

# SPONSORSHIP OPPORTUNITIES



**2024 National K-12  
Grade Championships**  
December 6-8  
Gaylord National Resort  
& Convention Center

# ABOUT US CHESS

US Chess is the official governing body and nonprofit 501(c)(3) organization for chess players and chess supporters in the United States. We represent and embrace chess lovers of all ages, ethnicities, genders, backgrounds, and abilities. Few organizations can match our diversity and reach beyond the board, because we believe that everyone has a seat at the chess table.



## Mission

Empower people, enrich lives, and enhance communities through chess.

## Vision

Chess is recognized as an essential tool that promotes inclusiveness and benefits education, rehabilitation, recreation, and friendly competition.

# OUR EVENTS

For decades, US Chess has been at the forefront of organizing premier chess events, including multiple prestigious national championships annually. With our proven track record of delivering well-executed, high-profile tournaments, US Chess has consistently brought together players of all ages and skill levels in a spirit of competition and learning. Our events, which include the National K-12 Grade Championships, spring scholastic nationals, and the U.S. Open, attract the nation's top chess talents and thousands of participants each year. Through careful planning, seamless execution, and widespread media coverage, these events provide an ideal platform for sponsors to engage with an enthusiastic and diverse chess community, showcasing their brand to a nationwide audience.

## 698

SUCCESSFUL EVENTS  
HELD IN LAST 30 YEARS

## 10,412

PARTICIPANTS AT US CHESS  
HOSTED EVENTS IN 2023

## 63%

INCREASED ATTENDANCE  
FROM 2003 TO 2023



*"I've taken my three kids (two girls and a boy) to and helped run more than 200 US Chess rated tournaments. When kids know the tournaments are rated, they are even more motivated to try their hardest. **Recently I sponsored an At Risk Youth team**, so they would also have the opportunity **to travel to and compete in a scholastic national championship**. I volunteer my time and donate to US Chess because chess is a wonderful way for kids to compete and for families to connect."*

~JOHN D. ROCKEFELLER V  
US CHESS DEVELOPMENT COMMITTEE CHAIR

# NATIONAL K-12 GRADE

The US Chess National K-12 Grade Championships is one of the most anticipated scholastic chess events in the country. Every year, after a thrilling series of matches, individual and team winners from each grade are crowned national champions. With thousands of participants, the K-12 Grade celebrates the next generation of chess talent.



The 2024 US Chess National K-12 Grade Championships will be held at the Gaylord National Harbor in Maryland, a premier venue near Washington, D.C., and is anticipated to have attendance near or more than our previous record of 2,463.



## Exceptional Event Facilities

The Gaylord National Resort & Convention Center is a top-tier venue. Its 19-story glass atrium offers stunning views, while captivating fountain shows, unique dining options, and signature seasonal events come together to offer an exceptional resort experience.



## Ideal location

National Harbor's convenient location near Washington, D.C., provides easy access to key East Coast cities, making it an ideal spot for players and families from across the country. Families can explore a variety of attractions during their visit, adding to the event's overall appeal.



## Entertainment and Recreation

National Harbor offers a wide array of activities that are perfect for attendees during event breaks. The area boasts scenic walking paths, boat tours, and easy access to cultural landmarks, enhancing the overall experience for families and participants alike.

# SPONSORSHIP

Discover sponsorship opportunities that boost your brand visibility and engagement at this premier chess event. Each level offers unique benefits, positioning your company in front of an engaged audience while providing access to promotional platforms and networking. Select the level that aligns with your goals and partner with US Chess.



