



Dear Lake Highlands Neighbor,

The **17th Annual Hoops in the Highlands** 3-on-3 basketball tournament is scheduled for Saturday, **March 28th, 2020**. The event is a joint fundraiser by area schools: Lake Highlands Junior High, Lake Highlands Elementary, Northlake Elementary, Thurgood Marshall Elementary, Wallace Elementary, and White Rock Elementary. Hoops in the Highlands has raised more than \$430,000 over the past 16 years to directly benefit these schools. This year, we have added **new** opportunities and special ways to be recognized in 2020. Please join us as we raise a record-breaking level of support for our community. We are a 501(c)3 organization.

In the last 8 years, over 5,100 players have participated, representing more than 175 schools regionally. Last year alone, teams spanned over 60 schools, with strongest individual team member representation from White Rock Elementary, Northlake Elementary, Lake Highlands Junior High, Lake Highlands Elementary, Wallace Elementary, Merriman Park Elementary, Moss Haven Elementary, St. Thomas, St. Patrick, Covenant, and St. John's Episcopal. *What you may not know:* In many instances, the team registration fee is a barrier to students in area schools who benefit from this event; so if you are unable to participate as a sponsor, but would like to support, please consider donating \$120, the amount of a team registration.

NEW this year! We have added 4 new exclusive sponsor opportunities! And, the first 20 sponsors who commit \$1,000 or more will receive special recognition as the Hoops "20 for 2020", including dedicated collateral recognition and 2020 Roll Call during the Tournament.** All \$500 and up cash sponsors who commit by the **Early Bird Registration date of February 14th** can receive a FREE team registration.* **LAST CALL for ALL 2020 Hoops sponsor contributions is March 6th.**

We hope you will join us in this exciting, long-standing community event. Your generosity helps our public schools to provide a bright future for the youth of this community.

Sincerely,

Milissa and Bryan Bedford
Melissa and Michael Smith
2020 Hoops in the Highlands Co-Chairs

Corrie Strosnider
2020 Hoops Sponsorship Delegates

** Please note: Team Registration is verified ONLY once Team Registration form is complete.*

*** Exclusive and "20 for 2020" sponsor recognition will be given in order of sponsor contracts received.*



2020 CONTRIBUTION AGREEMENT

I wish to support Hoops in the Highlands by donating at the following level:

NEW Exclusive 2020 Sponsorships: (1 company per level)

- 2020 Presenting Sponsor - \$5,000**
 - Opportunity for exclusive recognition and Presenting listing each time Hoops logo is displayed. "Hoops 2020 presented by..."
 - Corporate information included in player bag*
 - Up to 2 minute audio commercial segment*
 - Corporate banner displayed at Tournament*
 - Opportunity to provide one branded item to winners
 - Large sponsor logo on t-shirts and printed promotions
 - Two tables at event with prominent placement
 - Two free team registrations - Cash donation only
- Official Hot Shot Contest Sponsor - \$2,500**
 - Opportunity for exclusive branding on basketball goal and trophy*
 - Two dedicated segments via audio system at event*
 - Corporate information included in player bag*
 - Medium sponsor logo on t-shirts and printed promotions
 - One table or booth at event near contest
 - Two free team registrations - Cash donation only
- Official Bracket Sponsor - \$2,000**
 - Opportunity for sponsor logo on Bracket display at event*
 - Two dedicated segments via audio system at event*
 - Corporate information included in player bag*
 - Medium sponsor logo on t-shirts and printed promotions
 - Two free team registrations - Cash donation only
- 20 for 2020 - \$1,000**
(Limited to first 20 sponsors who provide contract)
 - Opportunity for 20 sponsors to receive special logo recognition on collateral in player bag*
 - Dedicated audio Roll Call of company name or individual at event
 - Corporate information included in player bag*
 - Medium sponsor logo on t-shirts and printed promotions
 - One free team registration - Cash donation only

Traditional Sponsorships:

- Slam Dunk Sponsor- \$2,500**
 - Corporate Information included in player bag*
 - Two dedicated segments via audio system at event*
 - Medium sponsor logo on t-shirts and printed promotions
 - One table at event with prominent placement
 - Two free team registrations - Cash donation only
- Full Court Press Sponsor - \$1,500**
 - Corporate Information included in player bag*
 - One dedicated segment via audio system at event*
 - Corporate banner displayed at Tournament*
 - Medium sponsor logo on t-shirts and printed promotions
 - One table at event
 - One free team registration - Cash donation only
- Fast Break Sponsor - \$750**
 - Corporate Information included in player bag*
 - Standard sponsor logo on t-shirts and printed promotions
 - One table at event
 - One EARLY free team registration (eligible for free team ONLY if confirmed by Feb. 14th) - Cash donation only
- Free Throw Sponsor - \$500**
 - Corporate Information included in player bag*
 - Sponsor name on t-shirts and printed promotions **
 - One EARLY free team registration (eligible for free team ONLY if confirmed by Feb. 14th) - Cash donation only
- Friend Sponsor - all gifts from \$25 to \$499**
 - Verbal recognition during the event

- I am unable to be a sponsor, but I'd like to donate the amount of a team registration, \$120.
- For all sponsors who receive a table, please check box here if you will use your table(s).

* Corporate information and logo in vector format (.eps or .ai) are due from sponsor by February 20th.

** Logo may be used, space permitting.



2020 CONTRIBUTION AGREEMENT

Name of Company or Individual: _____

Contact Person: _____

Address: _____

Phone #: _____

E-mail: _____

(1) Free Team Registration for EARLY BIRD \$500+ Cash Sponsors by 02/14: _____

(Please list team captain's name and email.)

Please initial:

_____ I understand that my free team is NOT confirmed until a team registration is completed online and the sponsorship is PAID no later than February 14, 2020.

Please circle t-shirt size(s) (Sponsors from \$500-\$2499 receive 1 free t-shirt; \$2500+ receive 2 free t-shirts):

T-shirts are not guaranteed after 03/06/20.

YM YL YXL AS AM AL AXL AXXL AXXXL

For Non-Monetary Donations:

Description of Goods or Services donated: _____

Retail Value of Goods or Services donated: _____

For additional information or question please contact Corrie Strosnider at (214)282-5317 (*text preferred*) or Hoopssponsorship@gmail.com.

Please make checks payable to: Lake Highlands Junior High PTA
Mail to the attention of 2020 Sponsorship Delegate Corrie Strosnider, 9752 Wisterwood, Dallas, TX 75238