



# CIRCLE CITY CLASSIC<sup>®</sup>

## 2017 SPONSORSHIP PACKAGE

LUCAS OIL STADIUM | INDIANAPOLIS, INDIANA



**IBE**

Indiana Black Expo, Inc.

[www.circlecityclassic.com](http://www.circlecityclassic.com)



# CLASSIC GAME SPONSORSHIP

## Branding/Marketing

## Branding/Marketing (In Stadium)

## Tickets & Hospitality

### TITLE

- Name included in the title of the event
- Name and logo displayed on Circle City Classic® branding including t-shirts, credentials and all print advertisements
- Logo included on the downtown street pole banners
- Recognition during all Circle City Classic® events
- Company name included in television and radio advertisements
- Opportunity for live broadcast coverage during the Circle City Classic® parade
- Two (2) entries in the Circle City Classic® Parade
- One (1) 20x20 space in the Classic Tailgate
- One (1) full page color advertisement on Back cover of the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Corporate executive remarks during the Classic Coaches Luncheon
- Logo and link prominently displayed on the Circle City Classic® website homepage

### PRESENTING

- Name included in the title of the event
- Name and logo displayed on Circle City Classic® branding including t-shirts, credentials and all print advertisements
- Company name included in television and radio advertisements
- One (1) entry in the Circle City Classic® Parade
- One (1) 10x10 space during the Classic Tailgate
- One (1) full page color advertisement on inside front cover the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Corporate executive introduced during the Classic Coaches Luncheon
- Logo prominently displayed on the Circle City Classic® website homepage

### CO-SPONSOR

- One (1) entry in the Circle City Classic® Parade
- One (1) 10x15 space during the Classic Tailgate
- One (1) full page advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Corporate executive introduced during the Classic Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website homepage

- Ten (10) :30 second video commercials (provided by sponsor preferably in 16:9 HD Format)
- Eight (8) 5-10 word public address announcements
- Ten (10) 3x12 field level banners
- Introduction of corporate executive(s) at pre-game ceremony
- Opportunity for corporate executive(s) to participate in the coin toss
- Opportunity for corporate executive(s) to present game MVP award

- Four (4) 30 second video commercials (provided by sponsor preferably in 16:9 HD Format)
- Four (4) 5-10 word public address announcements
- Four (4) 3x12 field level banners
- Opportunity for corporate executive(s) to participate in the pre-game ceremony
- Opportunity for corporate executive(s) to participate in official game ball presentation

- Two (2) 30 second video commercials (provided by sponsor preferably in 16:9 HD Format)
- Two (2) 5-10 word public address announcements
- Two (2) 3x12 field banners

### \$200,000

- Two (2) suites for the Circle City Classic® football game
- Twenty-five (25) guest suite credentials
- One-hundred (100) \$50 game tickets
- Seventy-five (75) \$30 game tickets
- Twenty-five (25) \$15 game tickets
- Twenty (20) \$10 parade tickets
- Three (3) tables seating thirty at the Classic Coaches Luncheon
- Two (2) tables seating twenty at the Classic Cabaret
- Ten (10) invitations to the Classic VIP Sponsor Reception

### \$125,000

- One (1) suite for the Circle City Classic® football game
- Ten (10) guest suite credentials
- Twenty-five (25) \$30 game tickets
- One (1) table seating ten at the Classic Coaches Luncheon
- One (1) table seating ten at the Classic Cabaret
- Two (2) invitations to the Classic VIP Sponsor Reception
- Ten (10) \$15 game tickets

### \$50,000

- One (1) suite for the Circle City Classic® football game
- Fifteen (15) guest suite credentials
- Thirty-five (35) \$30 game tickets
- Fifteen (15) \$15 game tickets
- One (1) tables seating twenty at the Classic Coaches Luncheon
- Two (2) tables seating twenty at the Classic Cabaret
- Four (4) invitations to the Classic VIP Sponsor Reception

# CLASSIC GAME SPONSORSHIP

Branding/Marketing

Branding/Marketing  
(In Stadium)

Tickets & Hospitality

## HALFTIME PERFORMANCE

- Name included in the title of the event
- Company name included in television and radio advertisements
- One (1) 15x15 space during the Classic Tailgate
- One (1) entry in the Circle City Classic® Parade
- Opportunity for corporate executive to ride in the parade
- One (1) full page color advertisement in the Classic Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website homepage

