

THE #1 HIGH SCHOOL
TOURNAMENT IN THE NATION!



PRESENTED BY:



2018

**SPONSORSHIP
OPPORTUNITIES**



TOURNAMENT OVERVIEW

December, 17 - 22, 2018 at Suncoast Credit Union Arena
America's #1 High School Basketball Tournament

One of Southwest Florida's most exciting annual events is the Culligan City of Palms Basketball Classic. 2018 marks the forty-sixth year of the top tournament in the nation featuring the highest ranked players and teams.

Meet the stars of tomorrow! During the tournament, the finest talent among high school basketball players from across the nation will be showcased in front of thousands of fans, families, teams, coaches, media and scouts. 2017 featured 14 current or preseason top 40 teams in America, according to Hoop Scoops and Rivals.com.

The Culligan City of Palms Basketball Classic receives national coverage from countless media outlets. Hundreds of radio commercials are part of the pre-event marketing plan. Live interviews and promotional broadcasts will be featured during the tournament. Various Southwest Florida and national newspapers, such as USA Today, ESPN.com, and ESPN Magazine, provide extensive coverage of the week-long tournament.

The continual growth of the ongoing Culligan City of Palms Classic is due to support from local, regional and national businesses. Participating in the Culligan City of Palms Classic is a great way for businesses to reach

an assortment of target audiences within their communities and the nation.

- *More than 15,000 fans attend the tournament over six days.*
- *Median ages range from 50-65.*
- *40% of the fan base is business owners or upper management.*
- *67% of reserved tickets have household income over \$100,000.*
- *During the 2017 tournament over 77,000 visited our website and we had 1.7 million impressions on Twitter.*

For a list of NBA Draft picks, McDonald's All American tournament participants, Coaches, Scouts and Celebrities please visit: CityofPalmsClassic.com

TO BECOME A SPONSOR OR PURCHASE A PROGRAM AD:

John Naylor, Executive Director
johnnaylor@cityofpalmsclassic.com or call 239.489.1085



SPONSORSHIP LEVELS

SOLD

TITLE SPONSOR • \$50,000

Currently taken by: The Mast Family Culligan

PRE-EVENT MARKETING ACTIVITIES:

- Company name mentioned as part of tournament title in all radio advertisements.
- Company name listed in tournament title in all press releases.
- Company name beside the City of Palms Tournament logo.
- Company name and logo on all pages of the tournament website
- Company logo and hyperlink featured on the home page of tournament website.
- Logo listing in all marketing and promotional pieces prior to event.
- Special recognition at pre tournament press conference and party at Bahama Breeze Island Grille
- VIP Booster Memberships.
- Tournament Banner Backdrop with logo for press conferences.

SOLD

PRESENTING SPONSOR • \$25,000

Currently taken by: Enterprise "Rent-A-Car"

PRE-EVENT MARKETING ACTIVITIES:

- Company name mentioned in all radio advertisements.
- Company name listed as Presenting Sponsor in all press releases.
- Company name listed beneath logo as Presenting Sponsor
- Company logo listing on all pages of the tournament website
- Company logo and hyperlink on the home page of tournament website.
- Name mention in all marketing and promotional pieces prior to event
- VIP Booster Memberships.

EVENT MARKETING ACTIVITIES:

- Exclusivity within the industry with exception of prior sponsors already grandfathered.
- Two full page color ads in tournament program.
- Logo listing in all print and TV coverage.
- 12 reserved seats.
- 6 reserved parking passes.
- 12 Limited Edition Nike T shirts
- VIP pictures with celebrities, select teams, players and coaches.

POST-EVENT MARKETING ACTIVITIES:

- Year round name and logo listing on website
- Name mention in all post tournament interviews
- Featured in Newsletter

EVENT MARKETING ACTIVITIES:









































- Exclusivity within the industry with exception of prior sponsors.
- Logo and company name mention on all television broadcasts.
- One full-page color ad and one full page b/w ad in tournament program.
- Logo listing made available in all print and TV coverage.
- 10 reserved seats.
- 5 reserved parking passes.
- 10 Limited Edition Nike T shirts
- VIP pictures with some teams, players and coaches.

