



# SPONSORSHIP PACKET

2020  
DAYTON, OHIO

# 2020 SPONSORSHIP OPPORTUNITIES

## PRESENTING

\$150,000

Lower Arena Tickets	52 / NIGHT
#300 Level Tickets	150 / NIGHT
Hoopla Ticket Program*	150 / NIGHT
Hoopla Central Passes	58 / NIGHT

FULL PAGE AD IN THE OFFICIAL  
NCAA FIRST FOUR PROGRAM

## TITLE

\$100,000

Lower Arena Tickets	38 / NIGHT
#300 Level Tickets	100 / NIGHT
Hoopla Ticket Program*	150 / NIGHT
Hoopla Central Passes	46 / NIGHT

HALF PAGE AD IN THE OFFICIAL  
NCAA FIRST FOUR PROGRAM

## PREMIER

\$75,000

Lower Arena Tickets	30 / NIGHT
#300 Level Tickets	85 / NIGHT
Hoopla Ticket Program*	140 / NIGHT
Hoopla Central Passes	34 / NIGHT

HALF PAGE AD IN THE OFFICIAL  
NCAA FIRST FOUR PROGRAM

## PLATINUM

\$50,000

Lower Arena Tickets	24 / NIGHT
#300 Level Tickets	75 / NIGHT
Hoopla Ticket Program*	125 / NIGHT
Hoopla Central Passes	22 / NIGHT

QUARTER PAGE AD IN THE OFFICIAL  
NCAA FIRST FOUR PROGRAM

## GOLD

\$25,000

Lower Arena Tickets	14 / NIGHT
#300 Level Tickets	24 / NIGHT
Hoopla Ticket Program*	100 / NIGHT
Hoopla Central Passes	14 / NIGHT

QUARTER PAGE AD IN THE OFFICIAL  
NCAA FIRST FOUR PROGRAM

## SILVER

\$10,000

Lower Arena Tickets	10 / NIGHT
#300 Level Tickets	20 / NIGHT
Hoopla Ticket Program*	75 / NIGHT
Hoopla Central Passes	8 / NIGHT

## BRONZE

\$5,000

Lower Arena Tickets	6 / NIGHT
#300 Level Tickets	14 / NIGHT
Hoopla Ticket Program*	20 / NIGHT
Hoopla Central Passes	4 / NIGHT

## COMMUNITY

\$2,500

#300 Level Tickets	6 / NIGHT
Hoopla Ticket Program*	10 / NIGHT
Hoopla Central Passes	2 / NIGHT

## HOOPLA CENTRAL PASSES

\$50 / PASS WITH SPONSOR COMMITMENT

## UD LOUNGE PASSES

\$20 / PASS WITH SPONSOR COMMITMENT

Additional tickets can be added to any sponsorship package.

\*Hoopla Ticket Program donates tickets on behalf of each sponsor to Wright-Patt Airmen and students from across the Dayton Region. Each \$1,000 toward the Ticket Program provides 80 - 100 tickets.

# SPONSORSHIP BENEFITS

## **PRESENTING:** TITLE, PREMIER, PLATINUM, GOLD, SILVER, BRONZE, COMMUNITY BENEFITS PLUS

- Full Page Ad in the official NCAA First Four Program

## **TITLE:** PREMIER, PLATINUM, GOLD, SILVER, BRONZE, COMMUNITY BENEFITS PLUS

- Half Page Ad in the official NCAA First Four Program

## **PREMIER:** PLATINUM, GOLD, SILVER, BRONZE, COMMUNITY BENEFITS PLUS

- Half Page Ad in the official NCAA First Four Program

## **PLATINUM:** GOLD, SILVER, BRONZE, COMMUNITY BENEFITS PLUS

- Quarter Page Ad in the official NCAA First Four Program

## **GOLD:** SILVER, BRONZE, COMMUNITY BENEFITS PLUS

- Quarter Page Ad in the official NCAA First Four Program
- Logo placement on The Big Hoopla ad in the NCAA First Four Program

## **SILVER:** BRONZE, COMMUNITY BENEFITS PLUS

- Logo placement on table cards at The Big Hoopla Reception and Hoopla Central
- Logo inclusion on printed MVP banners at all Hoopla events

## **BRONZE:** COMMUNITY BENEFITS PLUS

- Logo on digital sponsor banner at all Hoopla Events
- Logo recognition on daytonhoopla.com

## **COMMUNITY:**

- Logo recognition at Hoopla Central
- Listing included on website postings
- Principal/other organization representative invite to Hoopla Awards
- Paid media recognition in Dayton Business Journal and Dayton Daily News
- Social Media shout out

# INDIVIDUAL TICKETS & PASSES

## HOOPLA TICKET PROGRAM

A student ticket provides a one-of-a-kind experience for an underprivileged child from the Dayton region to attend an NCAA Tournament game; in many cases, the student's first college basketball game. Military tickets give active-duty servicemen and their families unmatched visibility, recognition, and appreciation for the United States Air Force and Wright-Patterson Air Force Base. We use these tickets to demonstrate our appreciation to the military heroes serving our country while they support Dayton communities.



