

PHENOMENAL REIMAGINED INSPIRATIONAL MEMORABLE EVOLUTIONARY

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# PRIME ALL STARFINALE



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# DEAR GYM OWNERS, COACHES, FAMILIES, AND ATHLETES

Welcome to the Prime All Star Finale in Fort
Lauderdale! We are beyond excited to host you
for a weekend of fierce competition,
unforgettable experiences, and incredible
memories.

Our mission is to create an athlete-first event that not only showcases your talent but also delivers an exciting and high-energy environment that you won't find anywhere else. From phenonemal athlete experiences, program awards, and more. We've designed this competition with YOU in mind.

Get ready to compete, celebrate, and enjoy everything Fort Lauderdale has to offer!

See you in the SUN!

## DECLARATION DAY

Your first step to securing your spot at the First Annual Prime All Star Finale

## Why Declare?



### One Form = All Access

Covers all events. No need to fill out additional forms.



### **Promo Kit**

Custom social media graphics for your program



### **Preferred Pricing**

Lowest Finale rates + opportunties to earn more.



### **Program Award Eligible**

Have the opportunity to win a PROGRAM Award that unlocks lower pricing for your entire progrma.



### **Must See Bids**

Earn the coveted MUST SEE bid and receive FREE registration.



### **Finale Gifts**

Given at awards ceremonies at Prime Alliance events

## Why it matters?

### Capacity is expected to fill

Teams who wait to declare even after winning awards or bids—may not have space to attend.

DECLARE + \$500/team deposit = GUARANTEED PERFORMANCE SLOT



(Deposit is fully refundable)

### **SCAN TO DECLARE**

QR CODE COMING SOON)

## DECLARATION DAY

## DECLARATION OF INTENT TO ATTEND

this ways, declaration In resembles the forms programs have been completing for individual events over the years. However, our extensive experience as event producers and the invaluable benefit of hindsight have led efficient, develop a more expanded and beneficial use of this step. Participation in Declaration Day is key to unlocking the unique benefits of the event, accessing the lowest pricing, and ensuring your program's ability to attend the First Annual Prime Allstar Finale.

## DECLARATION DAY Wednesday, October 1, 2025.

Programs intending to attend the event can submit their declaration of intent. In return, they will receive a social media kit to promote their decision, along with graphics to share with their athletes.

This is the only time during the season that a program needs to fill out a form, and it applies to all Prime Alliance Events. Completing this step is also the first move toward reducing attendance costs.

Additionally, this declaration notifies the chosen Prime Alliance Event that the program is eligible—provided there is a sufficient number of teams attending—to receive the Program Award, which further lowers costs for all the program's teams. It also positions them to earn one of the coveted "Must See" Paid Bids, potentially resulting in reduced or even free registration.

### **SELECT AN EVENT**

While not required, the next step in participation and in reducing registration costs is to compete at one or more of the more than 70 events offered nationwide by the Prime Alliance.



## DECLARATION DAY

It is highly anticipated that the event will reach capacity. To reserve performance slots, programs can submit a refundable deposit of \$500 per team along with their Declaration. Without this deposit, if capacity is reached during the season, teams waiting until after competing in a Prime Alliance event to determine if they are Program Winners or Must See Bid recipients could find the unfortunate situation of having no available performance slots, even with lower-than-standard or free registration options.

The benefits of Declaration Day are extensive. It not only allows programs to lower costs and guarantees event participation, but it also returns full control to Program Owners regarding program's season finale. their Additionally, having several months Participants, Programs, for Parents to plan travel arrangements and book hotel accommodations, while eliminating the stress of "bid chasing," offers immeasurable advantages.

In recognition of this unique innovation, and to ensure teams do not miss out on the benefits of Declaration Day, this season program may submit their Declaration Form at any time up to 30 days prior to the Prime Alliance Event they intend to attend. Again, this is only if registration space at the Prime Finale is available at that time.



# VIBE AND EVENT HIGHLIGHTS

## **What Makes This Event Different?**

## **Opening** Celebration

We kick things off in true South Florida style. Picture golden hour, palm trees, music, and moments that set the tone for an epic weekend.

## **First Day** Recognition

Day 1 isn't just for warming up - we recognize each team as a prime performance with a Prime All Star Finale Medal.

### **Senior Zone**

Celebrate with your graduating seniors in our senior zone.

