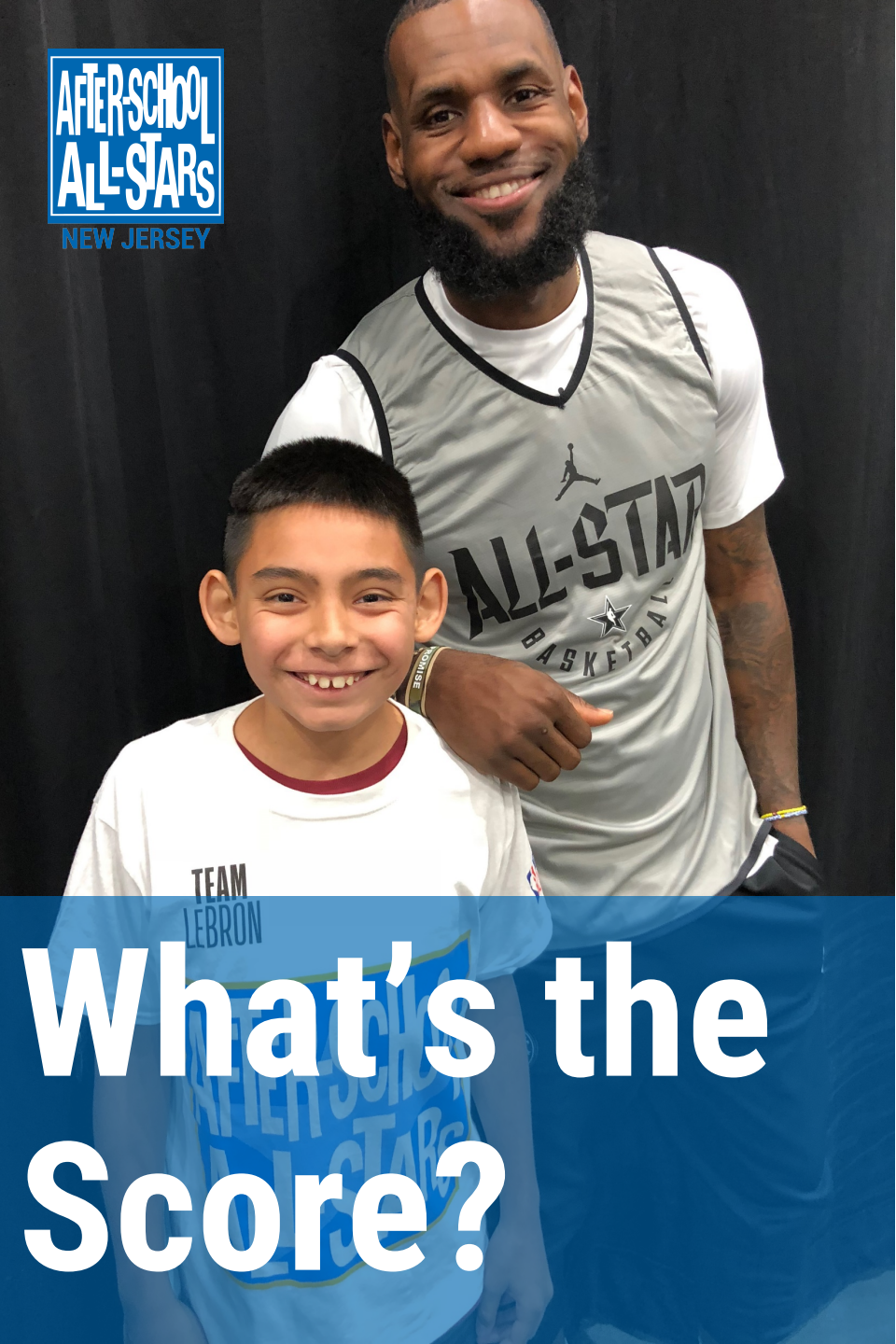




All-Star Hoop-A-Thon

Sponsorship Opportunities



What's the
Score?

ALL-STAR HOOP-A-THON 2020

- ★ Our All-Star Hoop-A-Thon is our inaugural basketball fundraising event. Test your free-throw skills along with our All-Star students in support of our students and help us raise \$60,000 to provide free, comprehensive after-school programming to even more students in New Jersey.