## HOOPLA CENTRAL PASSES

The new venue for Hoopla Central at Carillon Park proved successful. Guests enjoy some of Dayton's rich heritage in aviation, business development and Ohio born patents while connecting with over 350 community partners. They increase their brand awareness. They enjoy delicious and creative food stations. All because The Big Hoopla NCAA First Four basketball games continue to be showcased by Dayton's collaborative spirit and affinity for our military heroes.

### PASS WITH SPONSORSHIP COMMITMENT

\$50 / PASS

---

## UD LOUNGE PASSES

University of Dayton continues their rich and dedicated tradition of making sure every fan who enters the UD Arena is greeted with the highest class of sporting venue surroundings. Their authentic dedication to the incredible remodel of the Arena has proved that UD strives to give an incredible experience to all who walk through the doors to enjoy an event. Enjoy this yet-to-be-determined space inside the Arena, while you are at the basketball games, as a place to converse with your guests, friends and others.

### PASS WITH SPONSORSHIP COMMITMENT

\$20 / PASS

# THE BIG HOOPLA FIRST FOUR EVENTS

## HOOPLA 4-MILER

SUNDAY : MARCH 15

A four-mile course that provides great views of historic Dayton landmarks. Join us for a post-race celebration on Selection Sunday to begin an exciting week of college basketball with the 2020 Division I Men's Basketball Tournament and March Madness tipping-off at UD Arena.

### CHECK IN AND REGISTRATION:

Sunday, March 15 at 9:00 AM

### RACE STARTS:

10:00 AM

### CONTACT:

Visit [daytonhoopla.com](http://daytonhoopla.com) or email [info@daytonhoopla.com](mailto:info@daytonhoopla.com)



## HOOPLA STEM CHALLENGE

SUNDAY : MARCH 15

The Hoopla STEM Challenge is a FREE, hot-shot basketball contest with prizes given away for every shot made! Regional and national partners will be on site for the family-friendly science, technology, engineering and math (STEM) program designed to engage students and excite them about the power of STEM education.

### CHECK IN AND REGISTRATION:

Sunday, March 15 at 12:00 PM

### OPENING CEREMONIES:

1:00 PM

### CONTACT:

Visit [daytonhoopla.com](http://daytonhoopla.com) or email [info@daytonhoopla.com](mailto:info@daytonhoopla.com)

### BECOME AN EXHIBITOR:

For information on becoming an exhibitor, contact [info@daytonhoopla.com](mailto:info@daytonhoopla.com)



# IMPORTANT 2020 DATES

## SUNDAY

MARCH 15

Selection Sunday  
4-Miler  
STEM Challenge

## MONDAY

MARCH 16

Open Practice  
Tip-Off Reception

## TUESDAY

MARCH 17

Hoopla Central  
Day 1 Games

## WEDNESDAY

MARCH 18

Hoopla Central  
Day 2 Games

## 2020 NCAA FIRST FOUR TICKETS

Lower Arena Tickets	\$135 / TUES and WED TICKET
#300 Level Tickets	\$95 / TUES and WED TICKET
#400 Level Tickets	\$55 / TUES and WED TICKET
Hoopla Ticket Program* Donation	\$25 / TUES and WED TICKET



INDIVIDUAL TICKETS CAN BE PURCHASED AT [DAYTONHOOPLA.COM/TICKETS/FIRST-FOUR](https://daytonhoopla.com/tickets/first-four)  
HOOPLA TICKET PROGRAM DONATIONS CAN BE MADE AT [HTTPS://BIGHOOLA.COM/TICKETS](https://bighoola.com/tickets)



For more information, visit [daytonhoopla.com](https://daytonhoopla.com) or email [info@daytonhoopla.com](mailto:info@daytonhoopla.com)  
Sponsorship payment must be received within 30 days of commitment.

To secure your sponsorship, contact The Big Hoopla at:  
[info@daytonhoopla.com](mailto:info@daytonhoopla.com)