POST-EVENT MARKETING ACTIVITIES:

- Year round name and logo listing on website



SPONSORSHIP LEVELS

	ALL-STAR SPONSOR	JUMP START SPONSOR	FAST BREAK SPONSOR	LAYUP SPONSOR	FREE THROW SPONSOR	THREE POINT SPONSOR
LED Ribbon Board						
Reserved Seats	 10	 8	 6	 4	 3	 2
Reserved Parking Pass	 4	 4	 3	 2	 1	 1
Logo on Website Homepage						
Half Page Program ad						
Full Page Program ad						
Mention In Digital Newsletter						
Floor Seats	 4					
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500	\$1,000

SOLD

SLAM DUNK COMPETITION

SOLD

THREE POINT SHOOTOUT

All Sponsor Benefits:

EVENT MARKETING ACTIVITIES:

- Commercial broadcasts by tournament announcer at games.
- Recognition in Sponsor Section on program and website.
- Full page advertisement in tournament program (*3 Point Sponsor receives Half page*)



PROGRAM ADVERTISING

AD SIZES:

FULL PAGE BLEED \$1,200
8.75" x 11.25" (bleed), 8.5" x 11" (trim), 7.5" x 10" (live area*)

FULL PAGE \$1,200
8" x 10.5" (actual size) with a 7.5" x 10" (live area*)

HALF PAGE \$750
8" x 5.125" (actual size) with a 7.5" x 4.625" (live area*)

QUARTER PAGE \$500
3.875" x 5.125" (actual size) with a 3.375" x 4.625" (live area*)

BUSINESS CARD (on Friends of the Classic page)... \$150

ALL ADS ARE FULL COLOR:

Please supply them in CMYK format.

ACCEPTABLE FILE TYPES:

High-resolution PDF files are preferred. We will also accept 300dpi JPEG and TIFF files.

All other file types are not acceptable and will be rejected.

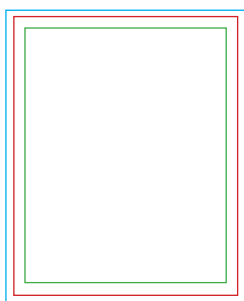
AD SUBMISSION:

Please supply all ads via email to
[name] at [email address here].

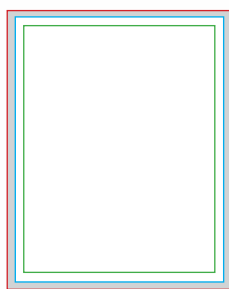
Digital ad material must be received by Friday, Nov. 2, 2018.

ANY QUESTIONS?

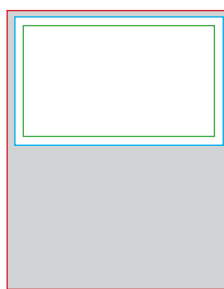
johnnaylor@cityofpalmsclassic.com, or call 239.489.1083



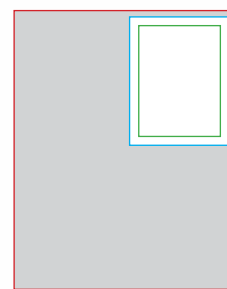
FULL PAGE BLEED



FULL PAGE



HALF PAGE



QUARTER PAGE



FOLLETT HOSPITALITY PAVILION

One of the dynamic features of the suncoast credit union Arena at Florida SouthWestern State College is the Follett Hospitality Pavilion. This 1649 square foot, glass walled venue overlooks the basketball court from the south end of the arena.

It provides a great opportunity to entertain key clients in an exciting unique venue. A wide variety of food options are available from FSW catering. A full bar and beverage service is available from professional facilities management (PFM). Food and beverage would be arranged directly with FSW and PFM. Attached is the 2016 FSW catering guide. PFM charges are about \$20-\$25 per person.



The base cost of the hospitality pavilion for a two hour period (5-7pm) is \$2,750. This fee includes:

Use of Pavilion (your choice of set up)

40 reserved seats (good all day)

20 VIP Parking passes

Complimentary admission for your staff working the event

*Your company or organization name
and logo on the LED ribbon board*

*Mention of your company or organization by
the arena announcer.*

FOR FURTHER INFORMATION OR QUESTIONS:

John Naylor, Executive Director

johnnaylor@cityofpalmsclassic.com or call **239.489.1085**

MONDAY DECEMBER 17, 2018

TUESDAY DECEMBER 18, 2018

SOLD

WEDNESDAY DECEMBER 19, 2018

THURSDAY DECEMBER 20, 2018

FRIDAY DECEMBER 21, 2018

SATURDAY DECEMBER 22, 2018