EVENT DETAILS

- ★ **Saturday, March 28, 2020, 10am – 3pm as follows:**
- ★ 8:30 am - Registration Opens
- ★ 10:00 am - Competition Begins
- ★ 12:00 pm – Entertainment/Concessions/Food Truck Vendors
- ★ 2:00 pm - Prizes
- ★ Linden High school – 121 W. St. George's Ave., Linden NJ 07036
- ★ **Registration Deadline: Friday, March 26, 2020**

ABOUT ASAS NJ

- ★ After-School All-Stars provides 75,000 youth in 19 chapters, free comprehensive daily afterschool programs. Founded in 1992, ASAS keeps children safe and helps them succeed in school and life. In New Jersey, ASAS is serving 1,000 students in five schools in Newark and Linden.

WHAT WE OFFER

- ★ Diverse Audience, Media Exposure, Sponsorship Opportunities, FUN!



“Stephen Curry” (All-Star School) Sponsor \$15,000

GENERAL PARTNERSHIP BENEFITS:

- ★ Inclusion in the ASAS National and ASAS NJ Chapter's Annual Reports Donor listing
- ★ Promotion on the ASAS NJ Chapter's Social Media Properties 5x per year
- ★ Dedicated NJ Chapter All-Star Moment E-blast Logo and Partnership description on the NJ Investors' webpage with co-linking

ACTIVATIONS & EVENTS:

- ★ Branding opportunity at the All-Star Hoop-A-Thon
- ★ Inclusion of logo in the All-Star Hoop-A-Thon event collateral and giveaways
- ★ Promotion as sponsor on radio announcements and during All-Star Hoop-A-Thon event
- ★ Banner-Ad marketing on-site at All-Star Hoop-A-Thon
- ★ Opportunity for promotion item give-way or product placement, as appropriate

EMPLOYEE ENGAGEMENT/DAY OF EVENTS PERKS:

- ★ Opportunity for 10 teams (50 employees) to participate in the Hoop-A-Thon
- ★ Dedicated social media promotion of the service project
- ★ Special Team Jersey for all participants
- ★ Sponsorship Catered lunch during event

BOARD PLACEMENT:

- ★ Opportunity for one member of organizational leadership to serve on the ASAS NJ Advisory Board



“Kevin Durant” (School Sponsor)

\$10,000

GENERAL PARTNERSHIP BENEFITS:

- ★ Inclusion in the ASAS National and ASAS NJ Chapter's Annual Reports Donor listing

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
- ★ Branding opportunity at the All-Star Hoop-A-Thon

EMPLOYEE ENGAGEMENT/DAY OF EVENT PERKS:

- ★ Opportunity for 8 teams (40 employees) or 4 schools (40 students) to play in the Hoop-A-Thon
- ★ Dedicated social media promotion of participation in the Hoop-A-Thon
- ★ Opportunity to two employees to DJ at the Hoop-A-Thon with our All-Star, serve as score keepers for two courts or be a co-MC for the event.
- ★ Special Team Jerseys for all participants
- ★ Sponsorship Catered Lunch during event

**AFTERSCHOOL
ALL-STARS**

NEW JERSEY



“Shaquille O’Neal” (Snack Stand Sponsor) \$6,500

GENERAL PARTNERSHIP BENEFITS:

- ★ Inclusion in the ASAS National and ASAS NJ Chapter’s Annual Reports
Donor listing

ACTIVATIONS & EVENTS:

- ★ Official Snack Stand branding via inclusion of logo in the All-Star Hoop-A-Thon event collateral and promotional advertisement on refreshments, as appropriate

EMPLOYEE ENGAGEMENT/DAY OF EVENT PERKS:

- ★ Opportunity for up to 4 teams (20 employees) to participate in the Hoop-A-Thon
- ★ Opportunity for employees to help staff the Snack Stand at the Hoop-A-Thon with our All-Stars
- ★ Special Team Jersey for all participants
- ★ Sponsorship Catered Lunch during event

About After-School All-Stars NJ

After-School All-Stars NJ is the local chapter of the leading national organization providing school-based, comprehensive after-school programs that include academics, enrichment activities and health and fitness for students in grades K-8.

- ★ 96% of students are youth of color
- ★ 98% qualify for Federal Free and Reduced Lunch Program
- ★ 100% ASAS NJ students receive robust program enrichment on Monday-Fridays from 3-6pm



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P. 973-757-3158
www.asasnj.org



Register Today!

To Register as a Sponsor and Participate Today!

IF YOU WOULD LIKE TO LEARN MORE CALL:

PH: 973-556-8119 Or 973-474-6399

EMAIL: Ebony.Simpson@afterschoolallstars.org