- Two (2) :30 second video commercials (provided by sponsor preferably in 16:9 HD Format)
- Company name and/or logo repeatedly displayed on two smaller screens above the JumboTron Screen during Halftime performance
- Two(2) 5-10 word public address announcements
- Two (2) field banners
- Opportunity for corporate executive remarks or award presentation during halftime

**\$75,000**

- One (1) suite during the Circle City Classic® football game
- Fifteen (15) guest suite credentials
- Thirty-five (35) \$30 game tickets
- Fifteen (15) \$15 game tickets
- Two (2) tables seating twenty at the Classic Coaches Luncheon
- Two (2) tables seating twenty at the Classic Cabaret
- Four (4) invitations to the Classic VIP Sponsor Reception

## BATTLE OF THE BANDS

- Name included in the title of the event
- Company name included in television and radio advertisements
- One (1) 15x15 space during the Classic Tailgate
- One (1) entry in the Circle City Classic® Parade
- One (1) full page color advertisement in the Classic Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website homepage

- Two (2) :30 second video commercials (provided by sponsor preferably in 16:9 HD Format)
- Two (2) 5-10 word public address announcements
- Company name and /or logo displayed on two smaller screens above the JumboTron during the Battle of the Bands
- Two (2) 3x12 field banners
- Executives introduced on the field during award presentations to bands

**\$75,000**

- One (1) suite during the Circle City Classic® football game
- Fifteen (15) guest suite credentials
- Thirty-five (35) \$30 game tickets
- Fifteen (15) \$15 game tickets
- Two (2) tables seating twenty at the Classic Coaches Luncheon
- Two (2) tables seating twenty at the Classic Cabaret
- Four (4) invitations to the Classic VIP Sponsor Reception

## INSTANT REPLAY

- One (1) full page color advertisement in the Classic Game Program
- Logo & link prominently displayed on the Circle City Classic® website

- Four (4) 5-10 word public address announcements
- Name and Logo displayed with the instant replay during the Classic football game

**\$20,000**

- Four (4) guest suite credentials
- Eight (8) \$15 game tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

## GAME PROGRAM

- One (1) full page color advertisement in the Classic Game Program
- Logo & link prominently displayed on the Circle City Classic® website

- Four (4) 5-10 word public address announcements
- Name and Logo displayed with the instant replay during the Classic football game

**\$20,000**

- Four (4) guest suite credentials
- Eight (8) \$15 game tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

# CLASSIC TAILGATE PARTY

Branding/Marketing

## TAILGATE PRESENTING

- Name and/or logo included on event signage
- Company name included in television and radio advertisements
- One (1) 20x20 space during the Classic Tailgate
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Logo prominently displayed on the Circle City Classic® website
- Link from Circle City Classic® website to company website

Branding/Marketing  
(In Stadium)

- Two (2) 5-10 word public address announcements

Tickets & Hospitality

## \$50,000

- Eight (8) guest suite credentials
- Thirty (30) \$30 game tickets
- Thirty (30) \$15 game tickets
- Two (2) invitation to the Sponsor VIP Reception

## TAILGATE CO-SPONSOR

- Name and/or logo included on event signage
- One (1) 10x10 space during the Classic Tailgate
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Link from Circle City Classic® website to company website

## \$15,000



# CLASSIC PARADE SPONSORSHIP

## Branding/Marketing

## Branding/Marketing (In Stadium)

## Tickets & Hospitality

### TITLE

- Name included in the title of the event
- Name and logo displayed on Circle City Classic® branding including t-shirts, credentials and all print advertisements
- Logo included on the downtown street pole banners
- Recognition during all Circle City Classic® events
- Company name included in television and radio advertisements
- Opportunity for live broadcast coverage during the Circle City Classic® parade
- Two (2) entries in the Circle City Classic® Parade
- One (1) 15x15 space during the Classic Tailgate
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Corporate executive introduced during the Classic Coaches Luncheon
- Logo and link prominently displayed on the Circle City Classic® website home page

- Opportunity to provide remarks in the Parade Grandstand
- Twelve (12) banners displayed along the parade route
- Signage displayed in the television broadcast booth and VIP tent
- Two (2) :30 commercials displayed during the parade broadcast
- Opportunity for live TV interview during parade broadcast

