



Dear Gym Club Leader:

Thank you for joining the **Club Ticket Sales Program** for the **2014 AT&T American Cup** at the Greensboro Coliseum. For the first time, you can experience amazing international gymnastics competition as some of the world's best gymnasts compete in Greensboro, North Carolina!

Gymnastics champions are born at the AT&T American Cup. The event's rich history includes past winners Jordyn Wieber, Nastia Liukin, Shawn Johnson, Jonathan Horton, Paul Hamm, Mary Lou Retton, and Bart Conner. 2013 AT&T American Cup Champions were **Katelyn Ohashi** and 2012 Olympian **Jake Dalton**.

Enclosed you will find your Club Ticket Sales Marketing Packet. The packet includes:

- Incentives Information
- Ticket Procedures
- Gym Club Ticket Order Form
- Greensboro Coliseum Center Seating Map
- Event Posters (shipped separately at a later date)

For the fifth year in a row, the **Nastia Liukin Cup** will take place the night before the AT&T American Cup and will feature gymnasts from some of the country's top invitationals. Save big on tickets for this event by adding them to your AT&T American Cup order.

If you have any questions, please contact us directly at 317.237.5050 or send an email to events@usagym.org.

Best regards,

Loree Galimore
Director of Club Services
USA Gymnastics

Justin Hirnissey
Director of Marketing
USA Gymnastics

Jackie Magnuson
Event Marketing Manager
USA Gymnastics



CLUB TICKET SALES PROGRAM MARKETING PACKET

This packet includes the following materials and opportunities for implementation:

1. Incentive Outline

This page is an outline of benefits you can qualify for based on the number of tickets your club sells during the program. All incentives will be distributed at the end of the program based on the level reached.

2. Ticket Procedures Page

A step-by-step outline on how to place your ticket orders.

3. Gym Club Order Form

The Gym Club Order Form can be used to place both individual and group ticket orders for the AT&T American Cup. See the "Ticket Procedures Page" for specific instructions. Please make sure your gym club's name is on the order form correctly when orders are submitted. This ensures that your club receives credit for the ticket sales. If your gym club's information is not located on the form, affix a label with your gym name and phone number to the form. Make copies of the order form and distribute to everyone who comes into your gym to earn incentives!

4. Arena Seating Map

The seating map allows you to show the priority ticket locations that your club is selling.

5. Posters (posters will be mailed separately)

- Display the posters in high traffic areas including community events, area stores, schools, competitions, recreation centers, the lobby area in your gym, etc. to get people talking about the 2014 AT&T American Cup.

- Personalize the poster with your club information by printing labels with your gym club's name, phone number, address, and web site.

Promotional Idea:

Use posters as a giveaway within your program (i.e. purchase tickets this week and be entered in a weekly drawing for a poster).

6. Web Resources

USA Gymnastics has created a web page that includes the marketing materials included in this packet. You can visit this page to download the latest information related to the AT&T American Cup and the Club Ticket Sales Program, such as:

- Club Ticket Sales Program marketing materials
- Web banners for your club's website
- The latest Gym Club Newsletter that you can distribute to your gymnasts and parents
- Order Form
- Other important information for you to distribute to the club!

Visit: http://www.usagym.org/pages/events/ac/2014/club_resources.html

7. Greater Greensboro Invitational

Early Bird pricing is available for all clubs until 9/15/13. After 9/15 only Greater Greensboro Invitational (GGI) gyms will receive this price. GGI participants receive free admission to the Nastia Liukin Cup.

Other sales points to help you:

1. When people order through your club, they will save on ticketing fees.
2. You have access to priority seating based on availability. Seats are on hold for you and you can buy BEFORE the general public.
3. Gym clubs receive an exclusive discount on tickets and the opportunity to **save up to \$50 per ticket or save up to 50% off tickets!**
4. Purchasing your tickets through your gym club helps brand your club with this exciting event and enables your gym to qualify for additional benefits included with this program.



