

2019 MEDIA GUIDE



COOLSPRINGS
ELEVATE YOUR GAME



ABOUT US



Founded in 1977 and renovated in 2015, Cool Springs has been the ultimate destination for families, athletes and businesses for over forty years. Designed for people of all skills and interests, our diverse offering includes an award-winning driving range and miniature golf course, FIFA regulation size indoor turf field, hardwood courts, Pro Shop, co-working space and banquet hall.

With more than 169,000 square feet under one roof, the Allegheny Health Network Sports Complex has the unique capacity to simultaneously host clubs, leagues, tournaments and championship events throughout every season. The driving range at Cool Springs has won numerous awards for its TopTracer technology, comfortable and luxurious amenities and beautifully landscaped hillside. Our campus proudly sprawls over 55 acres and includes two restaurants, six retail shops, one senior living center and much more.

Every year we see over 1 million visitors on our campus and over 100K visitors online at PlayCoolSprings.com. We provide a resource to people in the South Hills region looking to stay active, create memories with their loved ones and find a quiet place to work and take in a bite. Built and renovated with the community in mind, Cool Springs proudly supports happy and healthy families in the Pittsburgh region through an unparalleled service from dedicated and caring staff for whatever your personal or professional needs.

*Sincerely,
Jeff Ellis
General Manager of Cool Springs*



CAMPUS HIGHLIGHTS

- State-of-the-art, 169,000 square foot facility
- Regulation, fully-turfed, multipurpose field featuring youth & adult leagues in addition to rentals
- Fitness Center with an array of cardio & strength equipment, group exercise classes and a KidKare area
- Home to a range of AHN orthopedic practices, sports medicine care, rehabilitation and athletic training
- A haven for intense competitors and families looking for active amusement
- Access to professional, youth and developmental team programs
- High traffic, conveniently located in Bethel Park
- Open year round

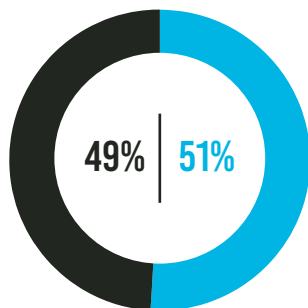




  = 20,000 PEOPLE

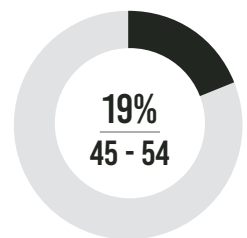
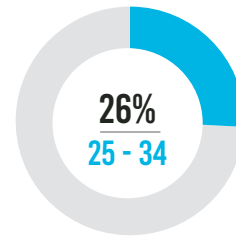
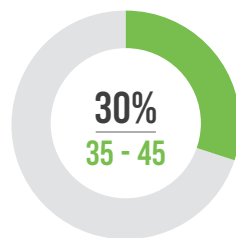
NEARLY
1 MILLION
VISITORS ANNUALLY

CUSTOMER PROFILE



● FEMALE
● MALE

AGE RANGE



TOP INTERESTS



SPORTS & FITNESS



HOME & GARDEN



FOOD & DINING



NEWS & POLITICS



TRAVEL

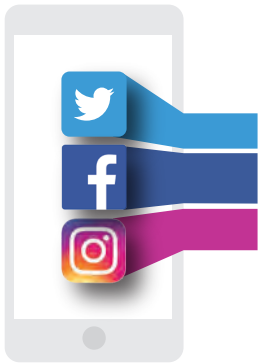


MEDIAN HOUSEHOLD INCOME OF \$70,000
DESIRABLE SPORTING FAMILIES WITH
DISPOSABLE INCOMES

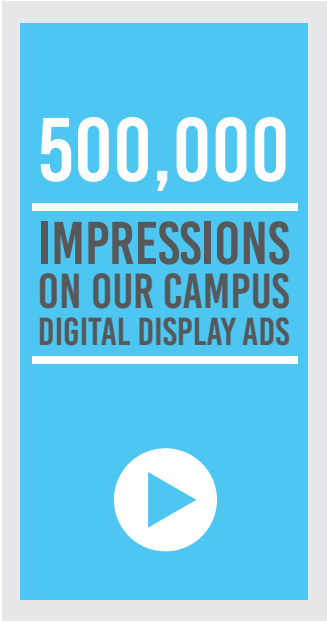




DIGITAL BRAND REACH



10,000
SOCIAL MEDIA
FOLLOWERS



500,000
IMPRESSIONS
ON OUR CAMPUS
DIGITAL DISPLAY ADS



30,000 +
VISITORS EVERY MONTH



NEWSLETTER READERSHIP

NEARLY

20,000

32% OPEN RATE
8% CLICK RATE

INDUSTRY AVERAGE 20%

INDUSTRY AVERAGE 3%



Pittsburgh	40%
Bethel Park	22%
Mt. Lebanon	18%
Baldwin	5%
South Park Township	5%
Canonsburg	2.5%
Brentwood	2.5%





