



May 20, 2009

Greetings,

We invite you and your company to make a difference in the lives of Frisco children. Saturday, **September 26, 2009** the *Frisco Sunrise Rotary Club* will be staging our 2<sup>nd</sup> annual **3-on-3 Basketball Tournament in Frisco Square - *Hoops In The Square***. The event will take most of the day and include round-robin play and play-offs to determine champions. Most age groups and skill levels will be welcomed, and the event will have a “festival atmosphere” with games, food, refreshments, and plenty of children’s activities.

***Your support of the event will help children in our community!***

Net proceeds from the event will be donated to Big Brothers Big Sisters of Collin County, located here in Frisco. Their website is listed below;

[www.bbbstx.org](http://www.bbbstx.org)



Big Brothers Big Sisters

Please take a moment to investigate the impact a mentor can have on a child’s life. In Collin County, there are more than 275 children on the BBBS waiting list. It takes approximately \$1,000 in administrative costs to move a child off the waiting list and place them with a mentor. Please think of your support level in terms of “*how many lives can I help impact.*” After consideration, please see page 2 of this letter for the available sponsorship levels. Once you have made your selection, just fill out the information at the bottom of page 2 and fax it back to 214-975-1266, so your information may be included in our marketing materials. Checks for sponsorships are due at commitment and payable to *Frisco Sunrise Rotary Club Foundation*. This is a non-profit organization so all donations are eligible for tax advantages (consult your tax advisor.)

Thank you in advance for your support.

  
Frisco Rotarian  
214.244.8334

Not a Rotarian but would like more information? Please contact Dustin at 214.244.8334 or by email at [hoops@friscosunrise.org](mailto:hoops@friscosunrise.org)

Find out more about Rotary by visiting: [www.fricosunrise.org](http://www.fricosunrise.org)

## Sponsorship Levels for Hoops In The Square - 2009

### Title Sponsor □ \$6,000 Contribution includes Center Court naming rights (only one available)

- Logo and Name on all marketing materials (shirts, website, flyers, etc) and media
- Logo and Name on all volunteer shirts and other event-day officials' shirts
- Lead Sponsor Tent at the event for distribution of promotional items and/or sale of items for profit
- Logo and Name on Official Basketballs used for the event as well as Center Court sponsorship
- Name mentioned on all PSA's and all Radio/TV on prior to event and on day of event
- Unlimited "Player-Pack" promotions to participants, including providing bags with company logo
- Up to six team-entries in tournament (in any division)
- Up to four banners (provided by sponsor) at the event for placement in high traffic areas.

### Gold Medal Sponsor □ \$3,000 Contribution includes naming rights for one court

- Logo and name just below title sponsor, on all marketing materials (shirts, web, flyers, etc)
- Sponsor Tent at the event for distribution of promotional items and/or sale of items for profit
- Name mentioned on Radio / TV on day of event
- "Player-Pack" promotions to all participants
- Up to four team-entries in tournament (in any division)
- Up to three banners (provided by sponsor) at the event

### Silver Medal Sponsor □ \$2,000 Contribution

- Logo listed below Title and Gold level sponsors on all marketing materials
- Sponsor Tent at the event for distribution of promotional items and/or sale of items for profit
- "Player-Pack" promotions to all participants
- Three team-entries in tournament (in any division)
- Up to two banners (provided by sponsor) at the event

### Bronze Medal Sponsor □ \$1,000 Contribution

- Smaller Logo below above sponsors on all marketing materials
- "Player-Pack" promotions to all participants
- Two team-entries in tournament (in any division)
- Up to two banners (provided by sponsor) at the event

### Kid's Zone or Cool Zone Sponsor □ \$1,000 Contribution (only one available for each)

- Promotional Rights at the event at either the Kid's Zone or Cool Zone (Shade, Mist, and bottled water)
- By sponsoring either of these areas, your company has the ability to interact directly with all players and festival spectators. Proudly display your company banners during the whole event!
- One team-entry included (in any division) + Player Pack promotions

### Buy a Court □ \$500 Contribution

- Sponsor may hang banners and signs around the goal and court sponsored
- Sponsor's logo & name will be used on game schedules and maps used by all players
- Sponsor tent not included at this level (see Silver Medal Level, or higher)
- One team-entry included (in any division) + Player Pack promotions

### Player Pack Promotions

- Available for all sponsorship levels
- Promotional items may be distributed in "Player-Packs" to all participants

[Are these options outside your budget? Ask how your company can volunteer at the event and still get promotional privileges!!](#)

Please mark the box for your involvement level and fax back to 214-975-1266

Checks made payable to *Frisco Sunrise Rotary Club Foundation*

Company Name: \_\_\_\_\_

Representative's Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Representative's Phone No. \_\_\_\_\_ Email \_\_\_\_\_