



2022-23 Sponsorship Opportunities



75 Champ Boulevard  
Manheim, PA 17545  
717.945.7087



# WELCOME TO THE NOOK



Spooky Nook Sports was transformed into a multi-sports and events complex from an old, abandoned Armstrong World Industries Distribution Center. The Nook opened in June of 2013 and is located in Lancaster, Pennsylvania.

As the largest and most innovative indoor sports complex in the United States, Spooky Nook Sports is the ultimate destination for families, athletes, businesses, and guests alike. In 2015, The Nook expanded its offerings to include an on-site hotel and restaurant. Now our guests can stay, play, and dine all under one roof!

**1 MILLION+  
VISITORS PER YEAR**

## OUR COMPETITION

625,280	MetLife Stadium, Giants
556,768	Lincoln Financial Field, Phil. Eagles
626,432	FedEx Field, Commanders
514,503	Acrisure Stadium, Steelers
269,172	FNB Field
247,943	Clipper Magazine Stadium

## PLAY

- 20+ Sports
- 700,000 Sq. Feet Indoors
- 30+ Sport Surfaces



## MEET

- 350+ Non-Sports Related Events Last Year
- Flexible Meeting Space
- In-House Catering



## TRAIN

- 7,600+ Members
- 80,000 Sq. Feet of Workout Space
- Group Exercise Classes Included



## STAY

- 135 On-Site Rooms
- 24-Hour Service
- Attached to Spooky Nook Sports



## DINE

- Breakfast, Lunch, and Dinner Daily
- Full Bar
- Rotating Seasonal Menu



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# NUMBERS AT THE NOOK

## ON SOCIAL MEDIA\*



**55,083**  
Likes



**9,141**  
Followers



**21,463**  
Followers



**42,548**  
Sports Contacts



**1,526**  
Corporate Contacts



**4,735**  
Hotel & Restaurant  
Contacts

\*Social Media counts include Spooky Nook Sports main page, plus any ancillary pages.

## IN YOUR INBOX

ONLINE  
DATA

**75,000**  
Monthly Sessions

**200,000**  
Monthly Page Views

**50,000**  
Monthly Users

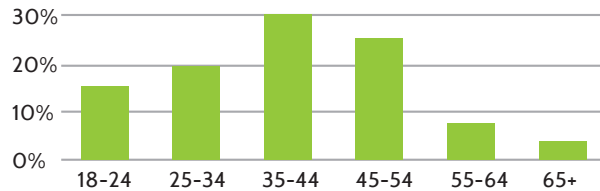
## DEMOGRAPHICS



**53.3%**  
Female

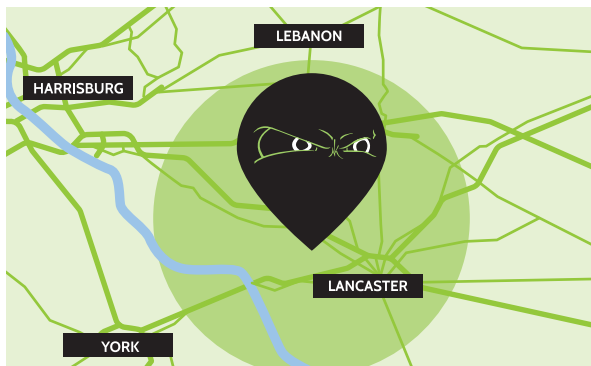


**46.7%**  
Male



**75-99K**  
Average Household  
Income

## VISITOR LOCATIONS



**1 Million+ Visitors Per Year**

**68%**

Visitors are from PA

**32%**

Visitors are from  
Outside of PA

**81%** of PA Visitors are from HLLY DMA

**62%** of HLLY Visitors are from  
Lancaster County

## FITNESS MEMBER DATA



**14,860**  
Average Monthly  
Check-ins



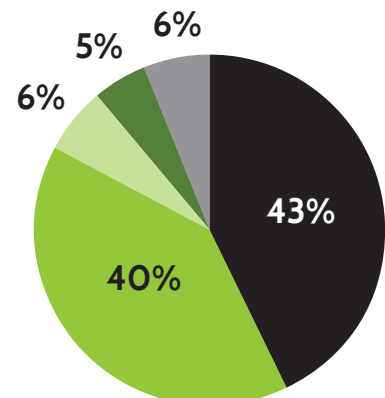
**4,754**  
Total Members



**3,633**  
Total Memberships

Membership Type

- ADULT
- FAMILY
- SENIOR
- COUPLE
- YOUTH

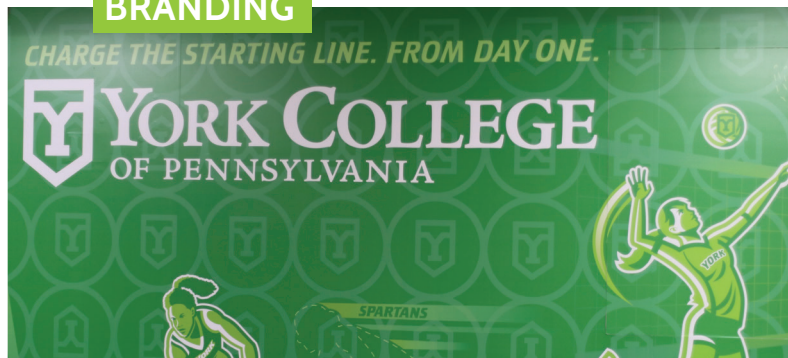




# EXPAND YOUR BRAND

We get it. Every single business is different. That's why we believe in inventing creative options for you to engage with our audience, not just cookie-cutter packages. Every opportunity we develop is completely customized to fit the needs, goals, and marketing efforts of each of our partners.

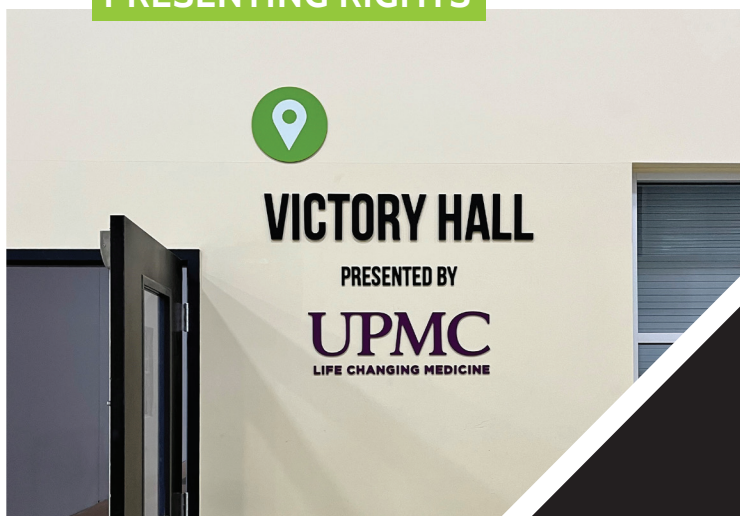
## BRANDING



## EVENTS



## PRESENTING RIGHTS



With Spooky Nook, no two sponsorships are alike. We want to build something unique that reflects your brand. All of our packages can be personalized to better align with your strategic goals.

For more information contact  
[mackenzieb@nooksports.com](mailto:mackenzieb@nooksports.com)



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