

# 2018 SPONSORSHIP PACKET



## Dear Community Partner,

The Bloomington-Normal Area Sports Commission, as part of the Bloomington-Normal Area Convention and Visitors Bureau, was created to retain and attract international, national, and regional sporting events to the Bloomington-Normal Area. We acknowledge that sports are a life-style. Because of this, they provide sponsors with an opportunity to become part of that life-style and to reach passionate sports audiences.

Included in the following packet is information about our sponsor packages for the Sixty Six Games Esports Tournament, an event owned and operated by the Bloomington-Normal Area Sports Commission in cooperation with several Bloomington-Normal community partner organizations. We hope that you can find a package that suits your company's business strategy. In doing so, your sponsorship will directly support economic development in the Bloomington-Normal area and associate you with a first-class event.

The Bloomington-Normal Area Sports Commission would like to thank you for taking the time to look over this sponsorship information. Our hope is that you will join us as a participating sponsor.

Visit our website at <https://66.yourmagicnew.site> to gain more insight into the event.

Sincerely,



Matt Hawkins  
Sports Director

### Sixty Six Games Steering Committee

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**Terry Ballantini**  
Normal Gadgets

**Mark DeKeersgieter**  
CIRBN

**Zack Gilbert**  
University High School

**Matt Hawkins**  
BN Sports Commission

**Jamie Mathy**  
Red Raccoon Games

**Jim Peterson**  
District 87/Illini Cloud

**Andrew Reddington**  
Illinois Wesleyan Univ.

**Jonathan Strupek**  
McLean County Chamber

# The Sports Commission

The Bloomington-Normal Area Sports Commission, in its current structure, was formed in 2003 by the Bloomington-Normal Area Convention & Visitors Bureau (BNACVB) and a handful of citizens that had a passion for sports. This organization was formed in order to assist the BNACVB bring sporting events to Bloomington-Normal, increase the economic impact in our communities, and enhance the overall quality of life.

The Sports Commission has continued to grow its membership base, which consists of local hotels, individual businesses, and over 200 individual/volunteer members. Since our inception thousands of athletes have participated in our events, and millions of dollars in economic impact have been produced for our local businesses through sporting events.

## Sponsor Benefits

### Why Sports?

- 🏆 It is grassroots programming at its best: sport allows for grassroots marketing opportunities that can involve the consumer, trade and sales force in programs that move product.
- 🏆 Local support: Local communities rally around sporting events: A well-executed tournament becomes a source of civic pride and a commercial benefit for local businesses.
- 🏆 Player/spectators support athletic sponsors: Research indicates a positive intent to purchase exists for those companies aligned with events that are relevant to consumers. Sporting events are very relevant, because the fans are the event.
- 🏆 Positive environment: Sporting events are fun, active, spectator and family friendly. The atmosphere is similar to that of a county fair, although the competition is serious.
- 🏆 Captive audience: The layout of most tournaments within specified boundaries keeps the spectators within a defined area for an extended period as fans, friends and families follow their teams' progress. This leads to multiple sponsor exposures.

### Why the Sports Commission?

- 🏆 The Bloomington-Normal Area Sports Commission is the source for the majority of amateur sports in McLean County.
- 🏆 The Sports Commission offers a “non-cluttered” environment. Unlike many other organizations, our tournaments will not be over commercialized. Sponsor presence will be “felt”, not lost.
- 🏆 The Sports Commission will design flexible programs to meet sponsor needs.
- 🏆 The Sports Commission is cost effective versus other sponsorship opportunities.
- 🏆 Sports Commission events are very well run and offer a positive environment.

# The Tournament

**Dates: January 12-13, 2019**

The Sixty Six Game Esports Tournament takes place over two days in January. The SSGET hosts 24 teams participating in college/open and high school brackets using the game, League of Legends. League of Legends (abbreviated LoL) is a multiplayer online battle arena video game developed and published by Riot Games. Awards are presented to the top team in each bracket.

## Why Sponsor the SSGET?

### Investment in our Youth

- ☞ If substantial profit is made over a period of time, the SSGET steering committee plans to offer a scholarship program for our participants. Through an application process, SSGET players would be awarded scholarships for college expenses.
- ☞ A non-traditional tournament of this nature affords kids the opportunity to participate in organized activities that they might not otherwise experience through traditional sports. Teamwork through organized activities has shown to have a substantial positive impact on kids that will benefit them in their future professional careers.

### Economic Impact

- ☞ Sports tourism from hosting amateur sports tournaments is responsible for significant economic impacts, including tax revenue, job creation, and subsequent re-spending within an economy.
- ☞ Economic impact from the SSGET will positively affect our tournament sponsors directly and/or indirectly through visitor spending, and will ultimately enhance the quality of life in Bloomington-Normal.

### Tournament Support

- ☞ Sponsorship of the tournament allows the Sixty Six Games steering committee to invest in the value of the event. To attract the quality and quantity of players needed to maintain a top-tier tournament, the SSGET needs to provide first-class services and amenities. Items such as first-rate computers and network equipment, adequate signage, quality awards, video capabilities, etc. add to the attractiveness of the Sixty Six Game Esports Tournament.

