



**HOOPS FOR HARMONY
STAND AGAINST RACISM**



JANUARY 12 - JANUARY 15, 2024

**YORK COUNTY SCHOOL OF TECHNOLOGY FIELDHOUSE
YORK, PA**



2025 Sponsorship Proposal



Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with the 4th Annual Hoops For Harmony: Stand Against Racism Basketball Showcase.

By partnering with us, you can increase your business exposure within not only the Central Pennsylvania community, but the Washington D.C., Baltimore, Cleveland, Pittsburgh, Philadelphia, and Erie, PA markets as well. This can serve as a wonderful opportunity to enhance your customer base.

The cross-marketing opportunities will benefit your business and strengthen your roots in the community and surrounding areas.



In addition to the tremendous marketing opportunities that surround this event, this showcase is far more than just basketball games. The participants and spectators are asked to sign an anti-racism pledge upon their arrival. In addition, all of the student athletes participate in group talking sessions after their game to discuss critical social issues around diversity, equity, and inclusion. The goal of these sessions is to raise awareness among our future leaders that there is actually more that unites us than separates us as a human race. We want to foster harmony, hence the showcase name.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. Get face to face with thousands of new customers!

“The showcase is composed of various high school basketball teams from Central Pennsylvania, as well as all over the eastern region. Target cities include York, Pittsburgh, Philadelphia, Baltimore, Cleveland, Harrisburg, Washington D.C., and Erie. In alignment with Dr. Martin Luther King Jr.’s “Dream” of Racial Harmony, the showcase has been intentionally scheduled to align with his birthday weekend. This will be a great opportunity for the Central Pennsylvania area to enjoy an exciting weekend of Basketball with an emphasis on combating racism in our respective communities. The showcase allows for not only socializing and competitive sporting fun, but also business networking opportunities and solution-oriented dialogue about this ongoing problem.”

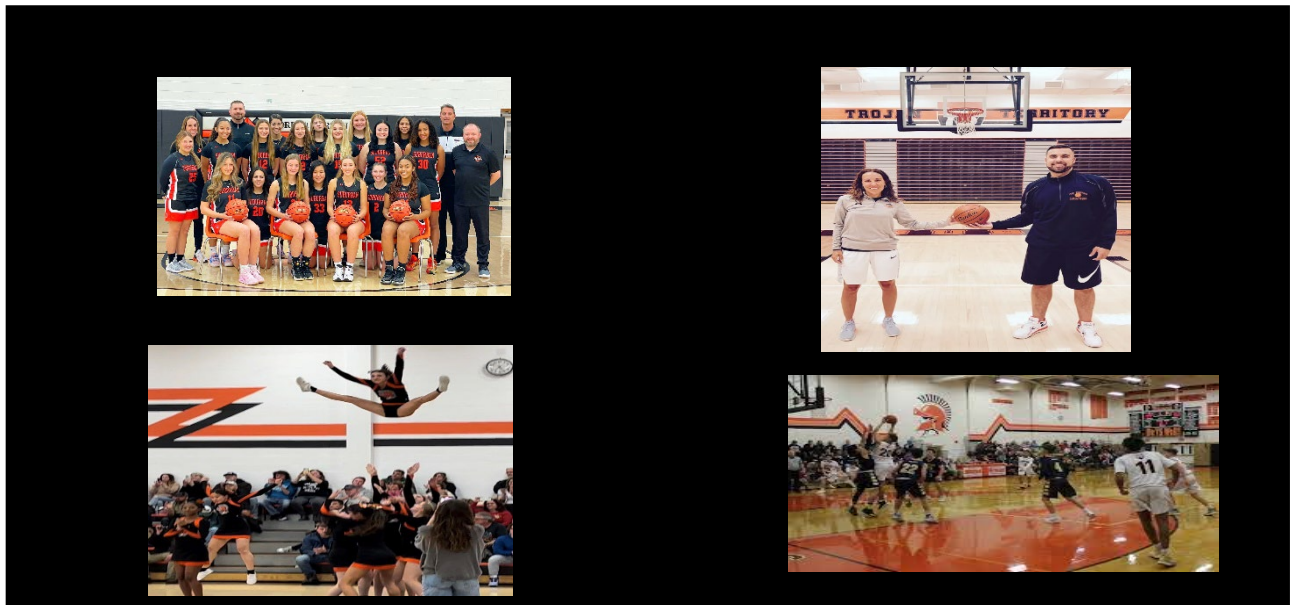
*Ron Coursey, Athletic Director
York Suburban School District*

About



York Suburban High School in York, PA is hosting the 4th Annual Hoops For Harmony: Stand Against Racism Basketball Showcase on from Jan. 17th to Jan. 19th, 2025 at the York County School of Technology Fieldhouse. The Showcase will matchup some of the premier Basketball programs of the P.I.A.A. (Pennsylvania Interscholastic Athletic Association) against traditional powers from all over the eastern region. The Showcase is currently functioning as 501(c)(3) non-profit event through its host organization, The YS All-Sports Boosters. It is also connected directly to the YS Athletic Department, a nonprofit branch of the York Suburban School District.

