

SPONSORSHIP OPPORTUNITIES



Cincinnati Royal Ball

2nd ANNUAL BASKETBALL TOURNAMENT

The Friars Club | 6/20/2020 - 6/21/2020



INTRODUCTION

A WORD FROM THE TOURNAMENT ORGANIZER

We've created a **distinctly-structured** and *organized* competitive adult basketball tournament.

Our sole focus at this event is providing networking and charitable opportunities through competitive basketball. We look forward to working with organizations like *The Friars Club and more* to help make a positive impact within the Cincinnati basketball community. We look forward to exceeding the expectations of our spectators.

Jonathan Wilkerson





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EXECUTIVE SUMMARY

■ BENEFITS FOR YOUR COMPANY ■

When partnering with the Cincinnati Royal Ball has *many* benefits.

Fulfilling mutual needs for both of our organizations is vital to us. We made sure our sponsorship proposal is specifically designed towards ***your company*** and the goals you have for our organizations partnership. Similar to ***your company***, an athlete has to evolve with the time and has to stay updated on front-end trends in order to compete at the highest level.

In order to perform at a high-level, we believe the athlete must consider focusing on their training, recovery, rest and maybe most importantly their nutrition. Because **your company satisfaction is important to us**, we will deliver player surveys to each professional committed to our tournament. Some of the questions included in the survey will directly inquire about your company as an official sponsor of the Cincinnati Royal Ball and the perception they have on ***your company***. **The total package value is \$30,000 while your company investment is \$15,000.**



HISTORY

OF THE CINCINNATI ROYAL BALL ■

Brief Organizational Description

Cincinnati Royal Ball was established June of 2019 as part of Father's Day Weekend in Cincinnati, Ohio at the historic Friars Club sports venue. The first championship tournament took place with eight teams. The Royal Ball was planned and executed without any financial or operational struggles in its first year. **The tournament generated a buzz around the city as a must-see event.**

Over the course of six weeks the Cincinnati Royal Ball promoted the event daily on social media (5/1 – 6/16); the tournament generated 4,000 profile visits and 110k impressions per week, 100 weekly website clicks, and had over 700 spectators in attendance to the Cincinnati Royal Ball event. Since then, The Royal Ball is planning for the 2020 event.

HISTORY

OF THE CINCINNATI ROYAL BALL ■

Brief History

Before the The Royal Ball was established, most of the 2019 participants and organizers have always been involved in Cincinnati basketball. The tournament was designed for native or former Cincinnati basketball players to be recognized as some of Cincinnati's greatest basketball talent from either the high school, college or pro level. The minimum requirement for players is at least 1 year of NCAA basketball experience. The Cincinnati Royal Ball took steps to further raise the level of play by designating Team Captains. As a result of receiving the right to be a Team Captain, this gave them the freedom to build their own rosters. In doing this, the tournament had generated more buzz by managing to lure some marquee players from the NBA to play in The Royal Ball—including local basketball stars such as Jordan Sibert, Semaj Christon, Devin Williams, Jordon Crawford and more.

The 2019 Royal Ball drew 333 spectators to The Friars Club on 6/15 from 10 AM – 2 PM and 376 spectators on Championship Sunday 6/16 from 10 AM to 3 PM. Comments from players, spectators and The Friars Club were all extremely positive. Some even mentioned this as one of the best basketball events that Cincinnati had seen in a long-time.





DESCRIPTION

OF THE CINCINNATI ROYAL BALL ■

Venues, Attendance, and Demographics

We are composed of 8 teams; each team is required to have 7 players on each roster with a maximum of 11. Our host facility is the historic Friars Club (4300 Vine Street, St. Bernard, Ohio). It is important that our community efforts are matched with a charitable program to promote and help raise money/awareness for quality youth programs. The Friars Club program is a perfect community partner to advocate in correlation to The Cincinnati Royal Ball. Additionally, this is the best host facility currently for us at this time.

Venue Capacity:

Demographics:

Analytics:



FEATURED PLAYER

JORDON CRAWFORD ■

Cincinnati Native

LA Salle High School Legend

Bowling Green Record-Holder

Five-Year Professional Point Guard

Cincinnati Hall Of Fame

Youth Role Model

Publicly Endorsed By Floyd Mayweather Via ESPN

Over 40K Followers Across All Platforms

@IAM_JCRAW



CHAMPIONSHIP MVP

JORDAN SIBERT ■

Cincinnati Native

Princeton High School Legend

Former University Of Dayton Flyer

Five Year Professional Basketball Player

Current NBA Player - Atlanta Hawks





NBA PLAYERS APPEARANCES
LOCAL HIGH SCHOOL LEGENDS
FORMER COLLEGE ALL-AMERICANS

“Cincinnati’s Best Talent Under One Roof Since The Early Days Of The Deveroes League.”



WHAT IT IS

THE CINCINNATI ROYAL BALL PROVIDES:

Networking:

A distinctly-structured organized event with the opportunity for young athletes, parents, coaches, and others to network with professional basketball players.

