



**AFTERSCHOOL  
ALL-STARS**

**PHILADELPHIA  
CAMDEN**

# ALL-STAR HOOP-A-THON 2019

## SPONSORSHIP OPPORTUNITIES



Our All-Star Hoop-A-Thon is After-School All-Stars' (ASAS) annual basketball fundraising event. Test your free-throw skills along with our All-Star students in support of one of our school teams. Help us raise **\$50,000 to provide free, comprehensive after-school programming to students in Philadelphia and Camden.**

#### **EVENT DETAILS**

- Saturday, April 6, 2019
- 10:00-1:00pm
- Philadelphia 76ers Training Complex

#### **WHAT WE OFFER COMPANIES**

- Diverse Audience
- Media Exposure
- Sponsorship Opportunities

# **ALL-STAR HOOP-A-THON 2019**





ASAS provides **72,000 youth in 19 chapters with free comprehensive daily afterschool programs**. Founded in 1992, ASAS keeps children safe and helps them succeed in school and life.

ASAS Philadelphia & Camden is the local chapter of the leading national organization and provides **school-based, comprehensive after-school programs** that include **academics, enrichment activities and health and fitness** for middle-school aged students. In Philadelphia and Camden, ASAS serves **400+ students in five Title I middle schools**.

We serve:

- **96%** of students are youth of color
- **100%** qualify for Federal Free and Reduced Lunch Program (FRLP)

# ABOUT ASAS PHILADELPHIA & CAMDEN



# SPONSORSHIP LEVELS







**One (1) exclusive opportunity** to serve as the **Title Sponsor** of ASAS Philadelphia & Camden's second annual All-Star Hoop-A-Thon.

**GENERAL PARTNERSHIP BENEFITS:**

- Inclusion in the ASAS National & the Philadelphia & Camden chapter's **Annual Reports Donor listing**
- Promotion on ASAS Philadelphia & Camden's **Social Media accounts** 5x per year
- Dedicated ASAS Philadelphia & Camden **All-Star Moment E-blast logo & Partnership description** on the chapter's webpage with co-linking
- **Access to the 76er's "War Room" (Draft Room)** as an exclusive **VIP Partner Space**

**ACTIVATIONS & EVENTS:**

- **Branding opportunity** at the All-Star Hoop-A-Thon
- Inclusion of **logo in the All-Star Hoop-A-Thon event collateral**, as appropriate
- Opportunity for **promotional item give-way or product placement**, as appropriate

**EMPLOYEE ENGAGEMENT:**

- Opportunity for up to **twenty (20) employees** to participate in the Hoop-A-Thon
- Dedicated **social media promotion of participation in the Hoop-A-Thon**

**BOARD PLACEMENT:**

- Opportunity for one member of organizational leadership to **serve on the ASAS Philadelphia & Camden Advisory Board**

**PRESENTING SPONSOR - \$25,000**



### **Five (5) opportunities to be the Title Sponsor of the School Teams.**

- As a Title Sponsor of an ASAS Philadelphia & Camden School, your employees will:
  - **Compete** with our All-Stars from that school for the Grand Prize
  - Receive a **T-Shirt** with the Hoop-a-Thon All-Star team name

### **GENERAL PARTNERSHIP BENEFITS:**

- Inclusion in the ASAS National & the Philadelphia & Camden chapter's **Annual Reports Donor listing**
- Promotion on ASAS Philadelphia & Camden's **Social Media accounts 2x per year**
- **Logo on ASAS Philadelphia & Camden's webpage** with co-linking
- **Access to the 76er's "War Room" (Draft Room)** as an exclusive VIP Partner Space

### **ACTIVATIONS & EVENTS:**

- **Inclusion of logo in the All-Star Hoop-A-Thon event collateral**, as appropriate
- **Opportunity for promotional item give-way or product placement**, as appropriate

### **EMPLOYEE ENGAGEMENT:**

- Opportunity for up to **fifteen (15) employees** to participate in the Hoop-A-Thon
- **Dedicated social media promotion of participation in the Hoop-A-Thon**

### **BOARD PLACEMENT:**

- Opportunity for one member of organizational leadership to **serve on the ASAS Philadelphia & Camden Advisory Board**

# **ALL-STAR SCHOOL SPONSOR - \$10,000**





## GENERAL PARTNERSHIP BENEFITS:

- Inclusion in the ASAS National & ASAS Philadelphia & Camden chapter's **Annual Reports Donor listing**
- Promotion on ASAS Philadelphia & Camden's **Social Media accounts 1x per year**
- **Logo on ASAS Philadelphia & Camden's web page** with link to website
- **Access to the 76er's "War Room" (Draft Room)** as an exclusive VIP Partner Space

## ACTIVATIONS & EVENTS:

- Inclusion of logo in the **All-Star Hoop-A-Thon event collateral**, as appropriate
- Opportunity for promotional item give-away or product placement, as appropriate

## EMPLOYEE ENGAGEMENT:

- Opportunity for up to ten (10) employees to participate in the Hoop-A-Thon
- Dedicated social media promotion of participation in the Hoop-A-Thon

**TEAM SPONSOR - \$5,000**



### **GENERAL PARTNERSHIP BENEFITS:**

- Inclusion in the ASAS National & ASAS Philadelphia & Camden's **Annual Reports Donor listing**
- Promotion on ASAS Philadelphia & Camden's **Social Media accounts 2x per year**
- **Logo on ASAS Philadelphia & Camden's webpage** with link to website
- **Access to the 76er's "War Room" (Draft Room) as an exclusive VIP Partner Space**

### **ACTIVATIONS & EVENTS:**

- Inclusion of logo in the **All-Star Hoop-A-Thon event collateral**, as appropriate
- Opportunity for **promotional item give-way or product placement**, as appropriate

### **EMPLOYEE ENGAGEMENT:**

- Opportunity for up to **five (5) employees to participate in the Hoop-A-Thon**
- Opportunity to **two (2) employees to DJ at the Hoop-A-Thon with our All-Stars**

# **ENTERTAINMENT SPONSOR - \$5,000**





### **GENERAL PARTNERSHIP BENEFITS:**

- Inclusion in the ASAS National & ASAS Philadelphia & Camden's **Annual Reports Donor listing**
- Promotion on ASAS Philadelphia & Camden's **Social Media Accounts 2x per year**
- **Logo on ASAS Philadelphia & Camden's web page with link to website**

### **ACTIVATIONS & EVENTS:**

- Inclusion of logo in the **All-Star Hoop-A-Thon event collateral**, as appropriate
- **Opportunity for promotion item give-way or product placement**, as appropriate

### **EMPLOYEE ENGAGEMENT:**

- Opportunity for up to **five (5) employees to participate in the Hoop-A-Thon**
- Opportunity to employees to **help staff the Snack Stand at the Hoop-A-Thon with our All-Stars**

# **SNACK STAND SPONSOR - \$2,500**



To register as sponsor or as a participant, visit [www.afterschoolallstars.org/philcam-hoopathon](http://www.afterschoolallstars.org/philcam-hoopathon) today!

To learn more about the Hoop-a-Thon, please reach out to:

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# REGISTRATION INFORMATION