### \$100,000

- One (1) suite during the Circle City Classic® football game
- Ten (10) guest suite credentials
- Fifty (50) \$10 parade tickets
- Twenty (20) \$30 game tickets
- One (1) table seating ten at the Classic Coaches Luncheon
- Four (4) invitations to the Classic VIP Sponsor Reception
- Ten (10) invitations to the Classic Parade Viewing Reception
- One (1) table seating ten at the Classic Cabaret

### PRESENTING

- Name included in the title of the event
- Name and logo displayed on Circle City Classic® branding including t-shirts, credentials and all print advertisements
- Company name included in television and radio advertisements
- Opportunity for live broadcast coverage during the Circle City Classic® Parade
- One (1) entry in the Circle City Classic® Parade
- One (1) 10x15 space during the Classic Tailgate
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Corporate executive introduced during the Classic Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website home page

- One(1) entry in the Classic Parade
- Six (6) banners displayed along the parade route
- Logo displayed on Parade Volunteer apparel

### \$75,000

- One (1) suite during the Circle City Classic® football game
- Thirty-five (35) \$10 game tickets
- Forty-five (45) \$15 game tickets
- One (1) table seating twenty at the Classic Coaches Luncheon
- Two (2) tables seating twenty at the Classic Cabaret
- Four (4) invitations to the Classic VIP Sponsor Reception
- Twenty (20) \$16 parade tickets

### CO-SPONSOR

- One (1) entry in the Circle City Classic® Parade
- One (1) 10x15 space during the Classic Tailgate
- One (1) full page advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Corporate executive introduced during the Classic Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website home page

- Two (2) :30 second video commercials (provided by sponsor preferably in 16:9 HD Format)
- Two (2) 5-10 word public address announcements
- Two (2) 3x12 field banners
- Two (2) 3x12 banners along the parade route

### \$50,000

- Twenty-five (25) \$30 game tickets
- One (1) table seating twenty at the Classic Cabaret
- Four (4) invitations to the Classic VIP Sponsor Reception
- Twenty-five (25) \$15 game tickets
- Ten (10) \$16 parade tickets

# CLASSIC PARADE SPONSORSHIP

Branding/Marketing

Branding/Marketing  
(In Stadium)

Tickets & Hospitality

## GRAND MARSHALL PRESENTING

- One (1) entry in the Circle City Classic® Parade
- One (1) 10x15 space during the Classic Tailgate
- One (1) full page advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Corporate executive introduced during the Classic Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website homepage

- Four (4) banners displayed along the parade route
- Logo displayed on Parade Volunteer apparel
- Opportunity to be introduced with the Parade Grand Marshal during the Classic Football Game
- Photo opportunity with selected Parade Grand Marshal

## \$50,000

- One (1) suite during the Circle City Classic® football game
- Ten (10) guest suite credentials
- Twenty-five (25) \$30 game tickets
- Two (2) tables seating twenty at the Classic Coaches Luncheon
- One (1) table seating ten at the Classic Cabaret
- Four (4) invitations to the Classic VIP Sponsor Reception
- Fifteen (15) \$16 parade tickets

## VIEWING RECEPTION

- One (1) full page color advertisement in the Classic Game Program
- Logo & link prominently displayed on the Circle City Classic® website

- Opportunity to make brief remarks during the Classic Parade Viewing Reception

## \$10,000

- Ten (10) \$10 parade tickets
- Fifteen (15) \$15 game tickets
- Two (2) invitations to the Classic VIP Sponsor Reception
- Twenty (20) \$30 game tickets
- Five (5) tickets to Classic Coaches Luncheon

## BALLOON SPONSOR-MULTIPLE AVAILABLE

- One (1) full page color advertisement in the Classic Game Program
- Logo & link prominently displayed on the Circle City Classic® website

- Special mention during the Classic parade

## \$1,000

- Four(4) \$10 parade tickets
- Two (2) invitations to the Classic VIP Sponsor Reception
- Two (2) tickets to Classic Coaches Luncheon

## PEP RALLY PRESENTING

- Name and/or logo included on event signage
- Opportunity for corporate executive to make brief remarks during the Classic Pep Rally
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Logo prominently displayed on the Circle City Classic® website

- One (1) :30 second video commercials (provided by sponsor preferably in 16:9 HD Format)
- One (1) 5-10 word public address announcement

## \$15,000

- Ten (10) \$10 parade tickets
- Ten (10) \$15 game tickets
- One (1) invitations to the Classic VIP Sponsor Reception

## PEP RALLY CO-SPONSOR

- Name and/or logo included on event signage
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Link from Circle City Classic® website to company website

