

High School Basketball
2nd Annual Newark National Invitational

Hosted by St. Benedict's Prep
for the benefit of the Brian C. Doherty '66 Scholarship Fund

Saturday, January 30th, 2010
The "ROCK" | The Prudential Center | Newark, NJ

New Jersey sets the standard for High School sports. Now it's time to show the rest of the country what **Top-Ranked High School Basketball** is all about!

St. Benedict's Prep, in partnership with The Star-Ledger and The Prudential Center have put together a one day tournament to bring the best teams from around the country to face off with New Jersey's best.

Showcase your company with a highly targeted print, TV, webcasting, NJ Billboard placement and event campaign that leverages the strength of the market's strongest names:

The Prudential Center, Star-Ledger | NJ.com, (*Insert Your Company Here*)

See the following pages to choose a campaign that's right for you.

New Jersey's Best Against The Rest!
NJ Takes On The Best In The USA!

GAMES BEGIN AT 11:00 AM

TEAM MATCHUPS:

University HS, NJ
Malcolm X. Shabazz HS (Girls), NJ #19
St. Peter's Prep, NJ
St. Benedict's Prep, NJ #4
St. Anthony HS, NJ
St. Patrick HS, NJ #2

St. Raymond HS, Bronx, NY
Christ the King HS (Girls), Middle Village, NY
Christ the King HS (Boys), Middle Village, NY #20
De La Salle Institute, Chicago, IL #38
De Matha Catholic HS, Hyattsville, MD #7
White Station HS, Memphis, TN #35

Source: ESPN Rise 2009-2010 Preseason National High School Rankings



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The Power of Partnership: GAME LEVEL SPONSOR (12 available)

PRINT:

- Your logo included as game sponsor in (3) 3x10" promotional ads in The Star-Ledger (color when available)

Total Print Value: \$20,250

TOURNAMENT PROGRAM/TOURNAMENT WEBSITE:

- Your logo and corporate link on tournament website

Total Program/Website Value: \$5,000

EVENT OPPORTUNITIES:

- :15 second live PA announcements during sponsored game.
- Your logo included on the Jumbotron during sponsored game.
- Live read introducing your company as game sponsor during team introductions.
 - Your Team's MVP Plaque Presentation.

Total Event Opportunities Value: \$12,500

ADDITIONAL MARKETING/BRANDING:

- All games webcast on NJ.com
- Tickets to VIP seating area.
- Access to game day suite.
- **Total Additional Marketing Value: \$5,000**

TOTAL VALUE OF GAME LEVEL SPONSORSHIP PACKAGE: \$42,750

YOUR INVESTMENT: \$5,000



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The Power of Partnership: SILVER SPONSORSHIP (6 available)

PRINT:

- Your logo included as game sponsor in (3) 3x10" promotional ads in The Star-Ledger (color when available)

Total Print Value: \$20,250

ONLINE:

- 200,000 event promotion ad impressions on NJ.com prior to the event.

Total Online Value: \$2,500

TOURNAMENT PROGRAM/TOURNAMENT WEBSITE:

- Your logo and corporate link on tournament website.

Total Program/Website Value: \$5,000

EVENT OPPORTUNITIES:

- Your logo on chair backs for your sponsored game.
- Frequent display of corporate logo on LED upper tier ribbon
 - :15 second live PA announcements during game.
- Live read introducing your company as Silver Sponsor during team introductions.
- Prudential Center concourse level available to distribute company information, give-a-ways, etc.

Total Event Opportunities Value: \$25,000

ADDITIONAL MARKETING/BRANDING:

- All games webcast on NJ.com
- Logo on tournament t-shirts.
- Tickets to VIP seating area.
- Access to game day suite.

Total Additional Marketing Value: \$5,000

TOTAL VALUE OF SPONSORSHIP PACKAGE: \$57,750

Your Investment: \$10,000



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The Power of Partnership: EXCLUSIVE PRESENTING SPONSORSHIP (1)

PRINT:

- Presenting Sponsor logo in all print ads:
- (15) 3x10" promotional ads in The Star-Ledger (color when available)
 - 3x10" ad in **Friday's Ticket** section week before event

Total Print Value: \$108,000

ONLINE:

- 200,000 event promotion ad impressions on NJ.com prior to the event.

