



HOOPS FOR HOMELESS

FUNDRAISING SPONSORSHIP LEVELS

HOOPS Sponsor (\$10,000)

- Tournament naming opportunity, e.g. The (your name) Hoops for Homeless Tournament
- Media play (local media celebrity participation): broadcast and print
- Name and logo (first listing, largest type) on all Tournament pre-publicity materials
- Acknowledgement from podium on Tournament Day
- Full-page ad in the Program Book

Slam Dunk Sponsors (\$5,000)

- Full-page ad in Tournament Day program book
- Recognition and logo on the “Hoops for Homeless” website and the websites of benefiting agencies
- Name and logo (second-tier acknowledgement) on all Tournament pre-publicity materials

Three-pointer Sponsors (\$2,500)

- Half-page ad in Tournament Day program book
- Name and logo (third-tier acknowledgement) on all Tournament pre-publicity materials

Free Throw Sponsors (\$1,000)

- Half-page ad in Tournament Day program book

Assist Sponsors (\$500)

- Quarter-page ad in Tournament Day program book

Hoops for Homeless holds a tax-exempt status through our fiduciary, the City of New Britain. All profits from this event will be given directly towards supporting youth and families who experience housing insecurity during high school via college scholarships for graduating seniors and other school related supplies. Over the last decade we have raised over \$70,000, which has been given towards college scholarships for college bound NBHS graduates identified as being homeless, as well as programs and services that directly support children and families who are homeless in our community. Please give to this important cause.

If you would like to get involved or make a donation, please call Sponsorship Coordinator Matt Scofield 860-826-3358 or e-mail: Matt.Scofield@newbritainct.gov