



2019

Women's Basketball

TN FEVER Sponsorship Package

Ken Williams
President



Sponsorship Packages

Get in on the Action!

Tennessee Fever sponsors help bring Women's Minor League Basketball to center court. Corporate and individual sponsorships go directly toward gym rentals; referees; player, coach and trainer salaries; equipment; merchandise; and the cost of travel.

In short, the Women's Minor League Basketball experience would not be possible without our supporters.

Reach a diverse demographic by connecting your brand with the Tennessee Fever. Corporate partnerships allow you to amplify your business brand messaging and grow your footprint in a multitude of ways.

Sponsoring the Tennessee Fever provides great marketing opportunities for your business. Depending on the sponsorship level, you will receive:

- Recognition at Fever fundraising events
- Home game recognition
- Logo placement on promotional materials
- Company listing on our website with links to your website

There are many ways to get in on the action.

Sponsorship packages range from Friend (\$200) to Presenting Sponsor (\$20,000) and many options in between. And, they each come with incentives like on-site and marketing exposure for your brand.

If you wish to become a sponsor and/or would like to obtain more information on the different levels of sponsorship packages, please contact us at: info@TNFever.org or message us on our social media.

Follow Us on Game Days - And Every Day.

Facebook: [Tennessee Fever](#)

Twitter: [Tennessee Fever](#)

Instagram: [Tennessee Fever](#)

Website: TNFever.org

Email: info@TNFever.org



Presenting Sponsor \$20,000

Category Exclusivity

Onsite Exposure:

Recognition will be given in the following ways:

- Official designation as Presenting Sponsor
- Brand/company banner prominently displayed at Tennessee Fever events and home games
- Opportunity for a company representative to speak to all participants at all Tennessee Fever events and home games
- Opportunity to host a booth at all Tennessee Fever events and home games to promote your company/brand and distribute materials
- PA Announcements throughout all Tennessee Fever home games
- Opportunity to host In-Game promotions at all Tennessee Fever home games to promote your company/brand
- Home games played at Oman Arena in Jackson, TN: Capacity seating 5,600

Marketing Exposure:

Logo recognition will be provided on the following ways:

- Year-round inclusion on homepage of Tennessee Fever website
- Year-round inclusion in all e-newsletters distributed to all email subscribers
- Year-round inclusion on all Tennessee Fever social media sites
- "Presented by" Messaging:
 - "Presented By" company/brand logo on all Event/Game Brochures
 - "Presented By" company/brand logo on Event/Game Posters
 - "Presented By" company/brand logo on Event/Game T-shirts

Media Exposure:

Name mentions will be provided in the following ways:

- Year-round inclusion in all press releases, media alerts and other publicity materials
- Year-round inclusion on all Radio PSAs on our partner media stations
- Inclusion in print and television spots
- Inclusion in ten social media messages dedicated strictly to company/brand promotion

Promotional Exposure:

- Invitations to pre-and post-game events
- 100 charitable tickets

Sponsorship Investment: 20,000

Total Value: 25,000



Centre Court Sponsor \$12,000

(2) Available

Onsite Exposure:

Recognition will be given in the following ways:

- Designation as the Centre Court sponsor
- Brand/company banner displayed at three Tennessee Fever home games
- Opportunity for a company representative to speak to all participants at three Tennessee Fever home games
- Opportunity to host a booth at three Tennessee Fever home games to promote your company and distribute materials
- PA Announcements throughout three Tennessee Fever home games
- Opportunity to host In-Game promotions at three Tennessee Fever home games to promote your company/brand

Marketing Exposure:

Logo recognition will be provided on the following ways

- Year-round inclusion on Sponsors page on Tennessee Fever website
- Year-round inclusion in all e-newsletters distributed to all email subscribers
- Inclusion on Tennessee Fever social media sites
- "Presenting Sponsor" Messaging:
 - "Center Court Sponsor" company/brand logo on three game brochures
 - "Center Court Sponsor" company/brand logo on three game posters
 - "Center Court Sponsor" company/brand logo on three game T-shirts

Media Exposure:

Name mentions will be provided in the following ways:

- Inclusion in one press release and one media alert
- Inclusion in one print and one television spots
- Inclusion in five social media messages strictly dedicated to company/brand promotion

Promotional Exposure:

- Invitations to three pre/post game events
- 40 charitable tickets

Sponsorship Investment: 12,000

Total Value: 15,000



Courtside Sponsor \$5,000

Onsite Exposure:

Recognition will be given in the following ways:

- Designation as the Courtside sponsor
- Opportunity to host a booth at one Tennessee Fever home game to promote your company and distribute materials

Marketing Exposure:

Logo recognition will be provided on the following ways

- Year-round inclusion on Sponsors page on Tennessee Fever website
- Year-round inclusion in all e-newsletters distributed to all email subscribers
- Inclusion on Tennessee Fever social media sites
- "Courtside Sponsor" Messaging:
 - "Courtside Sponsor" company/brand logo on one game brochure
 - "Courtside Sponsor" company/brand logo on one game poster
 - "Courtside Sponsor" company/brand logo on one game T-shirts