COMMUNITY CONNECTION

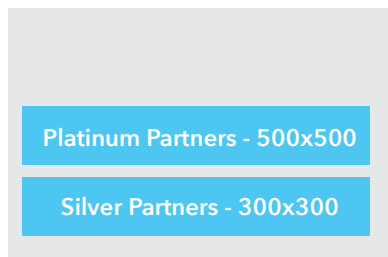


For over 40 years Cool Springs has proudly served families in the Pittsburgh area through sports and recreation. We have provided a place for memories over birthday cakes and championship games, over drinks with pals and first dates and anniversaries. That's why Cool Springs is proud to open its doors and share those moments with non-profits who are working hard to create great memories for others. Cool Springs brings thousands of people together every year to celebrate our differences and contribute to the greater good.

Our fans share our passion and dedication to serving others, which is why they choose Cool Springs as their preferred venue. If you or someone you know is looking for the right place to host your next event, please contact us today!

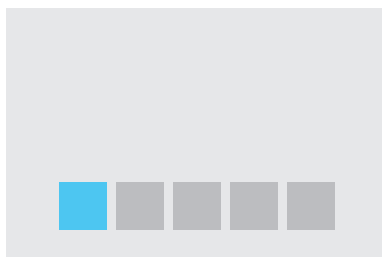


LOGO FEATURE ON PARTNERS PAGE



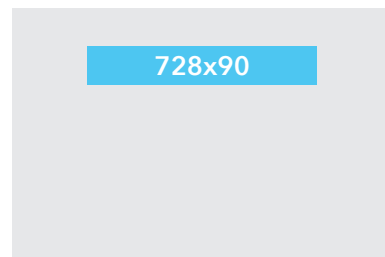
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LOGO FEATURE ON HOME PAGE



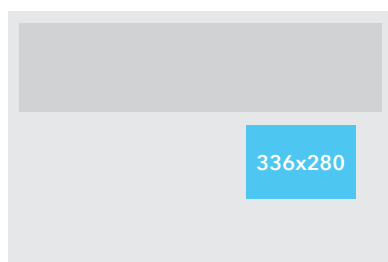
Graphic Size (Min.): 500x500

HOME PAGE BANNER AD



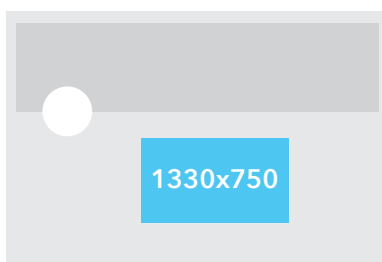
Graphic Size: 728x90

SPECIFIC PAGE SIDERAIL AD



Graphic Size (Min.): 336x280

SOCIAL MEDIA POST



Twitter Size: 1330x750
Facebook Size: 1200x627
Facebook Square: 1200x1200
Instagram Size: 1224x1224

KEY INFO:

Dimensions listed are width x height.

All Images must be jpg or png formats.

Logos should be sent in vector formats, preferably eps.

All digital files should be RGB.

Please keep images as clear as possible, preferably 300dpi at minimum 72dpi.

Sizing must meet these restrictions or else they will not be used.

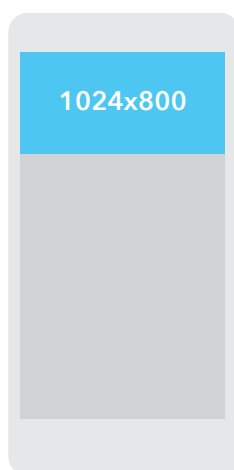
For exceptions please contact the marketing team directly.

DIGITAL DISPLAY BOARD AD



Graphic Size: 1080x1920

MONTHLY NEWSLETTER



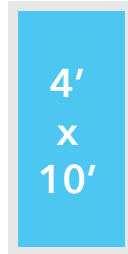
Graphic Size: 1024x800
Can be shorter*

PRIMARY FIELD BANNER



Graphic Size:
6912 x 4320 (pixels)
Unless Vector

SECONDARY FIELD BANNER



Graphic Size:
1728 x 4320 (pixels)

FIELD-FACING DIVIDER LOGO



Graphic Size:
3456 x 2592 (pixels)
Unless Vector

COURT BANNER



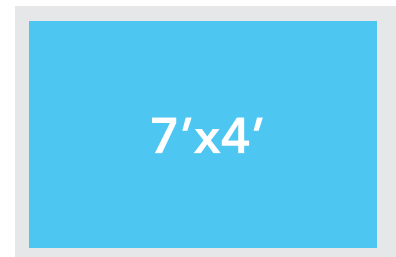
Graphic Size:
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Unless Vector

LIGHT POST BANNER



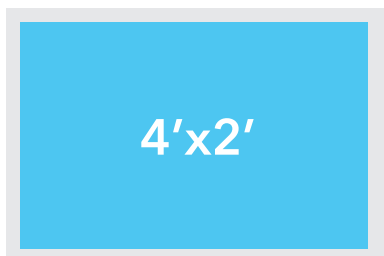
Graphic Size:
1728 x 3456 (pixels)
Unless Vector

BRANDED MINI GOLF HOLE PACKAGE



Graphic Size:
6048 x 3456 (pixels)
Unless Vector

BRANDED GOLF RANGE DIVIDERS



Graphic Size:
3456 x 1728 (pixels)
Unless Vector

KEY INFO:

Dimensions listed are width x height.

