



# Become A Sponsor of The 23rd Annual USA Memory Championship Sponsored by Lumosity



Memory League, Full Sail University, MIT(Massachusetts Institute of Technology), and Brain Power Series

## Event Information

### Qualifying Events:

**When:** Saturday, July 30, 2022

**Where:** Online – live streamed on Facebook

### Live Event:

**When:** October 1, 2022

**Where:** The Rosen JCC in Orlando, Florida and live streamed on Facebook

## About USA Memory Championship:

The USA Memory Championship (USAMC) is a tournament of mental challenges which demonstrates that memory can be improved far more than anyone thought possible. Since its founding, US Mental Athletes have set national and international records. The USAMC has been televised by *HDTV* and *Discovery Science Channel*. It has appeared in the *New York Times*, *LA Times*, *Washington Post*, and *USA Today* and has been covered by all major news networks.

USAMC was founded in 1997 and is now an annual one-day event open to US citizens that invites competitors of age 10 and older to compete for the opportunity to be recognized as the national US Memory Champion.

Each year, the event has grown in the number of competitors and in media exposure.

## Some facts about us:

- The 22nd Annual championship finals were livestreamed on Facebook, allowing the broader community to witness firsthand the excitement generated by the on-stage, head-to-head format
- MIT neuroscientist Robert Ajemian and USAMC Chief Development Officer Michael Dottino presented regarding the power of memory training to improve cognitive fitness, optimize brain health and maximize job performance
- The USA Memory Championship was featured in the 2019 Netflix documentary, *Memory Games*
- Recent USAMC champions have become international celebrities:
  - Nelson Dellis, the 5X US Champion, is the USA Captain on the biggest TV show in China
  - Chester Santos, the *International Man of Memory*, has been to more than 35 countries
  - Joshua Foer wrote the best-selling book *Moonwalking with Einstein* about his experience winning the 2006 championship
  - Alex Mullen won the World Memory Championship
- Our Maximum Memory Mastery online course was included as part of an educational research grant sponsored by neuroscientists at MIT, Columbia and Princeton

## About The Sponsorship

### Sponsorship Overview:

With the explosion of scientific research documenting the importance of memory and its impact on brain health, the time has never been better to become an event sponsor!

Your brand will enjoy the benefit of being associated with the biggest event in USAMC history. If your company supports health and wellness efforts and wants to participate in one of the most prestigious brain events in the country, then we are the perfect strategic partner for you! See details below:

### Some of our Sponsor Perks:

(Depending on what level you choose any of the following will be part of your sponsorship package)

- **Lunch with Tony Dottino (USAMC):** You and your guests will have lunch with Tony. Platinum can invite 4 guests; Gold can invite 2 guests
- **Memory Training with Michael Dottino via Zoom:** Two-hour memory training for the members of your organization
- **Coordinated PR/Marketing w/USAMC:** Benefit from a strategic alliance between your marketing staff and our public relations team to maximize coverage of your company
- **Media & Press:** Your company name on press releases, social media platforms, eBlasts, and event literature
- **Table at the Event:** On-site table for your company's products and literature
- **USAMC Webpage Space and Link:** Your company's logo will be featured on the USAMC's website home page (platinum and gold are above the fold, silver and bronze are below the fold)
- **Official Point-of-Sale Product Marketing/Name Usage:** Permission to use "*Official Sponsor of the USA Memory Championship*" in advertising, marketing, and on point-of-sale product packaging
- **Conference Bags:** Opportunity for your company to supply conference bags/goody bags (platinum is co-branded with USAMC)

## 2022 SPONSORSHIP OPPORTUNITIES

### Brainiac (Platinum) - \$5,000

- Company name mentioned at the event
- Five minutes on stage in the afternoon at each of the two events or a two-minute video played three times during the events (*provided by the client*)
- Company logo placed on the home page of our website with hyperlink
- Company Logo projected on the screens at the events
- Ability to put up to two items in our SWAG bags at the live event (*items provided by the sponsor and approved by USA Memory Championship*)
- Large logo on the SWAG Bags for live event
- Mentions in all press releases and all media blasts
- Logo featured on all social media platforms
- 8 foot table in a prominent location at the live event covered and skirted
- Two hours of virtual organizational Memory Training w/Michael Dottino Lunch w/USAMC founders (*4 attendees*)

### Brain Power (Gold) - \$2,500

- Company name mentioned at the events
- Company logo placed on the home page of our website with hyperlink
- Company Logo projected on the screens at the events
- Ability to put up to two items in our SWAG bags at the live event (*items provided by the sponsor and approved by USA Memory Championship*)
- Large logo on the SWAG Bags at the live event
- Mentions in all press releases and some media blasts
- Logo featured on all social media platforms
- 6 foot table in a prominent location at the event covered and skirted at the live event Lunch w/USAMC founders (*2 attendees*)

### Brain Child (Silver) - \$1000

- Company name mentioned at the events
- Company logo placed on the home page of our website with hyperlink
- Ability to put one item in our SWAG bags at the live event (*items provided by the sponsor and approved by USA Memory Championship*)
- Small logo on the SWAG Bags at the live event
- Mention in some press releases
- Company logo and link listed on social media platforms
- 6-foot table at the event covered and skirted at the live event

### **Brain Storm (Bronze) - \$500**

- Company name mentioned at the events
- Company logo placed on the home page of our website with hyperlink
- Ability to put one item in our SWAG bag at the live event  
*(items provided by the sponsor and approved by USA Memory Championship)*
- Small logo on the SWAG Bags at the live event
- Company name and link listed on social media platforms

### **Brain Teaser - \$250**

- Company name mentioned at the events
- Company name listed on the home page of our website with hyperlink
- Ability to put one item in our SWAG bag at the live event  
*(items provided by the sponsor and approved by USA Memory Championship)*

## **Contact Information:**

Tony Dottino: [tonydottino@usamemorychampionship.com](mailto:tonydottino@usamemorychampionship.com)

Michael Dottino: [michaeldottino@usamemorychampionship.com](mailto:michaeldottino@usamemorychampionship.com)

Lil Barcaski: Marketing: [lil@virtualcreatives.com](mailto:lil@virtualcreatives.com)

*“The USAMC is a groundbreaking event,” says Tony Dottino, Founder of the USAMC. “Neuroscience continues to recognize that various activities, such as mental challenges and social interaction, help us maintain a healthy brain.” When asked if anyone can improve their memory skills, Dottino said, “A common myth is that you’re either born with a good memory or not. The fact is that memory is a skill you can develop. Every person in our competition started with an “ordinary” memory, and through practice and effort developed elite memory skills.”*

**Be part of the excitement!**