

HINSDALE CENTRAL HOLIDAY CLASSIC



2021 SPONSORSHIP OPPORTUNITIES

The Hinsdale Central Holiday Classic has already become one of the premier high school basketball events in the State of Illinois. In its first five years, the event has extensive coverage on television, over the air news broadcasts and through streaming on-line video. Thousands of patrons will be watching the event in person or through some electronic communication. Our tournament website, www.hcholidayclassic.com has had over two million hits the last five years. The event will play host to sixteen high school varsity boys basketball teams and will be attended by thousands of spectators over the four-day experience.



The tournament has developed a sponsorship plan with several affordable packages and individual advertising opportunities, which businesses from all groups can partake.

Our event has already built a reputation of success in its early five-year history, as the tournament can boast one state champion, a total of five different state qualifiers, and a former Most Valuable Player, who was selected in the second round of the 2018 NBA Draft.

The 2021 edition of the Hinsdale Central Holiday Classic will be held on Wednesday, December 22; Thursday, December 23; Tuesday, December 28 and Wednesday, December 29. Every team will play one game on each of the days of the tournament.



On the following pages, visit the different opportunities that your company can partner with us at the Hinsdale Central Holiday Classic, and provide a community service to those that participate in interscholastic athletics. Together we can make it possible.

HC SQUARED: It's The Best Game In Town

HINSDALE CENTRAL HOLIDAY CLASSIC SPONSORSHIP OPPORTUNITIES



Souvenir Game Program Ad

Over 1000 gameday programs will be distributed to spectators free-of-charge during this year's event. Put your message in the hands of those spectators with your logo, picture, website, and other contact information in this annual keepsake. **Costs range between \$100 and \$500 based on ad size and program placement.**

Signage – Banner in Gymnasium

Business Owner will provide one banner or signage (not to exceed six feet in length) to be affixed in playing facility for maximum spectator, television and electronic media coverage for all four days of the event.

Cost: \$100 for entire tournament.

Sponsor Your Favorite Team at this Year's HCHC

Business Owner will provide a logo and hyperlink to their website for inclusion on a team page on the Hinsdale Central Holiday Classic website, www.hcholidayclassic.com. Businesses can select the team page that they wish to sponsor. Your sponsor name will also be mentioned during the starting lineup of all four games in which your team plays. These sponsorships are limited to the participating sixteen teams and are available on a first-come first-served basis. **Cost: \$100 per team page.**

Game Ball Presentation

Business Owner will present game ball prior to the start of one game during the event. A maximum of two (2) people will be recognized along with the business name by the public address announcer and the presentation will be photographed and blast on the tournament social media accounts. Two complimentary game tickets for the day of the presentation will be provided. **Cost: \$50 per single game presentation.**

Internet Advertising Sponsor Logo on Tournament Website

Business Owner will provide an artwork logo and hyperlink to their website for inclusion on the home page and sponsor page on the Hinsdale Central Holiday Classic website, www.hcholidayclassic.com.

Cost: \$50 for advertising on website for duration of high school basketball season.

Halftime Contest Certificate/ Gift Card

Business Owner will provide a gift certificate or product to be presented to participants of halftime and quarter break contests during the event. The public address announcer will recognize the business that is sponsoring the contest. **Suggested Donation: \$25 or more per Contest Participant.**

Hospitality Room Product Donation

Business Owner will provide donation of product for use in the Tournament Hospitality Room which provides food and refreshments for coaches, officials, workers, college scouts and media members. Suggested Donation: **Product to sponsor one serving session during event.**

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HCHC SPONSORSHIP = REACHING THE MASSES
BIGGER AND BETTER FOR 2021

This year sixteen teams will compete over the four-day tournament representing many



different geographical regions. Teams representing the following communities will be participating: Aurora, Berwyn, Buffalo Grove, Burr Ridge, Calumet Park, Chicago Heights, Chicago Ridge, Cicero, Clarendon Hills, Darien, Deerfield, Des Plaines, East Hazel Crest, Flossmoor, Glenwood, Harwood Heights, Hinsdale, Kildeer, Lake Zurich, Lincolnshire, Lombard, Long Grove, Mokena, Montgomery, New Lenox, Nilas, Oak Brook, Oak Brook

Terrace, Oak Forest, Oak Lawn, Olympia Fields, Oswego, Park Ridge, Plainfield, Robbins, Rockford, Saint Charles, Vernon Hills, Villa Park, Willowbrook and the Chicago communities of Ashburn and Brickwood.

Over the past five years, the tournament website, www.hcholidayclassic.com has had two million hits. The spectator attendance more than doubled since the first year, and we have thousands of followers on our Social Media pages. The Hinsdale Central Holiday Classic has become a must-see event in high school athletics.



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2021 SPONSORSHIP OPPORTUNITIES

- Souvenir Game Program Advertisement
Back Cover = \$500; Full Page = \$300; Half Page = \$200;
Quarter Page = \$150; Eighth Page = \$100
- Signage – Banner in Gymnasium -- \$100 for entire tournament
- Sponsor Your Favorite Team at this Year's HCHC -- \$100 per team
- Game Ball Presentation -- \$50 per selected game
- Internet Advertising Sponsor Logo on Tournament Website -- \$50 for season
- Halftime Contest Certificate/ Gift Card -- \$25 or more per contest participant
- Hospitality Room Product Donation – product to cover one meal serving

Return this form with you payment to: Dan Jones, Athletic Director – Hinsdale Central High School, 55th & Grant Avenues, Hinsdale, IL 60521.

BUSINESS NAME: _____

BUSINESS CONTACT: _____

BUSINESS TELEPHONE: _____

BUSINESS EMAIL: _____

IF SPONSORING A TEAM, PLEASE LIST THAT SCHOOL: _____

For additional information about sponsorship opportunities,
contact Athletic Director Dan Jones at djones@hinsdale86.org
or Tournament Manager Joe Spagnolo at hcholidayclassic@hotmail.com.

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December 22, 23, 28, 29, 2021
www.hcholidayclassic.com