



COLLEGE BASKETBALL  
**ALL★STAR**  
**GAME**  
& CELEBRITY EXTRAVAGANZA

# 2024 Sponsorship Proposal

Social Branding | Diversity Recruiting | Community Engagement

# MISSION

Promote education, economic development and diversity while raising money for scholarships and institutions of higher learning.



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# EVENT DESCRIPTION

Classic For Columbus presents a weeklong celebration of educational, cultural and entertainment festivities that complement a college basketball game showcasing top players from Historically Black Colleges & Universities versus dynamic players from colleges and universities around Ohio.

“

Please take a moment to view this brief clip that captures the event experience and purpose.

[CLICK HERE](#)

”





# RECENT OUTCOMES

- ❖ **Awarded over \$600,000 to scholarship/educational programs and HBCUs.**
- ❖ **Connected over 7500 students with college enrollment, internships and job opportunities.**
- ❖ **40,000 African Americans came together in peace and harmony to showcase HBCU traditions and Black Culture.**
- ❖ **\$750,000 in contracts and vending awarded to Black owned businesses.**
- ❖ **10,000 youths benefited from seeing arenas filled with accomplished African Americans who serve as role models and mentors.**

# EVENT DESIGN

The 2024 event will be a 4-day celebration of educational, cultural and entertainment festivities presented by a number of community-based organizations, leading to April 20th at Schottenstein Center:

**3:00 PM**  
**DEI TED Talk & Mixer**

**3:00 PM**  
**Pregame Party**

**4:30 PM**  
**Women's All-Star Game + Spectacular Halftime Show**

**6:00 PM**  
**Men's All-Star Game + HBCU Battle of The Bands  
Halftime Show**



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# SPONSORSHIP OPPORTUNITIES

The All-Star Game & Extravaganza is designed to deliver a measurable ROI for sponsors.

# SPONSORSHIP OPPORTUNITIES CONT..

Click The Sponsorship Title To View Your Benefits

## STUDENT EXPERIENCE SPONSOR \$5,000

Enjoy the event in the comfort of a luxury suite while making it possible for deserving disadvantaged students to experience a college-centered event with positive role models.

## COLLEGE CAREER & COMMUNITY FAIR SPONSOR \$10,000

Help make it possible for every student to experience a college tour. We've connected 7500 students to college enrollment, internships and job opportunities. Calling all employers and corporate citizens. Take advantage of this opportunity to recruit students, recent graduates and seasoned professionals.

## EVENT SPONSOR \$20,000

Own 1 quarter of the All-Star Game to share your story. Takeover the scoreboard, media boards and PA to get your brand noticed. Show your support for education with an on-court contribution to a scholarship program.

## HBCU SUPPORTER SPONSOR \$25,000

Associate your brand with one of our outstanding HBCU marching bands and present an on-court financial contribution.



# **Inquire About Custom Sponsorships**

- ✓ **Health and Wellness**
- ✓ **Design Your Own Package**
- ✓ **Diversity, Equity and Inclusion**
- ✓ **Postgame Show Featuring HBCU  
Ultimate Battle of The Bands**





*Ask about special corporate pricing.*

# TICKETS

## **VIP Floor Seat \$150**

"Sit with the celebrities, courtside. Your seats will be arm's-length from the action on the court. And right at the stage for the postgame entertainment. Enjoy exclusive access to the private Board Room with complimentary food, beverage and amenities. Photo-ops with celebrities. The best seats and a red-carpet experience! Limited inventory of tickets. Secure your tickets early!"

## **Club Seat \$70**

"This is the ultimate experience! You'll have access to a private floor with five exclusive club lounges—before, during and after the game. Each lounge will offer its own genre of music and entertainment—from R&B to Hip Hop—Reggae to Jazz. You'll have great seats and sightlines to watch the court action and postgame battle of the bands. Great food, good people and nonstop entertainment!"

