



Dear Prospective Partner,

The 12<sup>th</sup> Annual **Dominique Wilkins Senior Showcase All-Star Weekend** featuring the **Florida vs. USA Hardwood Classic** and **Florida Hardwood Challenge** is coming to Orlando on April 9-11, 2010. For over a decade, the event has continued to develop into one of the nation's premier All-Star events showcasing some of the best high school basketball players from around the country.

NBA Hall of Famer, Dominique "Human Highlight Reel" Wilkins became involved in the three-day weekend during its 12th year in an effort to expand on the success of this unique High School Basketball All-Star event that blends athletic excellence, educational opportunities and community enrichment for everyone involved.

The Senior Showcase All-Star Weekend is supported entirely by our generous sponsors and volunteer staff committed to making the event a success. To do this, we need your help. We offer a variety of ways for your company to get involved including advertising & marketing opportunities, in-kind donations, goody bags, and sponsoring a youth for the event.

On behalf of everyone on the 2010 Senior Showcase All Star Weekend Committee we thank you in advance for reviewing the attached the Sponsorship Kit. If you have any questions, please do not hesitate to contact us at (407) 902-6712 or (407) 765-2194. We look forward to discussing ways we can form a partnership and create a tremendous opportunity for all.

Sincerely,

Jack P. Love  
Founder and Executive Director  
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www.SeniorShowcase.net





**Name:** 12<sup>th</sup> Annual Dominique Wilkins Senior Showcase All-Star Weekend  
**Dates:** April 9-11, 2010  
**Location:** Orlando, Florida

**Event Description:** A unique High School Basketball All-Star Weekend blending athletic excellence, educational opportunities, sports entertainment and community enrichment events for players, coaches, families, guests, and the public. In its 12<sup>th</sup> year, Dominique "Human Highlight Reel" Wilkins joins our team in an effort to expand on the success of the event.

***Florida vs. USA Hardwood Classic***

High School Basketball All-Star Game featuring the top 12 players from Florida versus 12 of the top players from around the nation. Players experience a first-class weekend full of social, athletic, and community based activities culminating with the 3-Point Shootout, Slam Dunk Contest, and Florida vs. USA Hardwood Classic All-Star Game.

***Florida Hardwood Challenge***

Over 100 unsigned boys and girls basketball players from around the state participate in activities designed to provide opportunities to earn athletic and/or academic college scholarships. Event includes special training workouts, recruitment education sessions, nutritional sessions, social activities, and participation in an exposure All-Star Game in front of college coaches and scouts.

***Hoops for H.O.P.E.***

An outreach program designed to unite people and community in an atmosphere of giving, service, and mentorship. The project pairs 24 under privileged youth with the 24 Team Florida vs. Team USA Hardwood Classic All-Star players, working together to lead a community service project in the Orlando area. In addition, the program forms a mentorship uniting each of the select youth with an All-Star player to remain in contact beyond the bounds of the event, supporting each others future while pledging to remain drug and alcohol free.

**Media:** Orlando Sentinel print coverage, Bright House Networks Local TV Broadcast, 102 JAMZ radio coverage, Fasttrack Scouting Live Web Streaming, as well as numerous other local & national print magazines and internet media outlets.

**2009 Statistics:** -close to 18,000 viewers tuned into the live web broadcast on FasttrackScouting.com  
-over 60,000 users visited the official Senior Showcase website at www.seniorshowcase.net





## SPONSOR PACKAGES

### Title Sponsor

- Event named after your company or organization (i.e.: Dominique Wilkins Senior Showcase All-Star Weekend presented by: your company)
- (8):30 second commercials during live streaming broadcast for all (4) games
- Sponsor Exclusivity
- Website Banner
- 1:00 Website Commercial
- Live Streaming Web Channel Banner
- 200 tickets (or donated to youth organization in your name)
- 16 Magic tickets (or donated to youth organization in your name)
- 16 VIP reception passes at Magic game
- Promotional partner on all radio spots
- Promotional partner on all print ads
- Promotional partner on all social media promotions
- Promotional partner in all press releases
- Promotional partner in all print marketing collateral
- Two full-page ad in the event program
- 8' x 3' vinyl banner at event
- Court side signage
- Player Bench signage
- 15 PA announcements during all 4 games
- V.I.P. Package
- Expo table and distribution of product or services at the event

### Platinum Sponsor

- Team Florida vs. Team USA Hardwood Classic named after your company (i.e. Your Company...Team Florida vs. Team USA Hardwood Classic)
- (4) :30 second commercials during live streaming broadcast
- Sponsor Exclusivity by category
- Website Banner
- :30 Website Commercial
- Live Streaming Web Channel Banner
- 100 tickets (or donated to youth organization in your name)
- 4 Magic tickets (or donated to youth organization in your name)
- Promotional partner on all print ads
- Promotional partner in all press releases
- Promotional partner in all print marketing collateral
- One full-page ad in the event program
- 5 PA announcements during all 4 games
- V.I.P. Package
- Expo table and distribution of product or services at the event

## Gold Sponsor

- Slam Dunk Contest or 3-Pt Shootout named after your company (i.e. Your Company Name...Slam Dunk Contest or 3-Point Shootout)
- Website Banner
- Live Streaming Web Channel Banner
- :15 Website Commercial
- 50 tickets (or donated to youth organization in your name)
- Promotional partner on all print ads
- Promotional partner in all press releases
- Promotional partner in all print marketing collateral
- ½ page ad in the event program
- 2 PA announcements during all 4 games
- V.I.P. Package
- Expo table and distribution of product or services at the event

## Silver Sponsor

- Florida Hardwood Challenge named after your company (i.e. Your Company...Florida Hardwood Challenge)
- Logo placement on Website
- Logo placement on Web Channel
- 25 tickets (or donated to youth organization in your name)
- 1/2 page ad in the event program
- V.I.P. Package
- Expo table and distribution of product or services at the event

## Time-out Sponsor

- Time-outs during the Hardwood Classic All-Star Game named after your company (i.e. Your Company Name...Timeout)
- Logo placement on Website
- Logo placement on Web Channel
- 10 tickets (or donated to youth organization in your name)
- ¼ page program ad
- V.I.P. Package

\*Advertising packages range from \$500 -- \$25,000 depending on your specific marketing goals and needs. Contact us today to customize a sponsorship package that helps you reach your goals with professionally delivered advertising and public relations event opportunities.

