DURHAM MLK HOLIDAY
National Invitational

"Shooting for a Cure for Cancer"

Cameron Indoor Stadium at Duke University

PLATINUM SPONSORSHIP

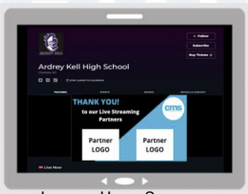
Tournament Platinum Sponsor: $20,000 (3 Available)

- Twelve (12) looped 30 second TV commercials in the arena for the tournament
- Advertisement on LED Scorer's Table and jumbotron running in a continuous loop throughout the tournament
- Full page ads on event digital program (linkable/interactive)
- 15 second PA announcements throughout the tournament (2 per game, 12 total)
- Commercial on sponsor page of the tournament website
- Company promotions/articles highlighted on event social media pages throughout the year
- Ten (10) tickets to the tournament

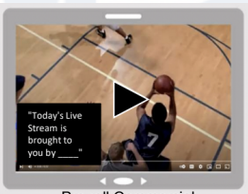
Community outreach benefits (proceeds go toward helping Durham Public Schools' Athletics):

Option A (2 Available):

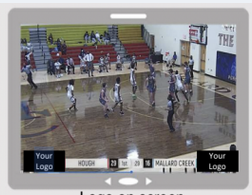
- Durham Public Schools Live Streaming package
  - Logo on School Home Page on NFHS platform
  - Customized Pre-Roll commercial played before all events
  - Logo on screen during all events



Logo on Home Screen



Pre roll Commercial



Logo on screen

Option B (1 Available)

- Website Ad Banner Superior Location (1 Available)
  - Web ads cascade from District to School to Team providing high visibility for your brand with customized URL link

GOLD SPONSORSHIP

Tournament Gold Sponsor: $15,000 (4 Available)

- Six (6) Looped 30 second TV commercials in the arena for the tournament
- Advertisement on the LED Scorer's Table running in a continuous loop throughout the tournament
- Full page ad on event digital program (linkable/interactive)
- 15 second PA announcements read throughout the tournament (1 per game)
- Logo on sponsor page of the tournament website
- 2 Social Media Posts leading up to the tournament
- Two (2) tickets to the tournament

Community outreach benefits:

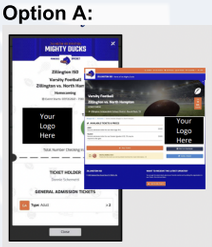
Option A:

- E-Ticketing Sponsorship (1 Available)
  - 2 Brand placements through E-Ticket purchase process

Option B:

- Website "A" Ad - Premium Location (3 Available)
  - Web Ads cascade from District to School to Team providing high visibility for your brand with customized URL link

Option A:



Ticket Spicket - Ticketing Homepage, Ad on ticket

Option B:

SILVER SPONSORSHIP

Tournament Silver Sponsor: $5000 (10 Available)

- Full page ads on event digital program (linkable/interactive)
- Logo on the LED Scorer's Table running in a continuous loop throughout the tournament
- Logo on sponsor page of the tournament website

Community outreach benefits:

- Website "B" Ad - Standard Location
  - Web Ads cascade from District to School to Team providing high visibility for your brand with customized URL link

BRONZE SPONSORSHIP

Tournament Bronze Sponsor: $2000 (20 available)

- Full page ad on event digital program (linkable/interactive)
- Logo on sponsor page of tournament website

Community outreach benefits:

- Website "C" Ad - Standard Location
  - Web Ads cascade on School to Team pages providing high visibility for your brand with customized URL link

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DURHAM SPORTS COMMISSION

Community outreach Benefits' Metrics and Impressions:

Marketing Metrics

	Durham County
Live Streaming Events	573
Total Live Streaming Views	19,058
Website Page Views	365,092
Website Users (Aug 1 2021- July 31,2022)	61,604
Database Users	5,172
E-Tickets: Total Tickets Sold (est)	65,320

Impressions:

	Durham County
Live Streaming	476,455
E-Ticketing	130,640
Website Advertisements (Banner and Side "A")	250,000

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