## Sponsorship Level Summary

Sixty Six Games	TITLE \$10,000	PRESENTING \$3,000	HERO \$1,000	BUFF \$500	MOBA \$250
Event Naming Rights					
Sponsor banners at venue					
Sponsor name/logo on all printed materials					
Sponsor promoted via email and social media					
Sponsor booth at venue					
Rights to participants list					
Sponsor featured in all media releases					
Sponsor logo displayed on live stream					
Sponsor logo on tournament website					
Link on event website to sponsor's website					
Sponsor info included in player packets					
Logo rotating on venue video boards					
Logo on tournament brackets boards					

## Sponsorship Details

### TITLE Sponsor

**\$10,000**

- 🛡 The event will be named, “Sixty Six Games Esports Tournament presented by [SPONSOR]”
- 🛡 Sponsor will be allowed to display company banners and/or other signage at tournament sites. Sponsor banners will be larger in size and number than banners or signage of other sponsors
- 🛡 Sponsor name and/or logo will appear in a prominent position on all printed material, including but not limited to application form, promotional giveaways, signs, banners, promotional fliers and posters, event awards, shirts, billboards, etc.
- 🛡 Sponsor logo would appear on all pages of the official tournament web site with a direct link to the Sponsor’s website
- 🛡 Sponsor will be featured in all email marketing and social media publicity for event
- 🛡 Sponsor will have the opportunity to distribute promotional materials at the tournament venue and/or in registration packets
- 🛡 Sponsor will be provided with full participant list and will have exclusive rights to contact players and their parents/guardians
- 🛡 Sponsor will be included in all press releases and invited to participate in all media coverage concerning the tournament
- 🛡 Sponsor logo will be displayed on the tournament’s online live stream
- 🛡 Sponsor logo will appear on a rotating basis on the venue’s video boards
- 🛡 Sponsor logo will appear on the tournament’s bracket boards
- 🛡 Opportunity to offer employees as volunteers for the tournament
- 🛡 Opportunity to promote the tournament via Sponsor employees, and through Sponsor publications
- 🛡 Sponsor will receive 10 free passes to the tournament

# Sponsorship Details

## PRESENTING Sponsor

**\$3,000**

- ☐ One Sponsor sign displayed at the tournament venue (sign provided by sponsor)
- ☐ Opportunity to offer employees as volunteers for the tournament
- ☐ Sponsor logo displayed on the tournament website with a link to the Sponsor's website
- ☐ Sponsor logo will appear on a rotating basis on the venue's video boards
- ☐ Sponsor logo will appear on the tournament's bracket boards
- ☐ Sponsor will be featured in various social media and email marketing for the event
- ☐ Sponsor logo will be displayed on the tournament's online live stream
- ☐ Opportunity to distribute promotional materials at the tournament venue and/or in registration packets

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## HERO Sponsor

**\$1,000**

- ☐ Sponsor logo will be displayed on the tournament's online live stream
- ☐ Sponsor logo displayed on the tournament website with a link to the Sponsor's website
- ☐ Sponsor logo will appear on a rotating basis on the venue's video boards
- ☐ Sponsor logo will be displayed on the tournament's online live stream
- ☐ Sponsor logo will appear on the tournament's bracket boards
- ☐ Opportunity to distribute promotional materials at the tournament venue and/or in registration packets

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## BUFF Sponsor

**\$500**

- ☐ Sponsor logo displayed on the tournament website with a link to the Sponsor's website
- ☐ Sponsor logo will appear on a rotating basis on the venue's video boards
- ☐ Sponsor logo will appear on the tournament's bracket boards

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## MOBA Sponsorship

**\$250**

- ☐ Sponsor logo displayed on the tournament website
- ☐ Sponsor logo will appear on a rotating basis on the venue's video boards

# Sponsorship Details

## In-Kind Sponsorship

📧 If your company would like to make an in-kind contribution, please contact Matt Hawkins at [matt@visitbn.org](mailto:matt@visitbn.org) or 309-665-0033.

For more information on these sponsorship opportunities, or customized sponsorship opportunities, contact a member of the sponsorship committee:



**Matt Hawkins**  
309.665.0033  
[matt@visitbn.org](mailto:matt@visitbn.org)



**Zack Gilbert**  
(309) 287-2354  
[zack@edgamer.net](mailto:zack@edgamer.net)



**Jamie Mathy**  
(309) 828-9196  
[jamie@jamiemathy.com](mailto:jamie@jamiemathy.com)



**Jonathan Strupek**  
309.829.1186  
[jonathan@mcleancounty-chamber.org](mailto:jonathan@mcleancounty-chamber.org)

**THANK YOU!**



# 2019 Sponsor Agreement

The undersigned entity hereby agrees to be a sponsor of the Sixty Six Games Esports Tournament to be conducted by the Bloomington-Normal Sports Commission, January 12-13, 2019, at the following level: (check one)

## SPONSORSHIP LEVELS

- Title Sponsor      \$10,000
- Presenting Sponsor    \$3,000
- Hero Sponsor          \$1,000
- Buff Sponsor          \$500
- Moba sponsor         \$250

## PAYMENT OPTIONS

- Please Invoice
- Check included payable to: Bloomington-Normal Sports Commission

## CONTACT INFORMATION

Sponsor agrees to make payment to Bloomington-Normal Sports Commission and provide artwork by December 1, 2018.

Business/Organization Name

Address

City

State

Zip

Email

Phone

Contact Person (Please print)

Sponsor Signature

Date

Matt Hawkins

BN Sports Commission Representative

*Matt Hawkins*

Signature

Please return this agreement and payment to:  
Bloomington-Normal Sports Commission | 3201 CIRA Drive, Suite 201 | Bloomington, IL 61704  
[matt@visitbn.org](mailto:matt@visitbn.org) | 309.665.0033