2014 AT&T AMERICAN CUP CLUB TICKET SALES PROGRAM INCENTIVES!

Great Acts Deserve Great Rewards!

USA Gymnastics sincerely appreciates the time and effort that you, the Gym Club leader, will put into this program. In recognition and appreciation of this work, we have established an incentive program. You can qualify for some great benefits based on the number of PRIORITY TICKETS your club sells!

INCENTIVE LEVELS:

SELL 25 PRIORITY TICKETS AND RECEIVE

- 2 VIP Ticket Packages
- 2 Official Event T-shirts

SELL 50 PRIORITY TICKETS AND RECEIVE

- 3 Pre-event Hospitality Passes
- 3 VIP Ticket Packages
- 3 Official Event T-shirts

SELL 75 PRIORITY TICKETS AND RECEIVE

- 4 Pre-event Hospitality Passes
- 4 VIP Ticket Packages
- 4 Official Event T-shirts

SELL 100 PRIORITY TICKETS AND RECEIVE

- 2 Autographed Items
- 4 Pre-event Hospitality Passes
- 4 VIP Ticket Packages
- 8 Official Event T-shirts

SELL 175 PRIORITY TICKETS AND RECEIVE

- 4 Autographed Items
- 6 Pre-event Hospitality Passes
- 6 VIP Ticket Packages
- 8 Official Event T-shirts

SELL 300 PRIORITY TICKETS AND RECEIVE

- Fly you and a guest to the 2015 AT&T American Cup
- 2 VIP Ticket Packages to the 2015 AT&T American Cup
- 5 Autographed Items (2014)
- 8 Pre-event Hospitality Passes (2014)
- 8 VIP Ticket Packages (2014)
- 10 Official Event T-shirts (2014)

**Priority Tickets are defined as early bird tickets priced at \$75, \$50, and \$25 tickets at the Greensboro Coliseum.*



ADDITIONAL GYM CLUB BENEFITS:

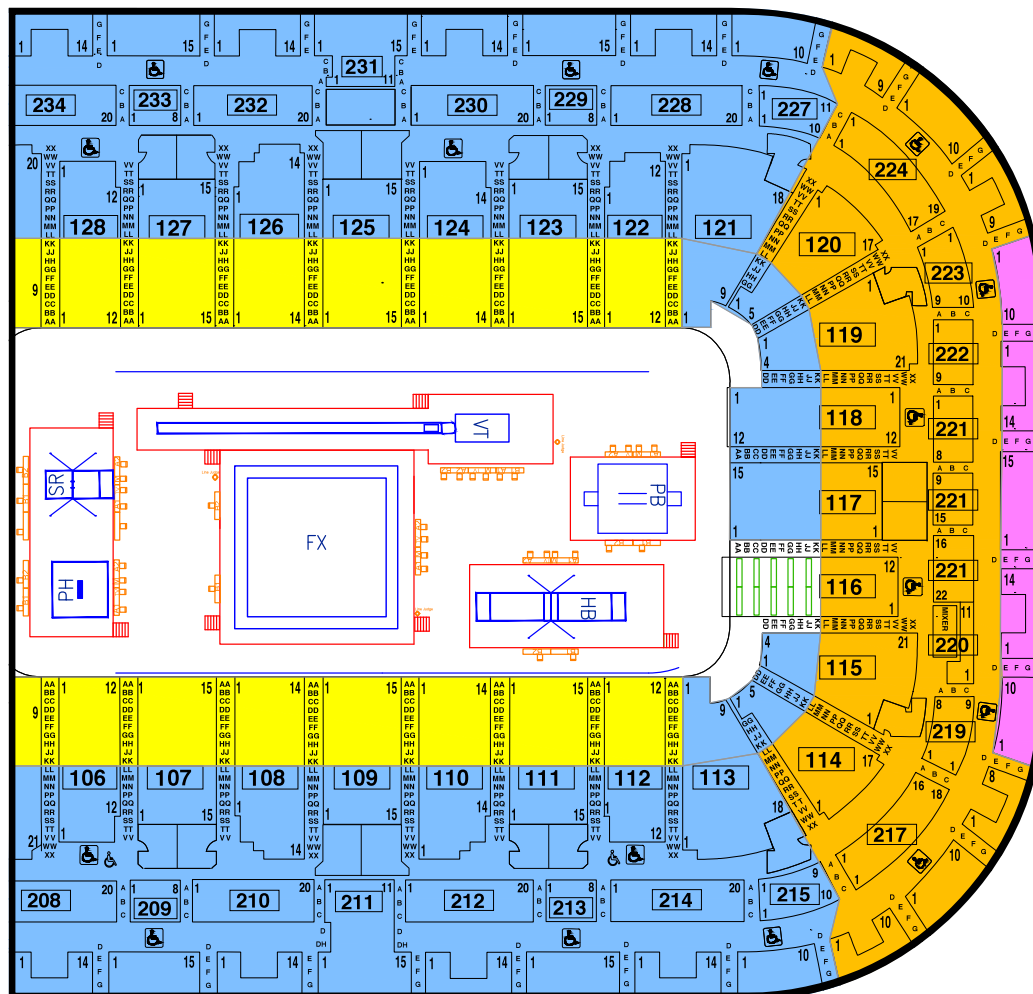
- Special pricing
- Priority seating
- Eligible for celebrity athlete visits to your gym club
- Club recognition (web site, official program, and scoreboard)
- Association with a USA Gymnastics International Event
- Event posters for your gym club
- Club contests and PR opportunities
- Family fun for your club, kids, and parents!
- And much more!



