

A Holiday Tradition

December 27-30, 2007



Mission

To promote an annual top flight national high school boys basketball tournament that is held for the sole purpose to educate and encourage high school athletes to become leaders in the effort to combat teenage drunk driving and substance abuse in their schools and communities.

Overview

The 2007 STOP-DWI Holiday Classic will mark the 16th year of this colorful and highly popular event in Binghamton, New York. Over the years this tournament has featured some outstanding teams such as Christ The King, Stow, Gonzaga, Simon Gratz, Rice, St. Raymond's, St. Thomas Aquinas and Mt. Vernon to name just a few.

The STOP-DWI Holiday Classic is more than just top caliber basketball — it's an educational experience. The STOP-DWI Holiday Classic is a project of the Broome County STOP-DWI Program that uses basketball as a tool to create a unique and exciting learning experience for youth. Through involvement in the STOP-DWI Holiday Classic high school athletes are encouraged to become leaders in the effort to deal with alcohol and substance abuse in their school and community.

The Broome County STOP-DWI Program seeks partners in its effort to educate student athletes about the dangers of drunk driving and substance abuse and invites organizations to get involved in the STOP-DWI Holiday Classic.

This proposal shows how a sponsor can achieve multi-media exposure while establishing an association with health and fitness, a popular high school sport and a drunk driving and traffic safety message through its sponsorship of one of Broome County's premier sporting events: The STOP-DWI Holiday Classic.

Major Features of the STOP-DWI Holiday Classic

- One of the premier national invitational high school boys holiday basketball tournaments in the United States
- Held each year from December 27-30.
- 16 Team Tournament: 8 Team National Division, two 4 Team Regional Divisions (for local schools)
- Outstanding lodging and meal plan for tournament teams. Tournament hotel within walking distance of event venue.
- Broome County Veterans Memorial Arena, a 5,500 seat facility — serves as the home of the STOP-DWI Holiday Classic.



- Outstanding regional media exposure from WBNG (CBS) and Time Warner Cable, and the five radio stations of Citadel Communications — the event's media sponsors.
- Health oriented - substance abuse/anti-drunk driving theme — numerous workshops and motivation seminars.
- Nationally recognized personality reinforces tournament's message with keynote address at tournament banquet.
- Outstanding tournament program.
- Three Point and Slam Dunk competition, half time contests and performances.
- Youth clinics — participatory opportunities.
- Meet the team/athletes — autograph and photo opportunities.
- Professional announcers, officiating and DJ services.

STOP-DWI Holiday Classic 2007 Tournament Teams

National Division

Binghamton High School
Binghamton, New York

Shelby Valley High School
Pikeville, Kentucky

Holy Cross High School
Flushing, New York

South Miami Senior High School
Miami Dade, Florida

St. John's Catholic Prep
Frederick, Maryland

Middletown High School
Middletown, Ohio

Mt. St. Michael Academy
Bronx, New York

I.C. Norcom High School
Portsmouth, Virginia

Regional Division I

Regional Division II

Oneonta High School
Oneonta, New York

Oxford Academy
Oxford, New York

Chenango Valley High School
Binghamton, New York

Susquehanna Valley High School
Conklin, New York

Union Endicott High School
Endicott, New York

Maine Endwell High School
Endwell, New York

Seton Catholic Central
Binghamton, New York

Windsor High School
Windsor, New York



Sponsorship of the STOP-DWI Holiday Classic

Major Sponsor Program

Promotional Benefits

- Identification as the major sponsor of the event. The sponsor may use this designation in all of its media advertising and promotion.
- Rights to event marks and logos.
- Opportunity for cross-promotions with other sponsors.
- Invitations to all event related social functions.
- 150 complimentary tickets good for any session.
- Six week print and electronic promotion campaign.