## MASTER LEVEL SPONSORSHIP

**As the exclusive Presenting Sponsor, your company will enjoy prime brand exposure across event materials, and will be highlighted in US Chess' website, social media, and media coverage. Your logo will be featured on attendee lanyards, and you'll have the opportunity to engage attendees through a high-traffic booth and a tailored hospitality suite for networking and entertainment.**

# \$25K

- Exclusive Presenting Sponsorship with prominent logo placement
- Prime brand exposure on US Chess website, social media, and media outlets
- Full-page ad in *Chess Life* magazine
- Logo on attendee lanyards
- Booth in a high-traffic area featuring a chess pro for analysis and engagement
- Company representative participation in the awards ceremony



### **Wi-Fi Sponsorship**

**\$15,000**

Keep attendees connected by sponsoring the event's Wi-Fi, ensuring seamless access to live streams and updates.

- Prominent logo placement on event materials, website, social media, and press releases
- Company booth placement in high traffic area with game analysis
- provided by chess professional
- Prominent display as the official Wi-Fi sponsor
- Company logo featured with Wi-Fi password



### **Girls Club Sponsorship**

**\$7,500**

Join us in creating a more equitable chess environment and ensure players of all genders have the opportunity to excel through this impactful sponsorship tier.

- Prominent logo placement on event materials, website, social media, and press releases
- Recognition during Girls Club instructional sessions
- Featured on Girls Club event signage
- Featured as primary sponsor on future Girls Club video



### **Title 1 & At-Risk Youth Programs**

**\$2,500 (limit 3)**

Help give a Title 1 chess team the opportunity to receive professional coaching and access to a dedicated team room for the National K-12 Grade Championships.

- Prominent logo placement on event materials, website, social media, and press releases
- Featured as a team sponsor on event signage near team rooms
- Personalized thank you on social media from sponsored team



### **Live Streaming Sponsorship**

**\$1,500**

Expand your brand's reach by sponsoring the US Chess live stream, connecting with a global audience in real time.

- Prominent logo placement on event materials, website, social media, and press releases
- Engage with chess enthusiasts through interactive content
- Customized mentions during streams

# CHESS IN THE U.S.

Recent studies estimate that more than 13 million Americans play chess regularly, while another 46.6 million play occasionally. That doesn't surprise us at US Chess — we're in the middle of a boom that shows no signs of abating. Three Americans are in the world's top 10 and six in the top 20. Our focus is on nurturing the next generation, and our national tournaments are consistently setting new attendance records.

Chess is universal. It's a unique bridge between cultures, because anyone can play chess regardless of age, gender, physical capacities, or even language. Our tournaments — scholastics, in particular — reflect our rich diversity, transcending perceived differences and building a strong community.

Sponsors of our events gain exposure to a broad, engaged, and diverse audience, both in our flagship magazine *Chess Life* (with a print circulation of over 18,000) and on our Chess Life Online website, which attracts 110,000 unique users each month seeking the latest chess news, tournament opportunities, local clubs, and more.

**110k+**

US Chess Members  
Nationwide

**16k+**

US Chess sanctioned  
Tournaments Annually

**86%**

increase in events  
from 2003 to 2023

**1,200+**

US Chess Affiliate  
Clubs

STATS: US CHESS; PHOTOS, NEXT PAGE: CAROLINE KING

## BENEFITS OF CHESS

Chess offers benefits that extend beyond just being a game. Here are some key advantages:



**INTERPERSONAL COMMUNICATION:** Chess fosters communication skills, respect for others, and an appreciation for diverse perspectives through shared play.

**COGNITIVE SKILLS:** Chess enhances critical thinking and problem solving as players plan and anticipate their opponents' moves.

**CONCENTRATION AND FOCUS:** Chess requires sustained attention, which can enhance overall concentration in other areas of life.

**MENTAL ACUITY:** Studies suggest that playing chess can improve academic performance in children.

**ACCOUNTABILITY:** Chess helps children understand the consequences of their actions.

**EMOTIONAL SKILLS:** Children learn to cope with losses and setbacks, developing a sense of resilience and sportsmanship.

**LIFELONG LEARNING:** Chess offers endless opportunities for learning and improvement, keeping the mind engaged at any age.



THANK  
YOU



**Partner with US Chess:**  
[development@uschess.org](mailto:development@uschess.org)