

49TH ANNUAL • DECEMBER 16-21, 2022



2022 SPONSORSHIP OPPORTUNITIES



**FUTURE NBA
ON DISPLAY!**

MILLENNIUM
PHYSICIAN GROUP

The North Law Firm, P.A.
Accident and Injury Cases

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS

SUNCOAST CREDIT UNION ARENA • FLORIDA SOUTHWESTERN STATE COLLEGE



TOURNAMENT OVERVIEW

DECEMBER 16-21, 2022 • SUNCOAST CREDIT UNION ARENA

At Florida SouthWestern State College

America's #1 High School Basketball Tournament

One of Southwest Florida's most exciting annual events is the Culligan City of Palms Basketball Classic. 2022 marks the forty-ninth 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. 2021 featured 11 current or preseason top 40 teams in America, according to Hoop Scoops, Rivals.com and MaxPreps.

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 attendees 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 2021 tournament over 77,000 visited our website and we had 1.7 million impressions on Twitter.

Visit our website for or a list of NBA Draft picks, McDonald's All American tournament participants, Coaches, Scouts and Celebrities.

BECOME A SPONSOR OR PURCHASE A PROGRAM AD TODAY!

John Naylor, *Executive Director* • johnnaylor@cityofpalmsclassic.com • 239.489.1085

Mary Schaack, *Director of Sponsorships, Assistant Executive Director* • maryschaack@cityofpalmsclassic.com • 815.210.5182

CITYOFPALMSCLASSIC.COM



SPONSORSHIP OPPORTUNITY LEVELS

SPONSORSHIP OPPORTUNITY LEVELS

Tournament Title Sponsor • \$50,000

Sold • Mast Family Culligan

PRE-EVENT MARKETING

- Name mentioned as part of tournament title in all radio advertisements.
- Name listed in tournament title in all press releases.
- Name beside the City of Palms Tournament logo.
- Name and logo on all pages of tournament website.
- Company logo and hyperlink featured on tournament website homepage.
- Logo placement in all marketing and promotional pieces prior to event.
- Tournament specific a-la-carte options available—social media, etc.
- Logo placement on tournament banner backdrop for press conferences.

EVENT MARKETING

- 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

- Year round name and logo listing on website
- Name mentioned in all post-tournament interviews.
- Featured in digital newsletter.

Presenting Sponsor • \$25,000

Sold • Millennium Physician Group & The North Law Firm

PRE-EVENT MARKETING

- Name mentioned in all radio advertisements.
- Name listed as a Presenting Sponsor in all press releases.
- Name listed beneath City of Palms Tournament logo as a Presenting Sponsor.
- Name listing on all pages of tournament website.
- Company logo and hyperlink featured on tournament website homepage.
- Name mentioned in all marketing and promotional pieces prior to event.
- Tournament specific a-la-carte options available—social media, etc.

EVENT MARKETING

- Industry exclusivity with exception of prior sponsors.
- Name and logo mentioned in all TV broadcasts.
- One full page color ad in tournament program.
- Logo listing in all print and TV coverage.
- 10 reserved seats.
- 5 reserved parking passes.
- VIP pictures with some teams, players and coaches.

































POST-EVENT MARKETING

- Year round name and logo listing on website



SPONSORSHIP OPPORTUNITY LEVELS

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	ALL-STAR SPONSOR	JUMP START SPONSOR	FAST BREAK SPONSOR	LAYUP SPONSOR	FREE THROW SPONSOR
LED Ribbon Board					
Reserved Seats	 6	 8	 6	 4	 2
Reserved Parking Pass	 4	 4	 3	 2	 1
Logo on Website Homepage					
Full Page Color Program Ad					
Digital Newsletter					
Floor Seats	 4				
Social Media					
	\$10,000	\$7,750	\$5,500	\$2,750	\$1,750

Slam Dunk Competition

Sold • Edison National Bank

Three Point Shootout

Sold • The North Law Firm

TOURNAMENT PROGRAM ADVERTISING & A LA CARTE SPONSORSHIP OPPORTUNITIES ALSO AVAILABLE



TOURNAMENT PROGRAM ADVERTISING

TOURNAMENT PROGRAM ADVERTISING

Digital Ad Files Must Be Received By Friday, October 28, 2022

AD SIZES

Full Page Bleed • \$1,000

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

Full Page • \$1,000

8 x 10.5 (**actual size**), 7.5 x 10 (**live area**)

Half Page • \$750

8 x 5.125 (**actual size**), 7.5 x 4.625 (**live area**)

Quarter Page • \$500

3.875 x 5.125 (**actual size**), 3.375 x 4.625 (**live area**)

Eighth Page • \$250

3.875 x 2.5 (**actual size**), 3.375 x 2 (**live area**)

COLOR

All ads are full color. Please supply artwork in CMYK format with all blacks used set at 100% K and not a mixture of CMYK.

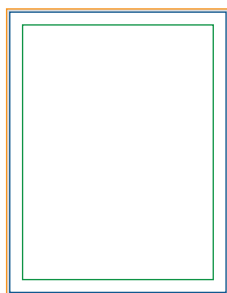
ACCEPTABLE FILE TYPES

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

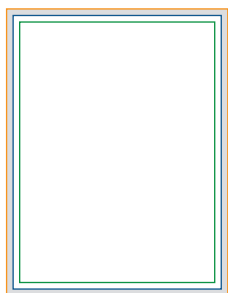
All other file types are not acceptable and will be rejected.

