



GATEWAY
DECATHLON

SPONSORSHIP OPPORTUNITIES

PUBLIC + MEDIA EXPOSURE



PAST DECATHLONS

Average On-site Public Exposure

- + Visitors: between **60,000** and **100,000** participate in **200,000 - 300,000** total house tours.
- + School programs: **3,000** middle-school and high-school students and teacher visitors.

Average Worldwide Media Coverage

- + Media impressions: **1.50 - 2.04** billion
- + Total media stories: **890 - 2,400**
- + Online articles: **1,230 - 1,750**
- + Website: up to **3.2 million** page views and **500,000** visitors

ST. LOUIS ATTRACTIONS

Average Visitors Per Year (2 weeks)

- + Ballpark Village **6,000,000** (230,000)
- + Gateway Arch National Park **1,618,000** (62,000)
- + Museum at Gateway Arch **979,000** (37,000)
- + Anheuser-Busch Brewery **600,000** (23,000)

GATEWAY DECATHLON



The Gateway Decathlon is a landmark opportunity to research, innovate, build, and lead the global transformation of the design and construction industry.

The inaugural competition will be held October 2025 in St. Louis, Missouri and consist of 10 diverse contests covering today's most pressing questions about the future of housing, including **Design, Engineering & Construction, Materials & Supply Chain, Livability, Innovation, Dwelling Functionality, Energy Performance, Water Optimization, Market Viability and Communications.**

The competition will showcase innovative designs and technologies while aiming to create a new marketplace for sustainable, off-site housing. Local and international university teams will gather to compete side-by-side to showcase the uniquely designed and built dwelling unit and attract thousands of visitors and consumer interest worldwide. Past decathlon type events have drawn crowds of 60 - 100,000 people over a two-week event. With this competition village situated at the epicenter of the city, surrounded by Gateway Arch, Busch Stadium and Anheuser-Busch Brewery, this will surely capitalize on

those in downtown looking for a unique experience. Gateway Decathlon is located within the new **Gateway South** Design & Construction Innovation District. This new mixed-use redevelopment plan is positioned to activate and revitalize the historically significant, currently blighted site, and create a sustainable growth engine for the city, region, and innovators within the Design & Construction Industry.

For decades, construction has lagged other industries in efficiency gains. Now labor shortages, rising material costs and large-scale unmet demand for more and better (more sustainable) housing call for advancement in the way we build and the way we live.

While other sectors (i.e. entertainment, tech, finance, music) have benefited from sector-specific density in Hollywood, Silicon Valley, Wall Street and Nashville, respectively, Gateway South will be the first-ever **geographic hub** for this sector and the perfect place to host this educational event.

Come be a part of this amazing opportunity to connect the leaders of today with the innovators of tomorrow!

Gateway South Innovation District DBA Gateway Decathlon is a 501(c)(3) non-profit and your sponsorships (both monetary and in-kind) may be tax deductible. Please discuss with your tax advisor.



For any questions, please contact us at:
eventhq@gatewaydecathlon.com

SPONSORSHIP LEVELS & BENEFITS

Each level includes the benefits from the levels below

TITLE SPONSOR \$500,000 +

- + Competition Village naming rights

PLATINUM \$250,000 +

- + Prime placement of Sponsor's brand on the GWD sponsorship page
- + Recognition of Sponsor in GWD outreach and social media communications
- + Inclusion of Sponsor's brand in GWD media kit, with quote from CEO or President
- + Physical signage at GWD on-site event that feature Sponsor's brand (e.g., gateways, competitor nameplates, welcome station signs)
- + Sponsor speaker role at the GWD opening ceremony and final awards ceremony

GOLD \$100,000 +

- + Recognition in GWD outreach communications
- + Premier seating at GWD opening ceremony and final awards ceremony
- + Opportunity to showcase a full-scale example of your product
- + Public space naming rights (one public space such as a beer garden, play area, park space, etc.)

SILVER \$50,000 +

- + Invitations and seating at GWD opening ceremony and final awards ceremony
- + VIP tours of GWD houses at the competition site
- + Use of GWD brand for one year after the competition

BRONZE \$25,000 +

- + Invitations to GWD opening ceremony and final awards ceremony
- + Provision of Sponsor-branded items for GWD student teams
- + Access to resumes of participating students (portal)

GOOD NEIGHBOR UP TO \$24,999

- + Sponsor's brand on gatewaydecathlon.com web pages that link to Sponsor's website
- + Inclusion of Sponsor's brand in GWD media kit
- + Complimentary exhibition space for educational purposes