Total Online Value: \$2,500

BROADCAST/WEBCAST: (IF APPLICABLE)

- All games webcast at NJ.com
- (4):30 second commercials per game.
- Logo on opening and closing billboard ads for each game (12 spots total)
- Company & Logo included in all broadcast promotion on TV station/webcast.

Total Broadcast/Webcast Value: \$7,500+

TOURNAMENT PROGRAM/TOURNAMENT WEBSITE:

- Your logo and corporate link on tournament website.

Total Program/Website Value: \$5,000

EVENT OPPORTUNITIES:

- Your logo wrapped around basketball poles (all 6 games).
 - Frequent display of corporate logo on LED upper tier ribbon
 - :15 second live PA announcements during game.
 - Your logo included on the scoreboard during sponsored game.
- Live read introducing your company as Presenting Sponsor during team introductions.
- (6):30 second commercials on the Jumbotron (total of 6 games) *Copy provided by sponsor.
- Prudential Center Concourse Level available to distribute company information, give-a-ways, etc.

Total Event Opportunities Value: \$25,000

ADDITIONAL MARKETING/BRANDING:

- Company banner at press conference.
- Logo on NJ billboard tournament advertising
 - Logo on all event merchandise.
 - Tickets to VIP seating area.
 - Access to game day suite.

Total Additional Marketing Value: \$5,000

TOTAL VALUE OF PRESENTING SPONSORSHIP PACKAGE: \$145,500

Your Investment: \$15,000

***\$17,500* if Broadcast is Applicable**



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The Power of Partnership: EXCLUSIVE TITLE SPONSORSHIP (1)

PRINT:

- Your logo in all print ads, labeled as a "Title sponsor."
(A minimum of (15) 3x10" promotional ads in The Star-Ledger; in color when available)
- 3x10" ad in **Friday's Ticket** section week before event.
- 3x10" "Congratulations to All Teams" ad after the event.

Total Print Value: \$114,750

ONLINE:

- 200,000 event promotion ad impressions on NJ.com

Total Online Value: \$2,500

BROADCAST/WEBCAST: (IF APPLICABLE)

- All games webcast on NJ.com
- (2) banner on scorer's table during all 6 games – prominent television/webcast exposure throughout tournament.
- (5) :30 second commercials per game. (total of 30 spots)
- Logo on opening and closing billboard ads for each game (12 spots total.)
- (1) live, on-air read per game from announcers on TV/webcast.
- Company & Logo included in all broadcast spots on TV/webcast to promote the event.

Total Broadcast/Webcast Value: \$15,500+

EVENT OPPORTUNITIES:

- Banner displayed at The Prudential Center on day of tournament.
- :15 second live PA announcements per game
- Your logo included on the Jumbotron throughout the event.
- :30 second commercial on the electronic scoreboard per game. *Copy provided by Sponsor.
- Logo on LED ribbon signage board running on upper tier throughout the event.
- Prudential Center Concourse Level available to distribute company information, give-a-ways, etc.
- Host the half-time give-a-way. Two minutes per game to hand out T-shirts, gift-packs, etc. (total of 6 games.)
*Provided by Sponsor
- (2) Court Logos (8'x4') prominently displayed on game floor

Total Event Opportunities Value: \$25,000

TOURNAMENT PROGRAM/TOURNAMENT WEBSITE:

- Your logo and corporate link on tournament website.

Total Program/Website Value: \$5,000

ADDITIONAL MARKETING/BRANDING:

- Company banner at press conference.
- Logo on NJ billboard tournament advertising
- Invitation to speak at the press conference.
- Logo on all event merchandise.
- VIP Ticket Package.
- Access to game day suite.

Total Additional Marketing Value: \$5,000

CONTEST PROMOTION:

Your company is the exclusive sponsor of a contest hosted by The Star-Ledger/NJ.com for a chance to win 8 VIP tickets and meals at the tournament.

Winner will receive a VIP prize package of tickets, autographed items, pictures with VIP, etc.

Star-Ledger/NJ.com will promote the contest with 3 ads/week during the 3 week entry period with 21" ads in Star-Ledger and minimum of 200,000 impressions on NJ.com.

Total Contest Value: \$42,500

TOTAL VALUE OF

TITLE SPONSORSHIP PACKAGE: \$194,750

Your Investment: \$25,000

***\$30,000* if Broadcast is Applicable**



