



Event Sponsorship Prospectus

2027 SEASON



MISSION

Empower people, enrich lives, and enhance communities

US Chess National Events bring together the most passionate, dedicated, and rapidly growing community in American chess. This prospectus outlines partnership opportunities for organizations that want to align their brand with strategy, excellence, and the next generation of champions.

VISION

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



About US Chess

The US Chess Federation (US Chess) is the official governing body and nonprofit 501(c)(3) organization for chess players and chess supporters in the United States. US Chess represents the United States in the World Chess Federation (FIDE), connecting members with chess players worldwide.

Founded in 1939 through the merger of the American Chess Federation and the National Chess Federation, US Chess now serves more than 115,000 members and 1,300 affiliated chess clubs and organizations. Every year, US Chess sanctions and rates more than 18,000 tournaments and 1.1 million games, while organizing and supporting national events for players of all ages and skill levels.



US Chess Impact

Playing chess develops logic, pattern recognition, creativity, and STEM readiness. It is one of the most accessible tools for cultivating future innovators. Supporting US Chess events supports the organization's

- ◆ Scholastic expansion for Title I schools and regional circuits;
- ◆ Digital modernization of national rating and membership systems; and
- ◆ Support for National Championships and high-visibility events.

A Game for Every Generation

Chess is one of the few activities where an 8-year-old and an 80-year-old compete as equals at the same board. US Chess events routinely bring together players ranging from kindergartners to centenarian members, with parents, grandparents, coaches, and volunteers connecting across age and experience in ways few other activities can replicate. For sponsors, that means a single partnership reaches multiple generations of families at once — turning tournament halls into genuine cross-generational community gathering places, not single-demographic events.

Why Invest In US Chess?

Chess is more than a game — it's an incubator for the skills business, government, science, technology, AI, and other industries are racing to cultivate and understand — places where many of our young US Chess players will thrive. A partnership with US Chess lets your organization invest directly in the pipeline of strategic thinkers, problem solvers, and credibility that matters most to your industry.



A DATA-RICH ENVIRONMENT

With over 1.2 million rated games played annually, US Chess generates one of the richest structured datasets in youth education — an ideal environment for AI research, model testing, and analytics partnerships.



INCLUSIVE AND GLOBAL

Chess is one of the few activities that crosses every socioeconomic, geographic, and cultural line, making a US Chess partnership a natural, credible extension of your corporate social responsibility strategy.



INDUSTRY CAN THRIVE HIRING CHESS PLAYERS

Chess trains the mind through abstraction, pattern recognition, predictive modeling, and decision-making under uncertainty—the same reasoning skills that power the next-generation workforce.



SCALABLE STEM INTERVENTION

Chess programs deliver outsized returns at low cost, making them one of the most efficient STEM interventions available, with an infrastructure of coaches, teams, and clubs nationwide to reach millions of students nationwide.



PROVEN IMPACT ON ACADEMIC + COGNITIVE GROWTH

Independent research consistently links chess play to measurable gains in math performance, memory, creativity, and persistence — outcomes that align directly with corporate education and workforce-development goals.



CULTURAL ALIGNMENT

From competitive gaming to Silicon Valley, chess has become shorthand for strategic intelligence — an association that resonates authentically with engineering, gaming, and tech culture.



COMMUNITY BUILDING

Chess brings people together to build communities, support community goals, teach collaboration to overcome adversity, and focus on values we all believe in — health, economic stability, education, and empowerment.



Audience & Reach

US Chess is a major Regional-to-National player, connecting sponsors with passionate chess players, dedicated families, educators, and vibrant communities across every state — a growing, increasingly diverse membership committed to making chess accessible to all. Our events are in the 95th to 99th percentile of ALL U.S. businesses, trades, and professional gatherings by cumulative annual attendee volume.

US CHESS BY THE NUMBERS

- ♣ 70,000+ rated players, including 112 Grandmasters and 122 International Masters
- ♣ 15,000+ female members, including 24 Women International Masters and 18 Women Grandmasters
- ♣ 1,136,199 rated games played in 2025, most run by local clubs
- ♣ An estimated 71+ million casual chess enthusiasts in the U.S. – a growing segment for growth

The National Events Landscape

FIVE PREMIER NATIONAL TOURNAMENTS

Five premier national tournaments showcase America's top talent each year. The 2027 schedule includes the following events,

- ♣ High School Championship, Schaumburg (Chicago), IL, from April 2 – 4, 2027;
- ♣ Elementary (K-6) Championship, Columbus, OH, from April 30 – May 2, 2027;
- ♣ Middle School (K-8) Championship, Round Rock (Austin), TX, from May 14 – 16, 2027;
- ♣ U.S. Open Championship, Dallas, TX, from August 2 – 8, 2027; and
- ♣ K-12 Grade Championships, Orlando, FL, from December 3 – 5, 2027.

UNMATCHED SCALE

- ♣ U.S. Open features six prestigious state invitational events with 300 elite players competing from every state in the nation.
- ♣ Events combine in-person tournament excitement with modern digital and streaming content engagement.



