

48TH ANNUAL • DECEMBER 17-22, 2021
THE #1 HIGH SCHOOL TOURNAMENT IN THE NATION!



2021
**SPONSORSHIP
OPPORTUNITIES**

SUNCOAST CREDIT UNION ARENA • FLORIDA SOUTHWESTERN STATE COLLEGE

PRESENTED BY:



BACK. BETTER THAN EVER.



TOURNAMENT OVERVIEW

December, 17-22, 2021 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. 2021 marks the forty-eighth year of the top tournament in the nation featuring the highest ranked players and teams.

Meet the college and NBA 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. 2019 featured 11 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.

TO BECOME A SPONSOR OR PURCHASE A PROGRAM AD:

Mary Schaack, *Director of Sales* • maryschaack@cityofpalmsclassic.com or call **815.210.5182**
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
- Tournament Banner Backdrop with logo for press conferences.

SOLD

PRESENTING SPONSOR • \$25,000

*Currently taken by: Enterprise "Rent-A-Car",
The North Law Firm, & Millennium Physician Group*

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

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.
- 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.
- 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
LED Ribbon Board					
Reserved Seats	 ¹⁰	 ⁸	 ⁶	 ⁴	 ²
Reserved Parking Pass	 ⁴	 ⁴	 ³	 ²	 ¹
Logo on Website Homepage					
Full Page Color Program ad					
Mention In Digital Newsletter					
Floor Seats	 ⁴				
	\$10,000	\$7,750	\$5,500	\$2,750	\$1,750

SOLD

SLAM DUNK COMPETITION

Currently taken by: Edison National Bank

SOLD

THREE POINT SHOOTOUT

Currently taken by: The North Law Firm



PROGRAM ADVERTISING

AD SIZES:

FULL PAGE BLEED **\$1,500**

8.75" x 11.25" (bleed), 8.5" x 11" (trim), 7.5" x 10" (live area*)

FULL PAGE **\$1,500**

8" x 10.5" (actual size) with a 7.5" x 10" (live area*)

HALF PAGE **\$1,000**

8" x 5.125" (actual size) with a 7.5" x 4.625" (live area*)

QUARTER PAGE **\$750**

3.875" x 5.125" (actual size) with a 3.375" x 4.625" (live area*)

EIGHTH PAGE **\$500**

3.875" x 2.5" (actual size) with a 3.375" x 2" (live area*)

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

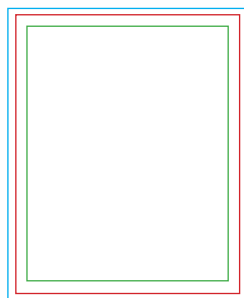
John Naylor at johnnaylor@cityofpalmsclassic.com

Digital ad files must be received by Friday, October 29, 2021.

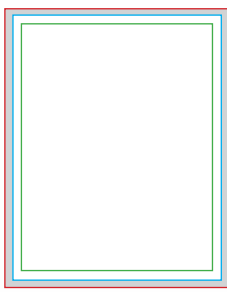
ANY QUESTIONS?

maryschaack@cityofpalmsclassic.com, or call 815.210.5182

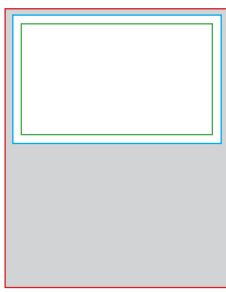
johnnaylor@cityofpalmsclassic.com, or call 239.489.1085



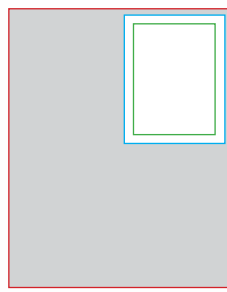
FULL PAGE BLEED



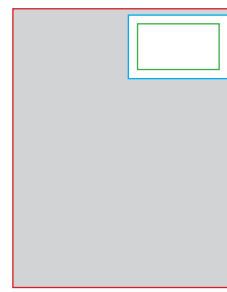
FULL PAGE



HALF PAGE



QUARTER PAGE



EIGHTH 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 or have a holiday party in an exciting unique venue. A wide variety of food and beverage options are available from FSW catering.



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.**

FRIDAY, DECEMBER 17, 2021

SATURDAY, DECEMBER 18, 2021

SUNDAY, DECEMBER 19, 2021

MONDAY, DECEMBER 20, 2021

TUESDAY, DECEMBER 21, 2021

WEDNESDAY, DECEMBER 22, 2021

FOR FURTHER INFORMATION OR QUESTIONS:

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