A portion of the proceeds from this event will be donated to Accountability For Life (AFL), a community-based nonprofit organization. Accountability For Life (AFL) is committed to preparing and mentoring at-risk adolescents for life-long success using an athletics-based platform to educate them on oft-forgotten yet simple, fundamental behaviors, concepts and actions that have the power to define one's course in life. The remaining proceeds will help the York Suburban All-Sports Booster Club to help fill the in the gaps and deficiencies of the school district athletic department, providing additional equipment and supplies that the district budget cannot afford at the current time.



SPONSORSHIP BENEFITS & DETAILS

The following opportunities will give your business recognition across all of the showcase games throughout the weekend and will put your company's name, logo and link in front of more than 10,000 spectators and participants.

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our 10,000 spectators and stakeholders
- Providing you with opportunities to become actively involved in community events
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes health, wellness and racial reconciliation within Central Pennsylvania.

	Platinum	Gold	Silver	Bronze	Patron
Value	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Sponsorships Available	1	3	5	10	Unlimited
Recognition as title sponsor (Stand Against Racism Showcase presented by [your company]) in all Showcase communications and materials	✓				
Plaque for recognition	✓				
Category exclusivity across the entire series	✓	✓			
Opportunity to sponsor a cash prize	✓	✓			
Name and logo placement:					
Participant and Spectator shirts	Logo	Logo	Logo		
All game promotions (online & paper)	Logo	Logo			
Mailings	Logo	Logo	Logo	Name	
Player/Team awards	Logo				
Signage at event	Logo	Logo	Logo	Logo	
Showcase branded apparel & products	Logo	Logo	Logo		
Promotion:					
Showcase website with link	Logo	Logo	Logo	Logo	Name
Social Media postings	✓	✓	✓	✓	
Media promotion and press releases	✓	✓	✓	✓	
Local radio interviews	✓				
Recognition in e-newsletters to Showcase participants	✓	✓	✓	✓	✓
Ability to provide nutritional and exercise tips leading up to the game via email and social media	✓	✓	✓		

	Platinum	Gold	Silver	Bronze	Patron
Game Day Benefits:					
Ability to place items in the participants swag bags	Unlimited	Unlimited	1 Item	1 Item	
Opportunity to have representation at the events	Tent	Tent	Table	Table	
Banner placement in gyms	Premier	Premier	Preferred	Preferred	
Announcements on game days prior to each game start and throughout all post-game activities	5 Mentions	3 Mentions	2 Mentions	1 Mention	
Option to provide awards for winners of each game competition	✓	✓	✓	✓	
Photo opportunity with individual game participants/teams	✓	✓	✓		
Complimentary game passes/tickets to both game days	10	5	3	1	
Year Long Benefits:					
Ability to have members on the planning committee	✓	✓			
Invitation to annual sponsor appreciation event	✓	✓	✓	✓	

Other Sponsorship Opportunities

* In-Kind Opportunities

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please contact Rcoursey@yssd.org. Some in-kind items received in the past include: Sports drinks, Nourishment, Gift cards, Product and Goody Bags.

* Other Ideas

Are you interested in providing support to the Hoops For Harmony: Stand Against Racism Showcase with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with the Showcase event? Sponsorship proposals can be customized to meet your business needs by contacting:

Ron Coursey
 District Athletic Director-York Suburban School District
Rcoursey@yssd.org
 (717) 309-8561

MEDIA REACH/EVENT ATTENDANCE

The Stand Against Racism Basketball Showcase provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a series sponsorship.