- One (1) :30 second video commercials (provided by sponsor preferably in 16:9 HD Format)
- One (1) 5-10 word public address announcement

## \$5,000

- Five (5) \$30 game tickets
- Five (5) \$15 game tickets
- One (1) invitation to the Sponsor VIP Reception

# COACHES LUNCHEON SPONSORSHIP

Branding/Marketing

Branding/Marketing  
(In Stadium)

Tickets & Hospitality

## COACHES LUNCHEON TITLE

- Name and/or logo included on event signage
- One (1) 10x15 space during the Classic Tailgate
- Opportunity for corporate executive to be seated at the dais during the Classic Coaches Luncheon
- Opportunity for corporate executive to make brief remarks during the Classic Coaches Luncheon
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Logo prominently displayed on the Circle City Classic® website homepage
- Link from Circle City Classic® website to company website

- Two (2) :30 second video commercials (Provided by sponsor preferably in HD Format)
- Four (4) 5-10 word public address announcements

### \$50,000

- One (1) suite during the Circle City Classic® football game
- Two (2) tables seating twenty at the Classic Coaches Luncheon
- Sixty-five (65) \$30 game tickets
- Two (2) invitations to the Sponsor VIP Reception

## COACHES LUNCHEON PRESENTING

- Name and/or logo included on event signage
- Opportunity for corporate executive to be seated at the dais during the Classic Coaches Luncheon
- Opportunity for corporate executive to make brief remarks during the Classic Coaches Luncheon
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Logo prominently displayed on the Circle City Classic® website
- Link from Circle City Classic® website to company website

- One (1) 30 second video commercials (Provided by sponsor preferably in HD Format)
- One (1) 5-10 word public address announcement

### \$25,000

- One (1) suite during the Circle City Classic® football game
- Two (2) tables seating twenty at the Classic Coaches Luncheon
- Ten (10) \$30 game tickets
- Ten (10) \$15 game tickets
- One (1) invitation to the Sponsor VIP Reception

## COACHES LUNCHEON CO-SPONSOR

- Name and/or logo included on event signage
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Logo prominently displayed on the Circle City Classic® website
- Link from Circle City Classic® website to company website

### \$15,000

- Five (5) tickets to the Classic Coaches Luncheon
- Five (5) \$30 game tickets
- Five (5) \$15 game tickets
- Two (2) invitations to the Sponsor VIP Reception

## MAJOR TAYLOR AWARD

- Name and/or logo included on event signage
- Opportunity for corporate executive to introduce the award recipient during the Classic Coaches Luncheon
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Logo prominently displayed on the Circle City Classic® website
- Link from Circle City Classic® website to company website

- One (1) :30 second video commercials (provided by sponsor preferably in 16:9 HD Format)
- One (1) 5-10 word public address announcement

### \$25,000

- One (1) suite during the Circle City Classic® football game
- Two (2) tables seating twenty at the Classic Coaches Luncheon
- Ten (10) \$30 game tickets
- Ten (10) \$15 game tickets
- One (1) invitation to the Sponsor VIP Reception

# CLASSIC CORONATION SPONSORSHIP

Branding/Marketing

Branding/Marketing  
(In Stadium)

Tickets & Hospitality

## CORONATION PRESENTING

- Name and/or logo included on event signage
- Opportunity for corporate executive to assist with crowning Miss Circle City Classic®
- Opportunity for corporate executive to make brief remarks during the Classic Coronation
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Logo prominently displayed on the Circle City Classic® website
- Link from Circle City Classic® website to company website

- Two (2) 5-10 word public address announcements
- Opportunity to be introduced with the queen and her court during the football game

**\$15,000**

- Twenty (20) tickets to attend the Coronation
- Twenty (20) \$15 game tickets
- One (1) invitation to the Sponsor VIP Reception

## CORONATION CO-SPONSOR

- Name and/or logo included on event signage
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Link from Circle City Classic® website to company website

**\$10,000**

- Ten (10) tickets to attend the Coronation
- Ten (10) \$15 game tickets
- One (1) invitation to the Sponsor VIP Reception





# YOUTH FOOTBALL & CHEERLEADING CLINIC

Branding/Marketing

Branding/Marketing  
(In Stadium)

Tickets & Hospitality

## YOUTH FOOTBALL & CHEERLEADING CLINIC

**\$15,000**

- Name and/or logo included on event signage
- Opportunity for corporate executive to make brief remarks at the Youth Football & Cheerleading Clinic
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Logo prominently displayed on the Circle City Classic® website
- Link from Circle City Classic® website to company website