Charity:

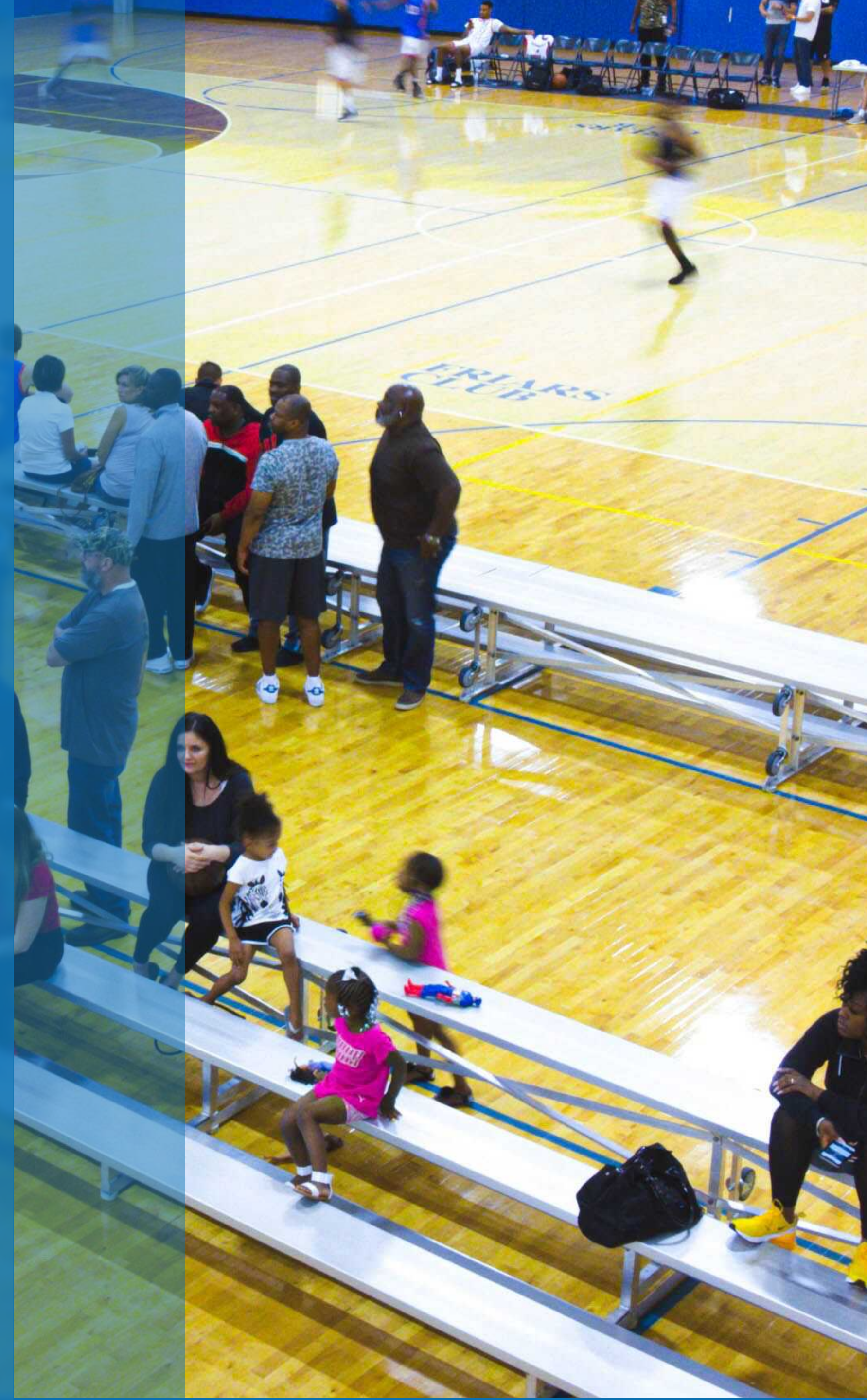
Your tax-deductible contribution can help Friar's Club provide quality programs and services to empower greater Cincinnati youth in at-risk situations to meet their life challenges and achieve their best.

Competition:

8 Teams featuring professional basketball players. Saturday Pool Play, Sunday Single Elimination Championship Tournament.

SPONSORSHIP

OPPORTUNITIES & ACTIONS ■



SPONSORSHIP PACKAGE

The goals of the sponsorship package include but are not limited to increasing sale opportunities, providing product trial opportunities, increasing media coverage and brand exposure, inclusion of on-site signage, direct customer hospitality and creation of co-sponsor opportunities.

OPPORTUNITIES & ACTIONS *(Increased Brand Exposure)*

In addition to establishing a position as **the official jersey supplier to all Cincinnati Royal Basketball Teams**, Your Company will become the **only athletic brand with advertising rights for The Cincinnati Royal Ball**.

On the right you can see the 2019 Partner, "Hoop Nerdz" has **logo placement in three different areas on the uniforms**.