Note: The data in this section reflects 2023 usage

- Website – <https://www.yssd.org/hs/athletics/>
 - 99,804 Page views
 - 30% New Visitor
 - 70% Returning Visitor
 - Average session duration 2:12
 - Make-up of online registration participants
 - In-State / In-Town – 74%
 - In-State / Out-of-Town – 15%
 - Out-of-State – 10%
 - Outside US – 1%
- Social Media – Instagram
 - [YS Athletics](#): 1700+ followers
- Social Media – Twitter
 - [YS Athletics](#): 2400+followers
- Social Media- Facebook
 - [YS Athletics](#): 2800+followers
- Print Advertising
 - Stand Against Racism Showcase Program
 - York Suburban Basketball Game Program
- Online Advertising
 - <https://www.yssd.org/hs/athletics/>
- Radio Advertising
 - Done on [Roxamore Sports Network](#) Radio/TV broadcast before each game
- Event Signage
 - Banner hangs from the Fieldhouse Gym for the week and before each home game.
- Participant/Attendance Numbers
 - 55 total teams
 - 605 student athletes
 - 8,217 total spectators/fans

SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Ron Coursey, District Athletic Director, at Rcoursey@yssd.org. Please don't hesitate to contact us with any questions (717) 309-8561.

CONTACT INFORMATION:

Company Name *(as you wish to be acknowledged)*

Contact Person's Name

Company Email Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP OPPORTUNITIES:

___ \$10,000 Platinum Sponsor

___ \$5,000 Gold Sponsor

___ \$2,500 Silver Sponsor

___ \$1,000 Bronze Sponsor

___ \$500 Patron Sponsor

PAYMENT INFORMATION:

___ Please send me an invoice

___ I have enclosed a check made payable to the York Suburban All-Sports Boosters



THANK YOU FOR SUPPORTING OUR COMMUNITY BASED EVENT!

Once we receive your completed sponsorship form, Showcase staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to Rcoursey@yssd.org

All materials will be sent for your review/approval before going to print.

\$ _____	_____	_____
Total Sponsorship Commitment	Authorized Sponsor Signature	Date

Thank You.



<https://www.yssd.org/hs/athletics/> * (717) 309-8561 * rcoursey@yssd.org

HOOPS FOR HARMONY: STAND AGAINST RACISM BASKETBALL SHOWCASE

Showcase Team List

- Benedictine College Prep (Richmond, VA)
- Berlin Brothersvalley High School (Berlin, PA)
- Bethel Academy (Manassas, VA)
- Bishop Ireton High School (Alexandria, VA)
- Calvert Hall College High School (Baltimore, MD)
- Central Dauphin High School (Harrisburg, PA)
- Central Dauphin East High School (Harrisburg, PA)
- Central York High School (York, PA)
- Chambersburg Area Senior High School (Chambersburg, PA)
- Chester Charter Academy (Chester, PA)
- Columbia High School (Columbia, PA)
- Dallastown High School (Dallastown, PA)
- Delone Catholic High School (McSherrystown, PA)
- Eastern York High School (Wrightsville, PA)
- Glenelg Country School (Ellicott City, MD)
- Good Better Best Academy (Durham, NC)
- Hill School (Pottstown, PA)
- Imani Christian Academy (Pittsburgh, PA)
- Imhotep Institute Charter High School (Philadelphia, PA)
- Kiski School (Saltsburg, PA)
- Lampeter-Strasburg High School (Lancaster, PA)
- Lancaster Catholic High School (Lancaster, PA)
- Lansdowne High School (Baltimore, MD)
- Loyola Blakefield High School (Baltimore, MD)
- McDonogh School (Owing Mills, MD)
- Mercersburg Academy (Mercersburg, PA)
- Middletown High School (Middletown, PA)
- Mt. Zion Academy (Lanham, MD)
- Muhlenburg High School (Reading, PA)
- New Town High School (Owings Mills, MD)
- Northeastern High School (Manchester, PA)
- Obama High School (Pittsburgh, PA)
- Orangeville Prep (Ontario, Canada)
- Penn Wood High School (Lansdowne, PA)
- Phelps School (Malvern, PA)
- Red Lion High School (Red Lion, PA)
- Severn School (Severna Park, MD)
- Spring Grove High School (Spring Grove, PA)
- Steelton-Highspire High School (Steelton, PA)
- Saint Benedict Prep (Newark, NJ)
- Saint Frances Academy (Baltimore, MD)

- Saint John's Catholic Prep (Buckeystown, MD)
- Susquehanna Township High School (Harrisburg, PA)
- Theodore Roosevelt High School (Washington, DC)
- Trinity High School (Camp Hill, PA)
- Westtown School (West Chester, PA)
- William Penn Senior High School (York, PA)
- Woodland Hills High School (Churchill, PA)
- Wyomissing High School (Wyomissing, PA)
- York Country Day School (York, PA)
- York Suburban High School (York, PA)