

50TH ANNIVERSARY • DECEMBER 18-23, 2023

Suncoast Credit Union Arena • Florida Southwestern State College • Fort Myers, Florida



2023
**SPONSORSHIP
OPPORTUNITIES**

MILLENNIUM
PHYSICIAN GROUP

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS

 **Attorney Joe North**
Accident and Injury Cases





TOURNAMENT OVERVIEW

DECEMBER, 18-23, 2023 AT SUNCOAST CREDIT UNION ARENA

America's #1 High School Basketball Tournament

This year we celebrate the 50th anniversary of America's #1 High School Basketball Tournament. One of Southwest Florida's most exciting annual events is the City of Palms Classic, which takes place each December at Suncoast Credit Union Arena on the campus of Florida Southwestern State College.

Each year, Fort Myers becomes home to the nation's top high school basketball players and teams. With the type of talent in town, you are sure to see current and past NBA players, Top NCAA Coaches, and sports agencies on the courtsides of our event.

The City of Palms Classic receives national coverage from countless media outlets, radio commercials, live interviews, and promotional broadcasts that will be featured leading up to the event. With our new media partnership with Paragon Marketing Group, we have expanded our coverage by having ESPNU showcase the 6-day event.

The continual growth of the City of Palms Classic is due to the support of our local small businesses, regional and national businesses. Becoming a sponsor for the City of Palms Classic is a great way for your business to not only

hit their target audience but to expand their audience. Let's continue to grow our hometown tournament, with high level talent!

For more information regarding past players, games, and tournaments please visit our website at cityofpalmsclassic.com

Fun Facts About City of Palms Classic:

- Currently, 15% of the entire NBA has played in at least one game at the City of Palms Classic
- More than 20,000 attendees over six days
- Median ages range from 40-60
- 40% of fan base are local or national business owners or upper management
- 67% of reserved tickets have a household income of \$150,000 plus
- During the 2022 tournament, we increased our following on Instagram from 7.8K to 10.8K, reached 228k new accounts (+474% over 2021), 23.6k accounts engaged (+1,226% over 2021) due to the increased marketing efforts by MADE Hoops®
- Median age for social media 18-44 (2022)

TO BECOME A SPONSOR OR PURCHASE A PROGRAM AD TODAY!

Mary Schaack, *Executive Director* • mary@cityofpalmsclassic.com • 815.210.5182

Haley Cabral, *Director of Sponsorships* • haley@cityofpalmsclassic.com & **Caleb Hagar**, *Director of Sponsorships* • caleb@cityofpalmsclassic.com

CITYOFPALMSCLASSIC.COM



SPONSORSHIP OPPORTUNITY LEVELS

Tournament Title Sponsor • \$50,000

Sold

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 ACTIVITIES:

- 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 ACTIVITIES:

- 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 ACTIVITIES:

- Year round name and logo listing on website



SPONSORSHIP OPPORTUNITY LEVELS

Slam Dunk Competition • \$10,000

Sold • Edison National Bank

Three Point Shootout • \$10,000

Sold • The North Law Firm

NEW! Trophy Sponsors • \$7,000

WHAT'S INCLUDED

- PA Announcement when trophy is presented
- Member of staff joins City of Palms Board for trophy presentation
- Social media recognition on post
- 6 reserved seats
- 2 parking passes
- Logo on Ribbon Board, Website, ½ page Program AD social media, etc.

AVAILABILITY

Sunshine Series Champion

Sunshine Series 2nd Place

Signature or Small-Town Series Champion

Signature or Small-Town Series 2nd Place

Classic Bracket Consolation Runner Up

Classic Bracket Consolation Champion

Classic Bracket 5th Place

Classic Bracket 6th Place

Classic Bracket 4th Place
































Classic Bracket 3rd Place *Sold • The North Law Firm*

Classic Bracket 2nd Place *Sold • Millennium Physician Group*

Classic Bracket Champion *Sold • Title Sponsor*



SPONSORSHIP OPPORTUNITY 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	 2				
Floor Seats					
	\$10,000	\$7,750	\$5,500	\$2,750	\$1,750



SPONSORSHIP OPPORTUNITY LEVELS

**DIGITAL AD FILES MUST BE RECEIVED
BY FRIDAY, OCTOBER 27, 2023**

AD SIZES

FULL PAGE BLEED **\$1,000**
8.75 x 11.25 (bleed), 8.5 x 11 (trim), 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)

EIGHTH PAGE **\$250**
3.875 x 2.5 (actual size) with a 3.375 x 2 (live area)

ALL ADS ARE FULL 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.

