



# SPONSORSHIP PACKET

## WHAT WE CAN DO TOGETHER

When you commit as a sponsor, you gain exposure as an esteemed supporter of The HEB Sports Hall of Fame. Our followers and supporters include city officials, employees of the HEB ISD, parents/relatives of students/athletes, students and frankly, the majority of the population of the mid-cities. In addition, our banquets and charity events bring in people from all over the United States. What do all these folks have in common? They are consumers and as such they are all potential patrons of your business. When you become a partner with The HEB Sports Hall of Fame by supporting at any level, we give you something valuable in return. Something beyond the benefits of a tax-deductible contribution. When a company invests in a non-profit, which is both valued and beloved in the community, its reputation benefits. As a non-profit, we rely on donated funds to operate. The more we raise above and beyond operating costs, the more we can give back to the community at large. To show our appreciation for supports like yourself, we want to offer to promote your business. We have a variety of ways to present your brand to the community.

### Cheryl Bills

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# Website Sponsorship

## Elite Level Website Partner \$6,000

Partnership Commitment Level - 12 Months

- Your business exclusively featured as “The Official Sponsor of the HEB Sports Hall of Fame Website” on Home Page & Newsletter along with your company logo
- Video, slideshow or photo ads on website
- Hyperlink from our website to your business website
- Your business mentioned as “The Official Sponsor of the HEB Sports Hall of Fame Website” at
  - The Sports Hall of Fame Banquet - In banquet program and on big screen
  - Charity Golf Tournament - On banner or sign
  - Varsity Football games at Pennington Field by Stadium Announcer at each of the 10 home games (if partnership is active during football season) & on small scoreboard



# Community Level Website Partner

## Gold Level Partner \$3000

12 month Commitment

- Your business mentioned as “A Sponsor of the HEB Sports Hall of Fame Website”
- Your company logo with Link from our website to your business website
- Your business listed with other sponsors in the HEB Sports Hall of Fame Banquet Program

## Silver Level Partner \$2500

9 Month Commitment

- Your business mentioned as “A Sponsor of the HEB Sports Hall of Fame Website”
- Your company logo with Link from our website to your business website
- Your business listed with other sponsors in the HEB Sports Hall of Fame Banquet Program

## Bronze Level Partner \$1500

6 Month Commitment

- Your business mentioned as “A Sponsor of the HEB Sports Hall of Fame Website”
- Your company logo with Link from our website to your business website
- Your business listed with other sponsors in the HEB Sports Hall of Fame Banquet Program



# Social Media Sponsor

Gold Level Partner \$3,000

## Our 12-Month Commitment

- Recognized as a HEB Sports Hall of Fame Supporting Sponsor on our official Facebook and Twitter accounts
- Approved ads featured on our official Facebook website for a term of 12 months
- Approved ads featured on our official Twitter account for a term of 12 months
- Option to sponsor social media post on the HEB sporting event of your choice to support school, game or athlete (subject to admin approval)
- Facebook and Twitter “shout outs” with your company’s logo and link to your social media accounts

# Social Media Sponsor

Silver Level Partner \$1,800



## Our 6-Month Commitment

- Recognized as a HEB Sports Hall of Fame Supporting Sponsor on our official Facebook and Twitter accounts
- Approved ads featured on our official Facebook website for a term of 6 months
- Approved ads featured on our official Twitter account for a term of 6 months
- Option to sponsor social media post on the HEB sporting event of your choice to support school, game or athlete (subject to admin approval)
- Facebook and Twitter “shout outs” with your company’s logo and link to your social media accounts

# Sports Hall of Fame at Pennington Field Sponsor

\$5000

## Our 12-month Commitment

- Your company mentioned by stadium announcer at all 10 varsity home games
- Your company recognized as sponsor on the scoreboard during all 10 varsity home games
- Your company logo with a link to your business website on the SHF website
- Your company mentioned in SHF Facebook and Twitter posts
- Recognition as Sports Hall of Fame sponsor in Banquet Program



## Sports Hall of Fame Premium Package - Gold

\$5,000

Our 12-Month Commitment

- Community Website Partner Package \$3,000 Value
- Social Media Gold Level Partner Package \$3,000 value
- Banquet Group Level Sponsor Package \$400 value
- Golf Tournament Bronze Level Sponsor Package \$1,000 value
- *Total Value \$7,400*

## Sports Hall of Fame Premium Package - Platinum

\$10,000

Our 12-Month Commitment

- Banquet Corporate Level Sponsor Package \$700 value
- Golf Tournament Silver Sponsor Package \$3000 value
- Community Website Partner Package \$3000 Value
- Social Media Gold Level Package \$3000 value
- Pennington Field Package \$5000 value
- *Total Value \$14,700*

# A La Carte

Choose one for \$100:

- 30 day ad on HEB SHF Website
- 30 day ad on Social Media

Choose one for \$150:

- 60 day ad on HEB SHF Website
- 60 day ad on Social Media
- Recognition in one edition of quarterly newsletter
- Mention at one home football game at Pennington

Choose one for \$250:

- 90 day ad on HEB SHF Website
- 90 day ad on Social Media
- Recognition in two editions of quarterly newsletter
- Mention at two home football game at Pennington

In-Kind Donations

- Goods or Services Donated to Support the HEB Sports Hall of Fame