- Thirty (30) \$30 game tickets
- Thirty (30) \$15 game tickets
- One (1) invitation to the Sponsor VIP Reception

## YOUTH FOOTBALL & CHEERLEADING CLINIC CO-SPONSOR

**\$10,000**

- Name and/or logo included on event signage
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Link from Circle City Classic® website to company website

- Ten (10) \$30 game tickets
- Ten (10) \$15 game tickets
- One (1) invitation to the Sponsor VIP Reception



## STUDENT ATHLETE AWARDS PRESENTATION AT COACHES LUNCHEON

- Name and/or logo included on event signage
- Opportunity for corporate executive to assist with the award presentation during the Classic Coaches Luncheon
- Opportunity for corporate executive to be introduced during the Classic Coaches Luncheon
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Logo prominently displayed on the Circle City Classic® website
- Link from Circle City Classic® website to company website

### \$15,000

- Twenty-five (25) \$30 game tickets
- Twenty (20) \$10 parade tickets
- Two (2) tables seating twenty at the Classic Coaches Luncheon
- One (1) invitation to the Sponsor VIP Reception

## YOUTH GAME TICKET SPONSORSHIP

### QUARTERBACK

- Four (4) public address announcements at the Circle City Classic® game

### \$5,000

- Provide three-hundred and forty (340) \$15 game tickets to underprivileged youth

### WIDE RECEIVER

- Four (4) public address announcements at the Circle City Classic® game

### \$2,500

- Provide one-hundred seventy (170) \$15 game tickets to underprivileged youth

### SPECIAL TEAMS

- Four (4) public address announcements at the Circle City Classic® game

### \$1,000

- Provide one-hundred (100) \$10 game tickets to underprivileged youth

### TIGHTEND

- Four (4) public address announcements at the Circle City Classic® game

### \$500

- Provide fifty (50) \$10 game tickets to underprivileged youth

# PATRON LEVEL SPONSORSHIPS

## LEVEL I

**\$10,000**

- Logo shown twice on Message Board before 30,000 + at the Classic Game
- One (1) :30 second video commercial (provided by sponsor) at the Classic Game
- One (1) full page color advertisement in the Classic Game Program
- Logo and Link prominently displayed on the Classic website
- Logo listed in all e-blasts advertising the Classic Game
- Opportunity to make brief remarks during the Classic Parade Viewing Reception
- Ten (10) \$10 parade tickets
- Twenty (20) \$30 game tickets
- Four (4) invitations to the Classic Sponsor & VIP Reception at the Conrad Hotel
- One (1) Table seating ten (10) at the Classic Coaches Luncheon OR
- One (1) table seating ten (10) at the Classic Cabaret

## LEVEL II

**\$5,000**

- Logo shown once on Message Board before 30,000 + at the Classic Game
- One (1) full page color advertisement in the Circle City Classic Game Program
- Logo and Link prominently displayed on the Circle City Classic website
- Logo listed in all e-blasts advertising the Classic Game
- Recognition during the multi-media presentation during Classic Coaches Luncheon
- Two (2) 5-10 word public address announcements at the Classic Game
- Four (4) \$10 Parade Tickets
- Five (5) \$30 Game Tickets OR Ten (10) \$15 Game Tickets
- Two (2) invitations to the Classic Sponsor & VIP Reception at the Conrad Hotel
- Two (2) tickets to the Classic Coaches Luncheon

## LEVEL III

**\$2,500**

- Logo shown once on Message Board before 30,000 + at the Classic Game
- Logo and Link prominently displayed on the Circle City Classic website
- Logo listed in the Classic Game Program
- Two (2) 5-10 word public address announcements at the Classic Game
- Four (4) \$10 Parade Tickets
- Two (2) invitations to the Classic Sponsor & VIP Reception at the Conrad Hotel
- Four (4) \$30 Game Tickets OR Eight (8) \$15 Game Tickets

## LEVEL IV \$1,000

- Logo and Link prominently displayed on the Circle City Classic website
- Logo listed in the Classic Game Program
- Two (2) 5-10 word public address announcements at the Classic Game
- Four (4) \$10 Parade Tickets
- Two (2) invitations to the Classic Sponsor & VIP Reception at the Conrad Hotel
- Two (2) \$30 Game Tickets OR Four (4) \$15 Game Tickets