Media Exposure:

Name mentions will be provided in the following ways:

- Inclusion in one press release and one media alert
- Inclusion in three social media messages strictly dedicated to company/brand promotion

Promotional Exposure:

- 20 charitable tickets

Sponsorship Investment: 5,000

Total Value: 8,000



Game Day Sponsor \$2,500

(5) Available

Onsite Exposure:

Recognition will be given in the following ways:

- Designated as a Game Day Sponsor

Marketing Exposure:

Logo recognition will be provided on the following ways

- Year-round inclusion on Sponsors page on Tennessee Fever website
- Email inclusion distributed to all email subscribers announcing Game Day Sponsor
- Inclusion on Tennessee Fever social media sites announcing Game Day Sponsor
- Game Day Give Away premium
- "Game Day Sponsor" Messaging:

"Today's Game Sponsored by" company/brand logo on one game brochure

Media Exposure:

Name mentions will be provided in the following ways:

- Inclusion on one social media messages strictly dedicated to company/brand promotion

Promotional Exposure:

- 10 charitable tickets

Sponsorship Investment: 2,500

Total Value: 5,000



Uniform Sponsor \$8,000

Category Exclusivity (2)

Complete Uniform Package:

Logo recognition:

- Team home Jerseys
- Team away Jerseys
- Team warm ups
- Team travel pack

Onsite Exposure:

Recognition will be given in the following ways:

- Official designation as team uniform Sponsor
- Opportunity for a company representative to speak to all participants at one Tennessee Fever home game
- Opportunity to host a booth at one Tennessee Fever home game to promote your company/brand and distribute materials

Marketing Exposure:

Logo recognition will be provided on the following ways:

- Year-round inclusion on sponsors page on the Tennessee Fever website
- Year-round inclusion in all e-newsletters distributed to all email subscribers
- Year-round inclusion on all Tennessee Fever social media sites
- "Official team uniform sponsor" Messaging:
 - "Official team uniform sponsor" company/brand logo on all Event/Game Brochures
 - "Official team uniform sponsor" company/brand logo on Event/Game Posters
 - "Official team uniform sponsor" company/brand logo on Event/Game T-shirts

Media Exposure:

Name mentions will be provided in the following ways:

- Inclusion in two social media messages dedicated strictly to company/brand promotion

Sponsorship Investment: 8,000

Total Value: 12,000



(\$1500.00)

Additional Sponsorship Levels:

Halftime:

Onsite Exposure:

- Recognition will be given in the following ways:
Game Announcement as the Halftime sponsor

Marketing Exposure:

Logo / Name recognition will be provided on the following ways

- Year-round inclusion on Sponsors page on Tennessee Fever website
- inclusion on all Tennessee Fever social media sites on designated game
- Email inclusion distributed to all email subscribers announcing Halftime Sponsor

Promotional Exposure:

- 8 charitable home game tickets

(\$1000.00)

National Anthem

Onsite Exposure:

Recognition will be given in the following ways:

- Game Announcement as National Anthem sponsor

Marketing Exposure:

Logo / Name recognition will be provided on the following ways

- Year-round inclusion on Sponsors page on Tennessee Fever website
- inclusion on Tennessee Fever social media sites on designated game

(\$ 500.00)

Promotional Exposure:

- 6 charitable home game tickets

Assist:

Marketing Exposure:

Logo recognition will be provided on the following ways

- Year-round inclusion on Sponsors page on Tennessee Fever website

(\$ 200.00)

Promotional Exposure:

- 4 charitable home game tickets

Friend:

Marketing Exposure:

- Name recognition on sponsorship page

Promotional Exposure:

- 2 charitable home game tickets

SPONSORSHIP AGREEMENT

**I Don't Want to be a Bench Warmer!
Sign me Up for the Action.**

COMPANY _____

NAME _____

ADDRESS _____

CITY _____ STATE _____

ZIP _____

PHONE _____

FAX _____

EMAIL _____

AGREEMENT: Sponsor Level: _____ Sponsor Amount: _____

The company above (hereafter called the 'sponsor') hereby contracts for sponsorship of the following:

I have read each sponsorship description and understand sponsor benefits are exactly those stated in writing. Any extra obligations will be set forth in writing as mutually agreed by both parties. Sponsorship stands for participation and advertisement for the event described above. In the case of event cancellation due to unforeseeable circumstances, event will be postponed for a later date or investment applied for other future projects by the organization. Sponsor activity in venues based on venue regulation. All advertising material/samples must be submitted upon signing of contract unless otherwise noted. Sponsor inclusion in advertisement dependent on submission of this Agreement and Full Payment.

CONTACT _____ NAME _____

TITLE _____

SIGNATURE _____

DATE _____

ACCEPTED BY & PAYMENT RECEIVED

BY:

DATE: _____

Deadline: March 31, 2019

Payment as agreed, must accompany this form. Please make check payable to:

Tennessee Fever

Contact Information:

Ken Williams, President

info@tNFever.org