AD SUBMISSION

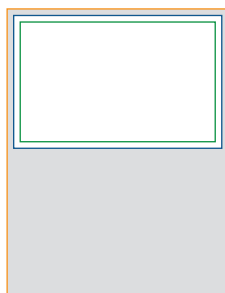
Please supply all ads via email to John Naylor or Mary Schaack.



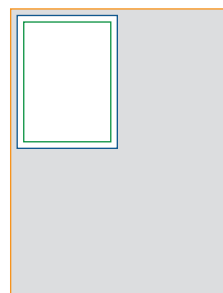
FULL PAGE BLEED



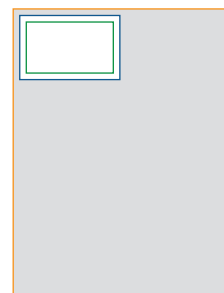
FULL PAGE



HALF PAGE



QUARTER PAGE



EIGHTH PAGE

ANY QUESTIONS? PLEASE CONTACT US!

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A LA CARTE SPONSORSHIPS

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PRINT MATERIALS	DESCRIPTION	PRICING
49th Annual Culligan City of Palms Classic Limited Edition Commemorative Tournament Program	Premium Positioning • Inside Covers • Full Color • 2 Spots Available	\$1,500
	Full Page • Full Color	\$1,000
	1/2 Page • Full Color	\$750
	1/4 Page • Full Color	\$500
	1/8 Page • Full Color	\$250
NEW! Bracket Guide	Special City of Palms Classic Basketball Tournament Bracket Full Color • 4 Spots Available	\$400
ID Badge Sponsor	Sponsor Logo on Back • Issued to All Staff, Media & VIPs • 2x2 • Full Color	\$250 / 6 Days
ACTIVITIES	DESCRIPTION	PRICING
Arena PA Shout Outs	Sponsor-Supplied • 15-30 Second • Over 6 Days • 1 or 2 Times Daily Available	\$50 / 1 Daily \$150 / 2 Daily
Arena Banner Placement	Press/Team Entrance • Box Office • Front Entry • Food Truck Patio Sponsor-Supplied • 3'x3' Max • 4 Spots	\$300 / 6 Days
Welcome Bag Sponsor	Sponsor-Supplied Swag Distributed to All Participants • 5,000 Pieces Max	\$400
LOCKER ROOMS	DESCRIPTION	PRICING
Hallway Banner Placement	Locker Room Hallways • Sponsor-Supplied • 4'x4' Max • 4 Spots Available	\$300 / 6 Days
Locker Room Banner Placement	Official Locker Rooms • Team Locker Rooms • Media Room Sponsor-Supplied • 4'x4' Max • 4 Spots Available	\$500 / 6 Days
Sponsor of the Day	Sponsor-Supplied Handouts Distributed in Locker & Media Rooms 2 Arena PA Shout Outs • 2 General Admission Tickets • 6 Days Available	\$500
Sponsor Vendor Table	Saturday & Sunday	\$300
DIGITAL MEDIA	DESCRIPTION	PRICING
Digital Newsletter	Sponsor Banner Ad • 6 Issues Yearly • 1 Highlight Yearly • 2 Spots Available	\$500
Social Media Advertising	City of Palms Classic Tournament Facebook, Instagram & Twitter Platforms Event Only: 10 Posts Across 6 Days • Annual: 2 Posts Monthly Across 12 Months	\$500 / Event Only \$800 / Annual

SOLD



PAVILION & SKYBOX SUITES

PAVILION & SKYBOX SUITE SPONSORSHIPS

Follett Hospitality Pavilion Reservations

One of the dynamic features of the Suncoast Credit Union Arena at Florida SouthWestern State College is the Follett Hospitality Pavilion. This 1,649 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 Florida SouthWestern State College catering.

The base cost for reserving the hospitality pavilion from 5pm until end of day is \$2,750.

INCLUDES

- Use of Pavilion with Choice of Set Up
- 40 All-Day Reserved Seating
- 20 VIP Parking Passes
- Complimentary Admission for All Staff Working Event
- Company / Organization Name and Logo Displayed on LED Ribbon Board
- Mention of Company / Organization by Arena Announcer

DATES AVAILABLE

Friday, December 16, 2022

Saturday, December 17, 2022

Sunday, December 18, 2022

Monday, December 19, 2022

Sold • First Horizon Bank

Tuesday, December 20, 2022

Wednesday, December 21, 2022

Skybox Suite Reservations

Two regular skybox suites available.

Six-Day Skybox Suite • \$7,500

Up to 14 People, 4 VIP Parking Passes. Food options available for purchase.

Six-Day Skybox Suite Sponsorship • \$10,000

LED Ribbon Board Mention, PA Shout Out, Social Media the Entire Week of Tournament, Program Ad and 4 VIP Parking Passes. Food options available for purchase.

CONTACT US FOR FURTHER INFORMATION OR QUESTIONS

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