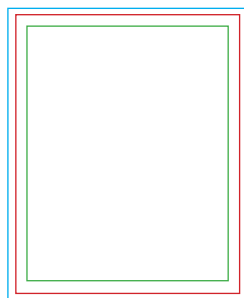
ACCEPTABLE FILE TYPES

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

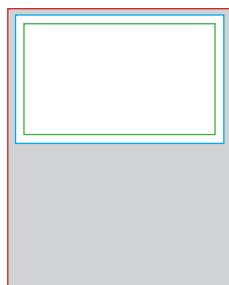
All other file types are not acceptable and will be rejected.

AD SUBMISSION

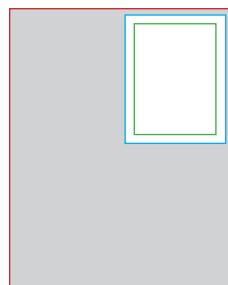
Please supply all ads via email to Mary Schaack, maryschaack@cityofpalmsclassic.com



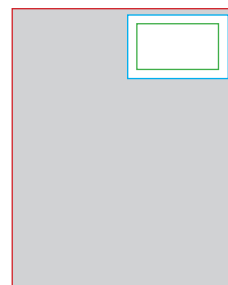
FULL PAGE BLEED



HALF PAGE



QUARTER PAGE



EIGHTH PAGE

ANY QUESTIONS? PLEASE CONTACT US!

Mary Schaack, Executive Director • mary@cityofpalmsclassic.com • 815.210.5182

Haley Cabral, Director of Sponsorships • haley@cityofpalmsclassic.com & Caleb Hagar, Director of Sponsorships • caleb@cityofpalmsclassic.com

CITYOFPALMSCLASSIC.COM



A LA CARTE SPONSORSHIPS

PRINT MATERIAL	DESCRIPTION	PRICING
50th Annual 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
Bracket Tear Out (NEW)	Event Program Center Spread • 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 • 4'x4' Max • 4 Spots	\$300 / 6 Days
Welcome Bag Sponsor	Sponsor-Supplied Swag Distributed to All Participants • 5,000 Pieces Max	\$400
SIGNAGE	DESCRIPTION	PRICING
Doors	Window clings on the doors and windows as you head out to eat	\$2000
Stair wells	Window clings along the stair wells on both sides and at the top of the stairwell.	\$1500
Bathrooms	Bathroom walls and inside bathroom clings	\$1000
Concession	Clings along the wall of the upstairs concession stand area	\$1000
Water Fountains	Clings under stair well, floor windows and drinking fountains	\$500
DIGITAL MEDIA	DESCRIPTION	
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

ANY QUESTIONS? PLEASE CONTACT US!

Mary Schaack, *Executive Director* • mary@cityofpalmsclassic.com • 815.210.5182

Haley Cabral, *Director of Sponsorships* • haley@cityofpalmsclassic.com & Caleb Hagar, *Director of Sponsorships* • caleb@cityofpalmsclassic.com

CITYOFPALMSCLASSIC.COM



PAVILION & SKYBOX SUITES

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.

WHAT'S INCLUDED

- 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

AVAILABILITY

Monday, December 18, 2023 **Sold • The North Law Firm**

Tuesday, December 19, 2023

Wednesday, December 20, 2023

Thursday, December 21, 2023 **Sold • First Horizon**

Friday, December 22, 2023—**Semi Finals Day!!**

Saturday, December 23, 2023—**Championship Saturday!**

Skybox Suite Reservations *(Two regular skybox suites available)*

Six-Day Skybox Suite • \$7,500

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 Tourmanent, Program Ad and 4 VIP Parking Passes. Food options available for purchase..

ANY QUESTIONS? PLEASE CONTACT US!

Mary Schaack, *Executive Director* • mary@cityofpalmsclassic.com • 815.210.5182

Haley Cabral, *Director of Sponsorships* • haley@cityofpalmsclassic.com & Caleb Hagar, *Director of Sponsorships* • caleb@cityofpalmsclassic.com

CITYOFPALMSCLASSIC.COM