

# **NORM STEWART CLASSIC**

## **48 Hours– High School Basketball**

# **Partnership Proposal**

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## **ELITE HIGH SCHOOL BASKETBALL – LIKE NEVER BEFORE**

### **THE NORM STEWART CLASSIC**

Mizzou Arena, Columbia, Missouri

Thursday, Friday, Saturday, December 9, 10 & 11, 2021

48-Elite high school basketball teams from across the NATION compete against each other in same class game competitions. 24-games in 48 straight hours of Elite High School Basketball.

“America’s Tip-Off to High School Basketball”

**PROCEEDS  
BENEFIT**



# **STATEWIDE, REGIONAL AND NATIONAL EXPOSURE, REACH AND FREQUENCY**

- **48 Total Hours of local, regional, national and worldwide exposure.**
- **20 Hours of prime-time local, regional, national and worldwide exposure.**
- **48 Total Hours of coverage on the ESPN Digital Platform, ESPN3 and ESPN+.**
- **FOUR continuous hours of coverage on ESPN linear channel, ESPNU.**
- **ESPN linear channels reach over 100 million subscribers.**
- **ESPN3 and ESPN+ reach over 50+ million viewers with strong digital on-line E-Commerce purchasing knowledge and experience.**
- **Statewide TV Coverage—48 Hours of total coverage across a network of TV Stations covering the entire state of Missouri.**
- **Statewide TV Coverage—48 continuous Hours of statewide and local coverage across a network of TV stations across the entire state of Missouri.**
- **Statewide TV Coverage— 20 Total hours of Prime-Time TV across a network of TV Stations covering the entire state of Missouri.**
- **Continuous promotions and publicity for your company throughout the 48 hours of coverage.**
- **Game productions produced by nationwide producer of professional, collegiate and high school sports content, Niles Media/LTN Global, a Missouri-based corporation.**

# **NORM STEWART**



**Join one of our state’s most recognized and popular figures, Hall of Fame and Legendary Missouri Basketball Coach Norm Stewart, as he provides a statewide initiative to showcase the popularity of Missouri High School Basketball – like never before.**

**Coach Stewart knows the entire state of Missouri is genuinely rich with talented and passionate high school basketball players, coaches and fans. Coach Stewart grew up with humble roots in Shelbyville, Missouri, developed into a standout high school basketball player and student-athlete, went onto the University of Missouri to play basketball and baseball, and then eventually returned to his roots at the University of Missouri and became the Head Basketball Coach. Over a 30-year span, Coach Stewart built one of the finest and successful college basketball programs in history. Legendary Coach Norm Stewart wants you and your company to be part of this statewide effort to showcase the thousands of talented high school basketball student athletes across our great state.**



# **PARTNERSHIP OPPORTUNITY**

## **\$40,000 - CHAMPIONS LEVEL TITLE PARTNER**

- Your business's 30-second spot will be shown twice in each of the two ESPN linear games on ESPNU.
- Your business logo will appear in the OPEN, MIDDLE and CLOSE billboards as TITLE PARTNER for each of the 24 games appearing on ESPN3, ESPN+ and two ESPNU linear games. Your logo will be accompanied with a tag line for your business. Total of 78 logo and tag line appearances over the 48-hour televised Classic.
- Your business logo will appear on-screen in the score strip for one quarter of each game. A tagline promoting your business will be read at the beginning and end of the quarter. Total of 24 quarters where your logo will appear on ESPN3, ESPN+ and two ESPNU linear game broadcasts.
- Your business logo will appear on the video board and ribbon board in Mizzou Arena , 10 times per game and 15 seconds each time.
- Your business logo will appear on an insert in the Norm Stewart Classic program recognizing your company as a TITLE PARTNER of the Norm Stewart Classic.
- Your business will be the TITLE PARTNER of all Halftime segments for each of the 24 game broadcasts.
- A representative of your business will be interviewed in one segment of our halftime coverage for each game, if a representative is on-site. 24, 3-minute segments...total of 72 minutes.
- Your business logo and tag line will be included in the per game coverage of both of the following in-game elements:

**PLAY OF THE GAME**

**PLAYER OF THE GAME**

- **TWELVE (12) Norm Stewart Classic Entrance Passes**

# **PARTNERSHIP OPPORTUNITY**

## **\$25,000 - PREMIER LEVEL PRESENTING PARTNER**

- Your business's 30-second spot will be shown once in each of the two ESPN linear games on ESPNU.
- Your business logo will appear in the OPEN and CLOSE billboards as PRESENTING PARTNER for each of the 24 games appearing on ESPN3, ESPN+ and two ESPNU linear game broadcasts. Your logo will be accompanied with a tag line for your business. Total of 52 logo and tag line appearances over the 48-hour televised Classic.
- Your business logo will appear on-screen in the score strip partner rotation during two quarters of each game. Total of 48 quarters where your logo will appear on ESPN3, ESPN+ and two ESPNU linear game broadcasts.
- Your business logo will appear on the video board and ribbon board in Mizzou Arena, 5 times per game and 15 seconds each time.
- Your business logo will appear on an insert in the Norm Stewart Classic program recognizing your company as a PRESENTING PARTNER of the Norm Stewart Classic.
- A representative of your business will be interviewed in one segment of our in-between games coverage for up to 18 games, if a representative is on-site. 18, 3-minute segments...total of 54 minutes.
- Your business logo and tag line will be included in the per game coverage of one of the following in-game elements:

**STARTING LINE-UPS**

**DEFENSIVE PLAY OF THE GAME**

**OFFENSIVE PLAY OF THE GAME**

**HUSTLE PLAY OF THE GAME**

**3-POINT SHOT OF THE GAME**

- **EIGHT (8) Norm Stewart Classic Entrance Passes**

# **BUSINESS SPONSORSHIP OPPORTUNITY**

## **\$10,000 - CLASSIC GOLD LEVEL**

- Your business logo will appear in the OPEN and CLOSE billboards as Classic Gold Level Partner for each of the 24 games appearing on ESPN3, ESPN+ and two ESPNU linear game broadcasts. Your logo will be accompanied with a tag line for your business. Total of 52 logo and tag line appearances over the 48-hour televised Classic.
- Your business logo will appear on-screen in the score strip partner rotation during one quarter of each game. Total of 14 quarters where your logo will appear on ESPN3, ESPN+ and two ESPNU linear game broadcasts.
- Your business logo will appear on the video board and ribbon board in Mizzou Arena three times per game and 15 seconds each time.
- Your business logo will appear on an insert in the Norm Stewart Classic program recognizing your company as a Presenting Partner of the Norm Stewart Classic.
- A representative of your business will be interviewed in one segment of our in-between games coverage for up to 12 games, if a representative is on-site. 12, 3-minute segments... total of 36 minutes.
- Your business logo and tag line will be included in the per game coverage of one of the following in-game elements you select:

**GAME TIP-OFF**

**HALFTIME STATS**

**FINAL GAME STATS**

- **SIX (6) Norm Stewart Classic Entrance Passes**

## **BUSINESS SPONSORSHIP OPPORTUNITY**

### **\$5,000 - CLASSIC SILVER LEVEL**

- Your business logo will appear in the CLOSE billboards as Classic Silver Level Sponsor for each of the 24 games appearing on ESPN3, ESPN+ and two ESPNU linear game broadcasts. Your logo will be accompanied with a tag line for your business. Total of 28 logo and tag line appearances over the 48-hour televised Classic.
- Your business logo will appear on-screen in the score strip partner rotation during one quarter of each game. Minimum of 12 logo rotations in a quarter. Total of 24 quarters where your logo will appear on ESPN3, ESPN+ and two ESPNU linear game broadcasts.
- Your business logo will appear on the video board and ribbon board in Mizzou Arena, 2 times per game and 15 seconds each time.
- Your business logo will appear on an insert in the Norm Stewart Classic program recognizing your company as a Partner Sponsor of the Norm Stewart Classic.
- A representative of your business will be interviewed in one segment of our in-between games coverage for up to 6 Classic games, if a representative is on-site. 6, 3-minute segments...total of 18 minutes.
- **FOUR (4) Norm Stewart Classic Entrance Passes**



## **BUSINESS SPONSORSHIP OPPORTUNITY**

### **\$2,500 - CLASSIC BRONZE LEVEL**

- Your business logo will appear in the MIDDLE billboards as Classic Bronze Level Sponsor for each of the 24 games appearing on ESPN3, ESPN+ and two ESPNU linear game broadcasts. Your logo will be accompanied with a tag line for your business. Total of 24 logo and tag line appearances over the 48-hour televised Classic.
- A representative of your business will be interviewed in one segment of our in-between games coverage for up to 3 Classic games, if a representative is on-site. Three, 3-minute segments...total of 9 minutes.
- Your business logo will appear on an insert in the Norm Stewart Classic program recognizing your company as a Partner Sponsor of the Norm Stewart Classic.
- TWO (2) Norm Stewart Classic Entrance Passes