March 1, 2014 ♦ Greensboro, NC

AT&T AMERICAN CUP

MARCH 1, 2014



Public

Early Bird

****\$125.00**

****\$75.00**

\$75.00

***\$50.00**

\$50.00

***\$25.00**

\$25.00

\$25.00

Hurry! The Early Bird Deadline is September 15, 2013.

Women's Events

BB = Balance Beam

FX = Floor Exercise

VT = Vault Table

UB = Uneven Bars

Men's Events

SR = Still Rings

PH = Pommel Horse

FX = Floor Exercise

VT = Vault Table

PB = Parallel Bars

HB = High Bar

For women's events SR and PH will be replaced with BB. HB will be replaced with the UB.

**** Tickets include a free Nastia Liukin Cup ticket.**

***Early Bird Priority Tickets eligible to earn incentives (\$75, \$50, \$25)**



TICKET PROCEDURES PAGE

Your gymnastics club will be selling **priority tickets** located in the lower rows and mid-level rows on the sides and ends (great seats already on hold for the gym clubs) at an **EARLY BIRD** rate of either **\$75, \$50 or \$25**. We are offering these tickets to your club at an exclusive discounted rate.

Ticket Order Procedures

1. Use the enclosed **Gym Club Order Form** to purchase tickets for the 2014 AT&T American Cup. Only the **Gym Club Order Form** may be used when placing an order in order to receive incentives. Be sure your gym club's name is on the order form; this ensures that your gym club will receive credit for the sale.
2. Pass out the **Gym Club Order Form**. Collect the forms and mail or fax the forms in together to ensure your club can sit together as a group. Turn in the forms as soon as you have your order to ensure your members can sit together in the best seats!
3. Mail or fax the **Gym Club Order Form** as follows (Make checks payable to the Greensboro Coliseum)

Option 1: Mail Form with payment to:

Greensboro Coliseum
Attn: Greg Marston
PO Box 5447
Greensboro, NC 27435

Option 2: Fax Form with payment to:
(Please include a cover page)

336.373.7413

REMEMBER:

There are a limited number of **PRIORITY TICKETS** available for the Club Ticket Sales Program and seat locations are assigned on a first come-first served basis as ticket orders are received. You are encouraged to send in group orders soon to ensure the best seats and desired locations for your club.

4. Tickets will be mailed to the address of the "contact name" on the Gym Club Order Form.

QUESTIONS?