Please submit artwork in pdf format with embedded fonts.

Logos should be sent in vector formats, preferably eps.

All files should be CMYK.

Please keep images as clear as possible, preferably 300dpi at minimum 72dpi.

For exceptions please contact the marketing team directly.



Sponsorship Pricing Sheet

Print:

<i>Location</i>	<i>Item Name</i>	<i>Dimensions</i>	<i>Impressions</i>	<i>Price</i>	<i>Commitment</i>
Sports Complex	Field Banner	16' x 10'	50,000/mo	\$6,000/yr	2 years
Sports Complex	Court Banner	16' x 10'	50,000/mo	\$6,000/yr	2 years
Sports Complex	Field/Court Banner	4' x 10'	50,000/mo	\$3,000/yr	2 years
Sports Complex	Field/Court Divider	4' x 3'	50,000/mo	\$2,500/yr	2 years
Sports Complex	Volleyball/Pickleball Nets	4" diameter	100,000/mo	\$5,000/yr	2 years
Campus	Lightpost Banners	2' x 4'	20,000/mo	\$5,000/yr	2 years
Campus	Vehicle Display	N/A	20,000/mo	\$10,500	6 months
Clubhouse	Driving Range Sponsor	4' x 2'	6,000/mo	\$1,500/yr	2 years
Clubhouse	Mini-Golf Sponsor	7' x 4'	7,000/mo	\$3,000/yr	2 years
Clubhouse	Branded Range Balls	Logo	6,000/mo	\$20,000/yr	2 years

Digital:

<i>Location</i>	<i>Item Name</i>	<i>Dimensions</i>	<i>Impressions</i>	<i>Price</i>	<i>Commitment</i>
Email	Monthly Newsletter (4/mo)	1025 x 500 px	10,000/mo	\$300/email	3 months
Website	Banner Ad Target Page	336 x 280 px	25,000/mo	\$1,000/mo	3 months
Website	Partner Page Banner Ad	900 x 900 px	29,000/mo	\$1,500/mo	3 months
Sports Complex	Display Board Ad	1080 x 1980 px	100,000/mo	\$200/mo	3 months
Social	Organic Social Post	1330 x 750 px	20,000/mo	\$200/mo	3 months
Social	Sponsored Social Content	1330 x 750 px	35,000/mo	\$400/mo	3 months

Please reach out to Kristen Knittel at kknittel@playcoolsprings.com with any inquiries about sponsorship availability at the Cool Springs Campus.

RENTAL SPACES SPEC & RATES

RENTAL RATES

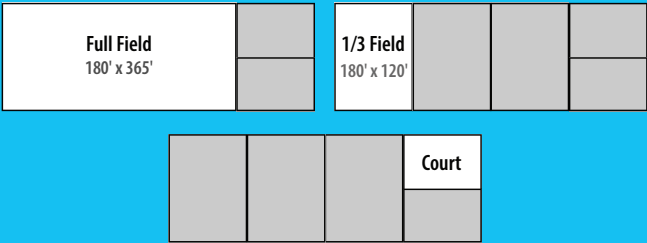
PEAK SEASON | NON-PEAK SEASON

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

SEASON	Peak (Nov-Mar)	Peak (Nov-Mar)	OFF (Apr-Oct)	OFF (Apr-Oct)
HOURS	PRIME Mon - Fri 3pm - Close & Weekends	OFF Mon - Fri 7am - 3pm	PRIME Mon - Fri 3pm - Close & Weekends	OFF Mon - Fri 7am - 3pm
FIELD	Full Field - \$700/hr 1/3 Field - \$250/hr	Full Field - \$375/hr 1/3 Field - \$125/hr	Full Field - \$375/hr 1/3 Field - \$125/hr	Full Field - \$250/hr 1/3 Field - \$95/hr
COURT	\$150/hr per court	\$75/hr per court	\$75/hr per court	\$75/hr per court

FIELD & COURT LAYOUTS

Volume Discounting Available
10% off with contract for 25-49 hours
15% off with contract for 50+ hours





COOLSPRINGS
ELEVATE YOUR GAME

412-881-8500

INFO@PLAYCOOLSPRINGS.COM

3001 COOL SPRINGS DRIVE, PITTSBURGH, PA 15234