MEDIA COVERAGE & EXPOSURE *(Product Trial Opportunities)*

Your Company logo brand in all team kits.

Your Company sponsor signage in the background for all The Royal Ball press conferences, including pre-game and post-game press conferences.

Exclusive rights to sponsor a select group of popular players with new products such as shirts, shoes and/or accessories.

Your Company logo will be featured at the top of the Cincinnati Royal Ball website.
A direct link to Your Company's website will also be included.

YOUR COMPANY NAMING RIGHTS *(Increased Brand Awareness)*

Your Company will have naming rights for the NEW dunk contest and 3-point competition.

Players are awarded dunk contest spots and 3-point competition spots by Fan Voting.

ON-SITE SIGNAGE (*Brand Exposure*)

20 x 20 On-Site Booth

A total of 4 signs will be alongside baseline of each court (2 courts)

INVESTMENT

One-year investment deal of \$15,000 to become the official athletic sponsor and licensed product supplier to Cincinnati Royal Ball starting with the 2020 Royal Ball Tournament. Other packages starting as low as \$1,000.

Total Value of Sponsorship Package: \$30k

Your Company Investment: \$15k



PRESENTING PARTNERSHIP (\$15,000)

SOCIAL MEDIA (\$7,500 VALUE):

- ▶ 2 FB posts from two top influencers endorsing the brand
- ▶ 1 IG Photo from Player of Choice endorsing the brand
- ▶ 1 IG video from Player of Choice endorsing the brand
- ▶ 3 Tweets from Players of Choice endorsing the brand
- ▶ Rights to all video footage and photos to repurpose across all social platforms

BRANDING (\$5,000 VALUE):

- ▶ Co-branded signage on-site
- ▶ Exclusive Branding on Jersey's
- ▶ Name and logo on all promotional materials, including print/digital media
- ▶ All media releases will include mention of the Partner as The Royal Ball's presenting partner
- ▶ Opportunity to Gift Spectators and Players

CONSIDERATIONS (\$2,500 VALUE):

- ▶ One (1) scheduled appearance promoting company
- ▶ Access to exclusive events including:
 - The Jordon Crawford Basketball Camp
 - DeVier Posey's Professional Football Skills Camp
 - The Royal Ball: Private Even
- ▶ 50 Signed Photos (8x10)
- ▶ One (1) signed jersey from championship team
- ▶ 20% Increase in Your Company's Social Media Following
- ▶ 200+ Mailing List Increase

ROYAL PARTNERSHIP (\$10,000)

SOCIAL MEDIA:

- ▶ 1 FB posts from Players of Choice or Nick Banks endorsing the brand
- ▶ Testimonial video from Player of Choice or Nick Banks
- ▶ 1 IG video from Player of Choice or Nick Banks endorsing the brand
- ▶ 2 Tweets from Players of Choice or Nick Banks endorsing the brand
- ▶ Rights to all video footage and photos to repurpose across all social platforms

BRANDING:

- ▶ On-site Activation (20x20 booth)
- ▶ Naming Rights to Pool Play Saturday.
- ▶ Partner logo including a direct link to website on the BMFC's landing page
- ▶ Partner's name and logo on all promotional materials, including print and digital media
- ▶ Opportunity to Gift Campers & Parents

CONSIDERATIONS:

- ▶ Select media releases will include mention of the Partner
- ▶ Verbal recognition at The Royal Ball Basketball Tournament
- ▶ 20 Signed Photos

GOLD PARTNERSHIP (\$5,000)

SOCIAL MEDIA:

- ▶ 3 Facebook Post
- ▶ 3 Instagram Post
- ▶ Rights to all video footage and photos to repurpose across all social platforms

BRANDING:

- ▶ Customized swag to all the players
- ▶ Opportunity for sponsored merchandise
- ▶ 3 x 8 banner to be hung at each event
- ▶ Tents on site (10x10)

CONSIDERATIONS:

- ▶ Verbal recognition at The Royal Ball
- ▶ 10 Signed Photos

SILVER PARTNERSHIP (\$1,000)

SOCIAL MEDIA:

- ▶ 1 Facebook/Instagram Post
- ▶ Rights to all video footage and photos to repurpose across all social platforms

BRANDING:

- ▶ Tents on site
- ▶ Co-branded signage on-site
- ▶ Verbal recognition at The Royal Ball





TAX-DEDUCTIBLE CONTRIBUTION

Your tax-deductible contribution will help Friars Club provide quality programs and services to empower Greater Cincinnati youth in at-risk situations to meet their life challenges and achieve their best.



A CONTRIBUTION CAN BE MAILED TO:

Friars Club, Inc.
4300 Vine St., Cincinnati, OH 45217

CALL 513.488.8777

THANK YOU!

www.CincyRoyalBall.com



@CINCYROYALBALL

CincyRoyalBall@gmail.com

TO SECURE YOUR SPOT: CONTACT JONATHAN WILKERSON 513-252-1904