



The Philosophy Behind Gymnastics

Beginning with recreational gymnastics classes, through all levels of team competition to the elite level, gymnastics builds confidence, time management and goal setting skills, self-discipline, self-esteem and good work ethics.

Gymnastics instills in young people confidence in all aspects of their lives, physical fitness, healthy eating habits, and positive attitudes towards their bodies. Gymnastics builds a social group of friends who have healthy attitudes towards their peers, parents, and coaches. This also discourages negative behavior such as drugs, smoking, and drinking alcohol. These are happy, healthy teens with a high level of self-confidence that helps them to be successful in not only gymnastics, but in school and in their personal development.

Gymnastics is a sport that will give these children skills they can use for the rest of their lives. In gymnastics, children are supported in their endeavors with the desire that they will grow to be self-reliant individuals who enjoy good health and self-confidence as integral parts of their lives.

“TEACH CHILDREN THAT THEY CAN ACHIEVE AND THEY WILL REMEMBER THE LESSON FOR LIFE”

Audience Demographics

The 2011 Excalibur Cup at the Virginia Beach Pavilion and Convention Center to be held on February 18, 2012 through February 19, 2012 will also have two other commercial groups with conventions. The total audience that corporate advertising will reach over the weekend is estimated at 7,000 to 10,000 people.

The following demographic information is from a 1999 survey conducted by Hill & Knowlton, Inc. to identify and define key audiences comprising the USA Gymnastics membership base. USA Gymnastics audiences are upscale, “influential” customers. They are active, family-oriented, and have considerable buying power.

Quick Facts

- More than 54% of the families attending gymnastics events have household incomes exceeding \$50,000/year
- 61% of gymnastics audiences were able to identify the title sponsor of the event they attended without aid
- 55% of gymnastics audiences attend gymnastic events as a family unit (four or more per group)
- 60% of the surveyed gymnastics audiences flew at least once on a domestic airline during the previous year **Three**

Key Demographic Groups:

- ***Affluent Executives (35%)** Upscale professionals with “college plus” educations, living in the nation’s finest metropolitan suburbs. They are characterized by top socio-economic status, hold one third of the \$75K+ per household incomes and net worth in the US and have conspicuous consumption level. *** Dominant Age Groups: 35-54**
- **Mobile Families (45%)** Young, active, educated families with children, living in upper-middle class suburbs and "boom town." *** Dominant Age Groups: 25-44**
- **Small Town Americana (20%)** This group represents the average American family. They tend to have high school educations, middle-class incomes, and skilled blue-collar occupations. Consumer preferences are skewed strongly towards American products. *** Dominant Age Groups: 35-54**