23K Annual Event Attendees



4,600 Attendees Per Event



115K+ Active Members



70K+ Youth Players



40K+ Adult Players



95K Social Followers



29K Facebook Follows



5K YouTube Follows



45K X Followers



16K Instagram Followers



Sponsorship Partnership Tiers

US Chess offers seven partnership tiers, each designed to align with a range of marketing goals, budgets, and desired visibility. Items in **bold italics>** are unique to that tier.

GRANDMASTER PARTNER (ONE OFFERING)

\$50,000 Annually

- 🔑 Exclusive naming rights across all five national events
- 🔑 Premier branding across all digital platforms at all five national events
- 🔑 Naming a tournament award (e.g., Best Game Award, Sportsmanship Award, or Blitz Championship Award)
- 🔑 Presence at all five national events, including one free-standing banner and one booth
- 🔑 Comped event badges for two sponsor attendees at each event
- 🔑 Partner logo in four pre-event email blasts
- 🔑 Highlighted logo placement on the website
- 🔑 Logo placement on the event website
- 🔑 Social media engagements (Facebook, X, YouTube, Instagram), two per day of the event
- 🔑 Social media engagement via Facebook pinned post, one per day of the event
- 🔑 Sponsor logo on the US Chess YouTube live stream, including “sponsored by” designation
- 🔑 On-site materials placed on tables throughout the event, as the event location allows (exact location cannot be guaranteed)
- 🔑 Logo placement on official badges and lanyards*
- 🔑 Sponsor message during the Awards Presentation

KING PARTNER (TWO OFFERINGS)

\$35,000 Annually

- 🔑 Skittles Room Sponsor - A casual, unofficial space at a tournament venue where players, parents, and coaches can play unrated pick-up games, analyze past rounds, socialize, or wait between official US Chess matches.
- 🔑 Or, Chess Control Sponsor - The central administrative and operational headquarters on-site. It manages on-site registration, late entries, round-by-round pairing adjustments, byes, score reporting, player dispute resolutions, and general tournament staff coordination.
- 🔑 Branding across all digital platforms at all five national events
- 🔑 Presence at all five national events, including one free-standing banner and one booth
- 🔑 Comped event badges for two sponsor attendees at each event
- 🔑 Partner logo in three pre-event email blasts
- 🔑 Logo placement on the website
- 🔑 Logo placement on the event website
- 🔑 Social media engagements (Facebook, X, YouTube, Instagram), two per day of the event
- 🔑 Social media engagement via Facebook pinned post, one per day of the event
- 🔑 Sponsor message during pre-round announcement
- 🔑 Logo placement on official badges and lanyards, if available*
- 🔑 Half-page advertisement in each magazine during the month of the event

US Chess National Events offer a proven, high-visibility platform to reach passionate chess players, dedicated families, and engaged communities nationwide. Let's talk about building a partnership tailored to your goals.

NationalEvents@USChess.org | 931.200.9477

QUEEN PARTNER

\$25,000 Annually

- 📌 Naming rights for specific programs (e.g., Women and Girls Initiative) at all five national events
- 📌 Presence at all five national events, including one booth
- 📌 Comped event badges for two sponsor attendees at each event
- 📌 Partner logo in three pre-event email blasts
- 📌 Logo placement on the website
- 📌 Logo placement on the event website
- 📌 Social media engagements (Facebook, X, YouTube, Instagram), two per day of the event
- 📌 Social media engagement via Facebook pinned post, one per day of the event

KNIGHT PARTNER

\$15,000 Annually

- 📌 Branding of one event Wi-Fi, water stations, or charging stations based on availability
- 📌 Presence at all five national events, including one booth
- 📌 Comped event badge for one sponsor attendee at each event
- 📌 Partner logo in two pre-event email blasts
- 📌 Logo placement on the event website
- 📌 Social media engagements (Facebook, X, YouTube, Instagram), one per day of the event
- 📌 Social media engagement via Facebook pinned post, one per day of the event

ROOK PARTNER

\$10,000 annually

- 📌 Presence at all five national events, including one booth
- 📌 Logo placement on the event website
- 📌 Social media engagements (Facebook, X, YouTube, Instagram), one per day of the event
- 📌 Social media engagement via Facebook pinned post, one per day of the event

PAWN PARTNER

\$5,000 annually

- 📌 Presence at all five national events, including one booth
- 📌 Logo placement on an event website

** Five-week turnaround time required to complete lanyard orders. Make Your Brand a Champion*





Why Sponsor US Chess National Events?

- ◆ Reach 115,000+ passionate chess enthusiasts and families nationwide, in a trusted, educational environment where parents are actively invested in their children's development.
- ◆ Amplify brand visibility across badges, lanyards, event signage, the official website, the US Chess mobile event app, social media, and live-streaming broadcasts.
- ◆ Create experiential, memorable brand moments — from booths and interactive activations to awards-ceremony recognition — that go beyond traditional advertising.
- ◆ Support chess growth and inspire the next generation of champions, while aligning your brand with strategy, focus, and achievement.

Make Your Brand a Champion

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