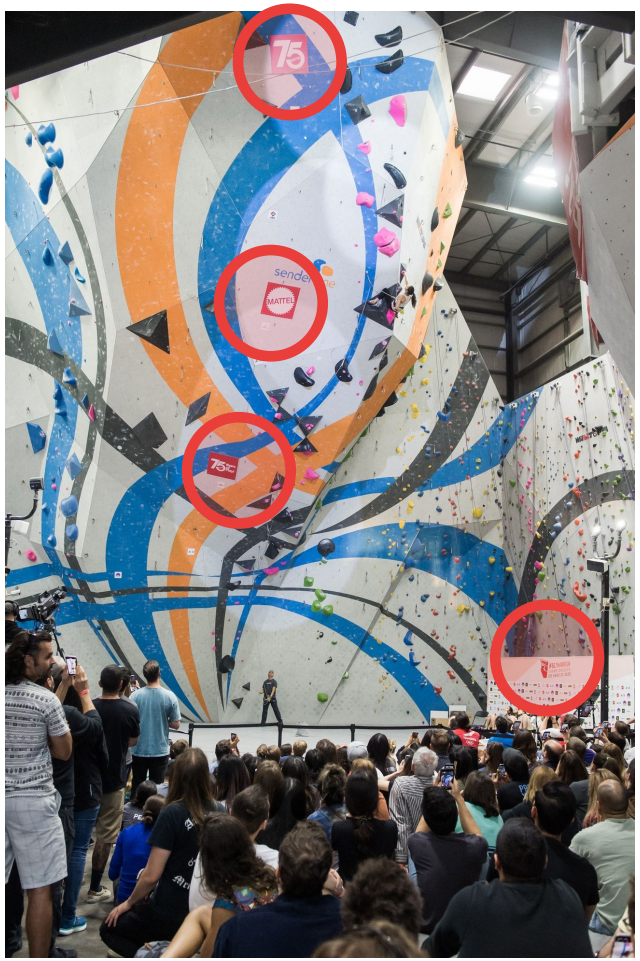
- Sender One's social channels
- Dedicated email campaigns
- Landing page and ticket sales
- Branded content, athlete stories, and event highlights

ON THE NATIONAL STAGE

Be seen where the biggest moments happen.

- Competition livestreams
- Podium backdrops, awards ceremonies, and photo walls
- National and regional media and PR opportunities
- Exposure through competition photography and event coverage

FIELD OF PLAY BANNER LOCATIONS





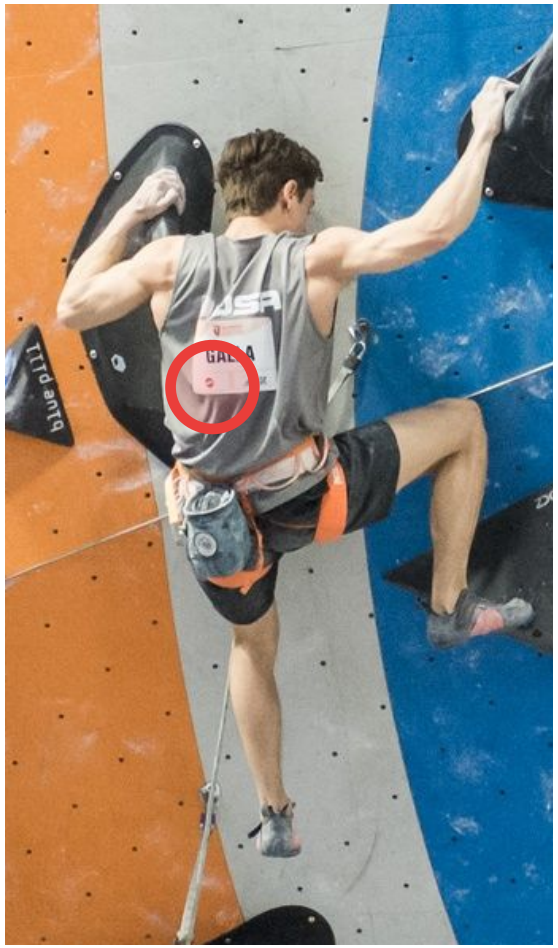


Sponsor logo and banner placements

FIELD OF PLAY BANNER LOCATIONS







Sponsor logo and banner placements

PROMOTIONAL MERCH



Competition Design

Lead Sponsor

Signature Sponsors

Contributing Sponsors







BE A PART OF THE 2027 NATIONAL TEAM TRIALS

LET'S DO THIS TOGETHER

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