Jackie Magnuson, USA Gymnastics, at 317.237.5050
Greg Marston, Greensboro Coliseum, at 336.373.7433
For additional information visit www.attamericancup.com or e-mail tickets@usagym.org.

Please note that tickets sold through the "Gym Program" are Priority Tickets. These tickets are being made available to Gym Clubs before the general public. Act now to reserve your seats. The **EARLY BIRD DEADLINE IS 9/15/13** so your tickets **TODAY!**

Get your tickets NOW to take advantage of this great discount!

Katelyn OHASHI
2013 AT&T
American Cup
Champion



Jake DALTON
2013 AT&T
American Cup
Champion

March 1, 2014 ♦ Greensboro, NC

— A FIG WORLD CUP EVENT —



GYM CLUB TICKET ORDER FORM

TAKE ADVANTAGE OF THIS EARLY BIRD OFFER
AVAILABLE NOW FOR A LIMITED TIME!

TICKET PACKAGE INFORMATION

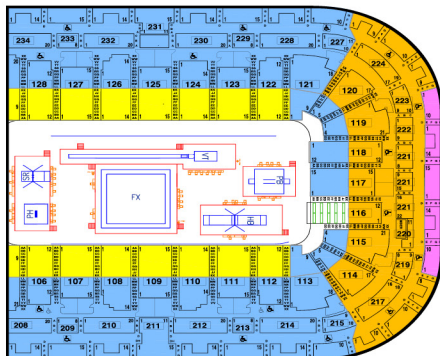
AT&T AMERICAN CUP • 11:30 AM						NASTIA LIUKIN CUP • 7:30 PM				
Price Level	Public	Gym Club	Early Bird**	Quantity		Gym Club	Early Bird**	Quantity	Total	
<div>Gold Medal Seats (First 10 Rows)</div>	\$125	\$ 99	\$ 75	x	+	FREE	FREE	x	=	
<div>Lower Level Sides/End</div>	\$ 75	\$ 60	\$ 50	x	+	\$ 15	\$ 10	x	=	
<div>Lower Level End/Upper Sides</div>	\$ 50	\$ 35	\$ 25	x	+	\$ 15	\$ 10	x	=	
<div>Upper Level End</div>	\$ 25	\$ 25	\$ 25	x	+	\$ 15	\$ 10	x	=	

*Gold Medal Seats include a FREE Nastia Liukin Cup ticket [\$30 value].

**Early Bird pricing is available for all clubs until 9/15. After 9/15 only Greater Greensboro Invitational (GGI) gyms will receive this price. GGI participants receive free admission to the Nastia Liukin Cup.

Handling Fee: _____ \$ 6

Grand Total = _____



The Nastia Liukin Cup will take place on February 28 at the Greensboro Coliseum featuring gymnasts from some of the country's top invitationals. Past competitors included:

- Gabrielle Douglas – competed in the 2010 NLC & 2012 Olympic All-Around Gold Medalist
- Over 75% of the NLC competitors are either currently members of NCAA teams or have committed to compete for a college

Tickets are available now as an addition to your AT&T American Cup order. These discounted prices are exclusively available for Gym Clubs!



Proceeds benefit the Nastia Liukin Fund.

PAYMENT INFORMATION

Name: _____

Address: _____ City: _____ St: _____ Zip: _____

E-mail: _____ Phone: _____

☐ Check # _____ (Make check payable to the Greensboro Coliseum)

☐ Credit Card _____

Credit Card Number: _____ Exp: _____ / _____

Signature: _____

Orders are placed on a first-come, first-served basis. Seats are on hold exclusively for Gym Clubs. Tickets are not refundable after purchase.

**The Early Bird Deadline
is Sept. 15, 2013**



QUESTIONS? tickets@usagym.org or 317.237.5050

REPLY TO:

Greensboro Coliseum
Attn: Greg Marston
P.O. Box 5447
Greensboro, NC 27435
Fax: 336.373.7413
Phone: 336.373.7433
Email: greg.marston@greensboro-nc.gov

Gym Club Name:

(important for tracking incentives)