# Celebrations story - we'll help celebrate it.

Miestone First-time flyers? 10th season anniversary? Major comeback year? We're here for it. Tell us your

## **Prime Awards**

This is more than winning divisions. We honor leadership, grit, and heart with:

> The Coaches Award The Sportsmanship Award The Prime Program Award

## **Legacy Trophy**

Legacy Trophy - The crown jewel. Awarded to the program that defines what PRIME is all about: heart, consistency, growth, and impact.

At the Prime All Star Finale in Fort Lauderdale, we're bringing regal energy, luxe beach vibes, and an unforgettable celebration of everything your program stands for. This isn't just a competition - it's a crowning experience

# COMPETITION PRIZES AND AWARDS



# BID INFO



### **OPEN ACCESS – EVERYONE IS WELCOME**

This is an inclusive finale event—no bid required. If you're ready to compete in a championship-level production, you're invited. But when you go the extra mile, Prime meets you with recognition.

### **DECLARATION DAY COMMITMENT**

Declaration Day is your moment to secure your spot and lock in exclusive perks. Programs who register on October 1 will gain access to discounted pricing, early planning privileges, and premium placement consideration.

### PRIME ALLIANCE PARTICIPANT RATE

Compete at any regular season Prime Alliance event and unlock access to the \$199 discounted rate for the Finale.

### **PRIME PROGRAM AWARD**

Awarded to programs who attend a two day Prime Alliance event with at least three teams. The award will be based on the top three scores from each eligible program. The highest-scoring program wins a \$2,000 credit toward their Prime Finale registration fees.

### FINALE FAN - BID

Earned at Prime Alliance event during the season. Finale Fan Bids are reserved for teams attending a 1 day event. Winners unlock \$99 registration fees for the Finale. .

### **MUST SEE PAID - BID**

Must See Bids are reserved for teams attending a 2 day event.

Winners unlock \$0 registration fees for the Finale.

## PRICING PATHWAY

## **ELITE PRICING**

\$299

anyone can attend at this price

\$249

participate in declaration day on Oct 1 and unlock your first discount

\$199

Attend ANY ELIGIBLE Prime Alliance regular season event to unlock this additional discounted price.

\$99

Earn a Finale Fan partial paid bid to unlock this discount. OR compete at any 3 Prime Alliance regular season events.

\$0

Win a MUST SEE Paid Bid! The ultimate prize for show-stopping teams!

Win the PRIME PROGRAM AWARD (At any two-day Prime Alliance event. Must have 3 teams attend to be eligible.) Earn \$2000 toward your Prime Program Registration fees, minimum 3 teams attending.

## PRICING PATHWAY

## PREP & REC PRICING

\$199

anyone can attend at this price

\$149

participate in declaration day on Oct 1 and unlock your first discount

\$99

Attend ANY ELIGIBLE Prime Alliance regular season event to unlock this additional discounted price.

\$49

Earn a Finale Fan partial paid bid to unlock this discount. OR compete at any 3 Prime Alliance regular season events.

\$0

Win a MUST SEE Paid Bid! The ultimate prize for show-stopping teams!

# EVENT SCHEDULE



# HOTEL INFO

### **Event Location:**

1950 Eisenhower Blvd, Fort Lauderdale, FL 33316, United States

## OMNI FORT LAUDERDALE

### **Contact Us:**

Email: connect@theprimealliance.com

Phone: 704-609-1111

### Follow Us for Updates!

https://www.theprimealliance.com/





## Join The Movement Today!

We are a community of business owners! We work together to help each other grow, gain knowledge, and provide support.



updates, perks, and everything you need to know!

want to hear from you-submit a blog. Become a contributor and inspire our community!

toward business owners with a focus on personal growth covering topics of YOUR choosing.

facility management, leadership, and motivation.



**SAVE 15% ON ALL EVENTS AS A MOTUS MEMBER** 





# **OUR PARTNERS**



## THANK YOU!

Dear Gym Owners, Coaches & Families,

The entire Prime Alliance team and our partners are overwhelmed with gratitude for your incredible support!

Your trust has empowered us to create extraordinary experiences for your athletes. We don't just organize competitions—we build memories, foster growth, and celebrate excellence in ways that truly matter.

### What Makes Us Different:

- Athlete-Focused Excellence: Every decision we make centers on enhancing your athletes' journey
- Genuine Partnership: We're in this together, supporting your success every step of the way
- Innovation & Growth: Constantly evolving to bring fresh opportunities to the All Star community

We can't wait to see you this season and celebrate together at the Prime All Star Finale!

With deepest appreciation,

THE PRIME ALLIANCE TEAM