## **HBCU Supporter \$55**

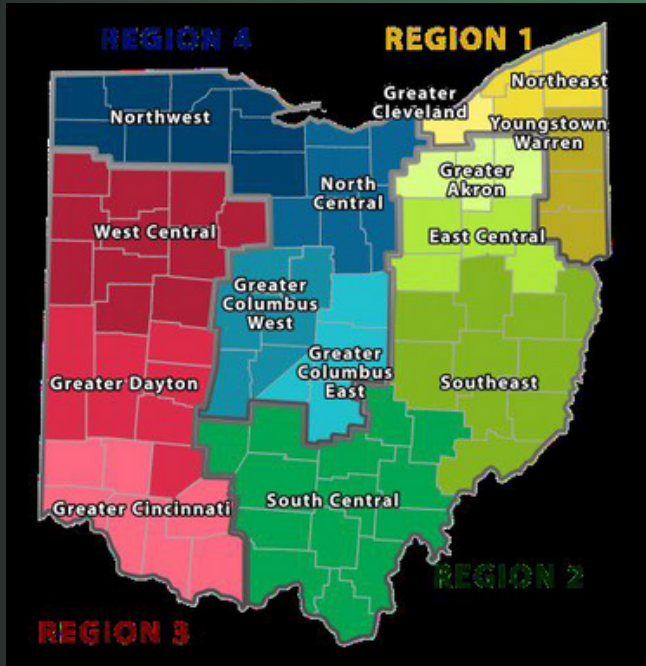
"This ticket is for the sports and entertainment enthusiast. Enjoy the game in a fan-friendly section. Then have a great view to experience the postgame HBCU battle of the bands. The pageantry and excitement will keep you on your feet!"

## **Say Less Tickets \$30**

"This is for everyone looking for great value! Experience a day of cultural and educational festivities along with exciting college basketball and exciting postgame HBCU battle of the bands. Bring your squad and party on a budget."

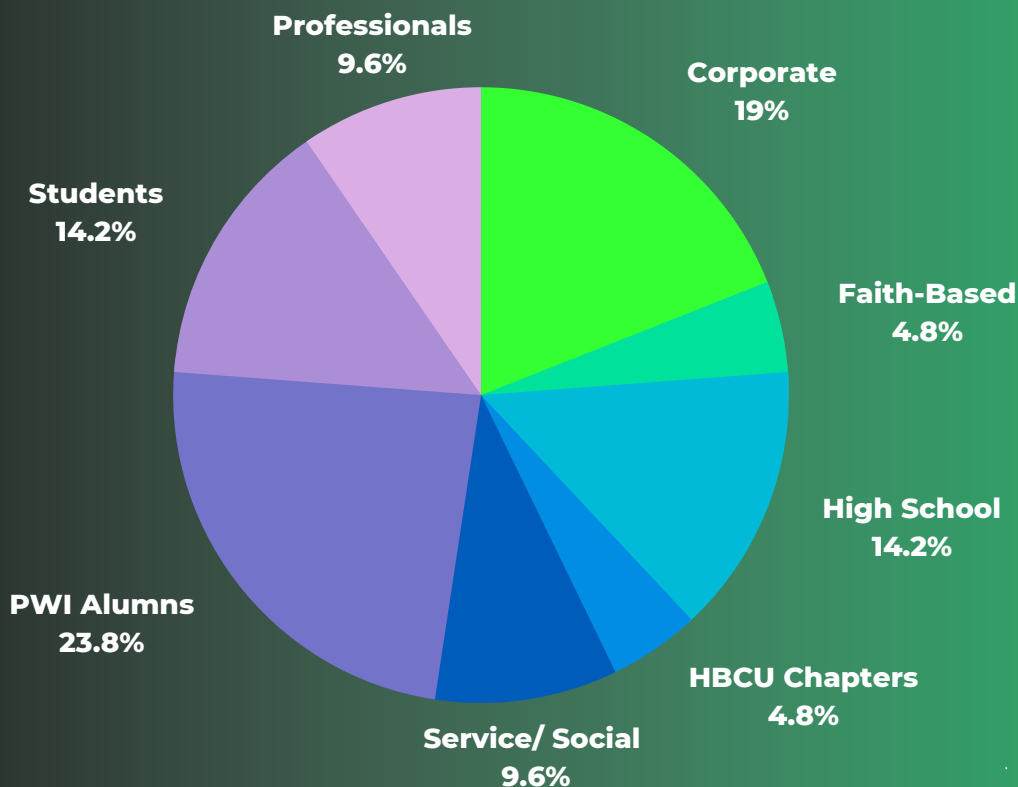


# GEOMARKETING



Primary: Central Ohio  
Secondary: All of Ohio  
Tertiary: 350 radius from Columbus

# TARGET MARKETING





**Nationwide®**



Franklin County  
**BOARD OF  
COMMISSIONERS**

THE CITY OF  
**COLUMBUS**

 **Huntington**



**Crane  
Group™**

**OEA**

OHIO EDUCATION ASSOCIATION



**AMERICAN  
ELECTRIC  
POWER®**

BOUNDLESS ENERGY™

# MULTIYEAR SPONSORS



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# THANK YOU

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