Television Promotion – Name/Logo ID in the following:

- Minimum of 150 regional ad spots on Time Warner Cable in the Binghamton market.
- Minimum of 50 ad spots on WBNG-TV (CBS) Binghamton market.
- Minimum of 50 ad spots on WBXI-TV (WB) Binghamton market.
- Option to participate in news conferences, television interviews and/or talk shows promoting the event.
- Sponsor mentions/live drop-ins during any live broadcast of the event.
- Six week television campaign between Nov. 19 - Dec. 30

Radio Promotion – identification in the following:

- Minimum of 90 ad spots on the five (5) radio stations of Citadel Communications: WAAL 99.1FM, WNBK 1290AM, WHWK 98.1FM, WYOS 1360AM, WWYL 104.1FM
- Option to participate in news conferences, radio interviews and/or talk shows promoting the event.
- Sponsor mentions/live drop-ins during any live broadcast of the event.
- Six week radio campaign between Nov. 19 - Dec. 30

Print Promotion – Name/Logo ID in the following:

- Sponsor name on event's full color commemorative poster (total of 1,250 posters).
- Name/Logo ID on the front cover of the Tournament Program.
- One (1) full page ad in Tournament Program.
- Identification in all press releases and participation in any news conferences.

Internet

- Name/Logo ID on Broome County's website: www.bcstopdwi.com.
- Hot link to sponsor's website.

On-Site Exposure – Name/Logo ID in the following:

- Name/Logo ID prominently displayed on courtside banners.
- Two (2) 30" X 5' signs in high traffic areas around basketball court. Up to two (2) additional banners can be displayed at sponsor's option.
- Option to distribute promotional materials at event.



- Recognition at the tournament banquet.
- Recognition over the public address system during the event (2 times per game – total of 20 games).
- Option to have an on-site display (Dec. 30 5 p.m. - 10 p.m.).
- Option to sponsor half-time contest/lucky program drawing.
- Option to have sponsor representatives interviewed by announcers on public address system and to participate in award ceremonies.

Terms

Broome County seeks a multi-year commitment at \$5,000 per year.

Cost of Major Sponsor: \$5,000

Supporting Sponsor Program

Promotional Benefits

- Identification as the supporting sponsor of the event.
- Opportunity for cross-promotions with other sponsors.
- Invitations to all event related social functions.
- 100 complimentary tickets good for any session.
- Four week print and electronic promotion campaign.

Television Promotion – Name/Logo ID in the following:

- Minimum of 100 regional ad spots on Time Warner Cable in the Binghamton market.
- Option to participate in news conferences, television interviews and/or talk shows promoting the event.
- Sponsor mentions/live drop-ins during any live broadcast of the event.
- Four week television campaign between Dec. 3 - Dec. 30.

Radio Promotion – identification in the following:

- Minimum of 50 ad spots on the five (5) radio stations of Citadel Communications: WAAL 99.1FM, WNBK 1290AM, WHWK 98.1FM, WYOS 1360AM, WWYL 104.1FM
- Option to participate in news conferences, radio interviews and/or talk shows promoting the event.
- Sponsor mentions/live drop-ins during any live broadcast of the event.
- Four week radio campaign between Dec. 3 - Dec. 30.

Print Promotion – Name/Logo ID in the following:

- One full page ad in Tournament Program.
- Identification in all press releases and participation in news conferences.

Internet

- Name/Logo ID on Broome County's website: www.bcstopdwi.com.
- Hot link to sponsor's website.



On-Site Exposure – Name/Logo ID in the following:

- Two (2) 30" X 6' signs displayed courtside.
- Option to distribute promotional materials at event.
- Recognition at Tournament Banquet.
- Recognition over the public address system during the event.
- Sponsor's option to have on-site display (Dec. 30, 5 p.m. - 10 p.m.).
- Option to sponsor half-time contest/lucky program drawing.

Terms

Broome County seeks a multi-year commitment at \$2,500 per year.

Cost of Supporting Sponsor: \$2,500

Event Contributor Program

- Identification as contributor to the event.
- Invitation to all event related social functions.
- Two (2) 30" X 6' signs prominently displayed near court. (Sponsor provides banners.)
- One (1) full page ad in Tournament Program.
- 75 complimentary tickets good for any session.
- Option to have an on-site display (Dec. 30, 5 p.m. - 10 p.m.).
- Recognition over the public address system during the event.
- Recognition at Tournament Banquet.
- Name/Logo ID on Broome County's website: www.bcstopdwi.com.
- Option to sponsor half-time contest/door prize giveaway.
- Option to distribute flyers/handbills and promotional materials at event.

Terms

Broome County seeks a multi-year commitment at \$1,250 per year.

Cost of Event Contributor Sponsor: \$1,250