



2016 PARTNERSHIP PLAYBOOK

DECEMBER 3, 2016





2016 C.H.A.M.P.S. HEART OF TEXAS BOWL - 113 W. AVENUE D - COPPERAS COVE, TX 76522

October 18, 2016

Dear Community Leader,

The 2016 C.H.A.M.P.S. Heart of Texas Bowl extends an invitation to you to purchase advertising in our bowl partnership package. I know your company has a mission and desire to give back to the local community, and we greatly appreciate your time.

The C.H.A.M.P.S. Heart of Texas Bowl is a great opportunity to showcase your company on television, radio and at the stadium. I would be grateful for the opportunity to visit with you.

In 2016, the support of your organization, along with others, will help us to provide needed funds for C.H.A.M.P.S., Gridiron Heroes and the Mounted Warfare Foundation. We are expecting increased attendance, and the event will be covered by the local newspapers, ESPN 3, Watch ESPN App, Time Warner Cable and various media locally and nationally.

Attached is some information about the packages available. The C.H.A.M.P.S. Heart of Texas Bowl would adapt a package to be the most beneficial to your company. Thank you for your consideration, help us help others. I am available at your convenience.

Kindest regards,

Ronald Oswalt
ronaldoswalt@gmail.com
C.H.A.M.P.S. Heart of Texas Bowl
www.heartoftexasbowl.com
512-409-5277



2015 HEART OF TEXAS BOWL HIGHLIGHTS



- **INCREASED ATTENDANCE**
- **FOUR STATE COLLEGES REPRESENTED**
- **NATIONALLY TELEVISED - FOX SPORTS**
- **RAISED REVENUES FOR LOCAL AND NATIONAL CHARITY**

COMMUNITY MINDED:

The Heart of Texas Bowl offers FREE tickets to local military and non-profits in Central Texas. The bowl helps C.H.A.M.P.S., Mounted Warrior Foundation and Gridiron Heroes and other groups complete their missions.

GIVING BACK:

The Heart of Texas Bowl wants to be an asset to the community for which we serve. We want a family-oriented activity that is fun but we want to be known for giving back. Over the 15 plus years, the game has brought thousands of dollars to local hotels and restaurants and the local economy.

FUNDRAISING:

Ask how your group can benefit today!





SPONSORSHIP PACKAGES

BRONZE SPONSORSHIP: VALUE \$500

IN STADIUM MEDIA:

- Minimum of two (2) mentions through public address system by game announcer
- Listed on Sponsor Banner as Bronze Level sponsor
- Four (4) General Admission tickets
- One (1) parking pass
- One eighth (1/8) page ad in Commemorative Game Magazine
- Your company mentioned on CenTex Central Radio as a Bronze Level Hot Bowl Sponsor
- Your company listed on back of Hot Bowl T-Shirts

SILVER SPONSORSHIP: VALUE \$750

IN STADIUM MEDIA:

- Minimum of three (3) mentions through public address system by game announcer
- Listed on Sponsor Banner as Silver Level Sponsor
- Six (6) General Admission tickets
- Two (2) reserved seat tickets
- Two (2) parking passes
- One quarter (1/4) page ad in Commemorative Game Magazine
- Your company mentioned on CenTex Central Radio as a Silver Level Hot Bowl Sponsor
- Your company listed on back of Hot Bowl T-Shirts



SPONSORSHIP PACKAGES

GOLD SPONSORSHIP: VALUE \$1,000

IN STADIUM PROMOTION:

- One (1) exhibit space with size and location to be determined by Hot Bowl Director
- Minimum of Two (2) company advertisements on Stadium Scoreboard
- Minimum One (1) company recognition through public address system
- Ten (10) General Admission tickets for each game
- Six (6) Reserved Seat tickets in Home Side reserved section
- Two (2) parking passes
- One half (1/2) page ad in Commemorative Hot Bowl Game Magazine, artwork and text provided by sponsor
- Company name listed on Hot Bowl T-Shirts

ADDITIONAL ADVERTISING:

- Minimum of Two (2) :30 second ads on CenTex Central Radio during each game
- Your radio ad will play on CenTex Central Daily during Hot Bowl Week, November 28 through December 2.
- All Gold Level Sponsors will be mentioned on national television, ESPN 3 during each game
- Banner Ad displayed on Hot Bowl Website during the entire year, one week prior to game up to one week prior to following Hot Bowl. This includes a link to Sponsors own website



SPONSORSHIP PACKAGES

DIAMOND SPONSORSHIP: VALUE \$2,500

IN STADIUM PROMOTION:

- One (1) exhibit space with size and location to be determined by Hot Bowl Coordinator
- Up to four (4) dedicated thirty-second (:30) ad spots to run on Video Board during each game
- Up to four (4) Public Address recognitions during each game
- Ten (10) reserved section tickets (subject to best available bowl inventory)
- Twenty (20) General Admission tickets to the event
- Four (4) parking passes
- Two (2) dedicated thirty-second (:30) video spots or in-game/stadium features to be aired on Video Board/Scoreboard
- One (1) Full-Page Sponsor acknowledgement in HOT BOWL game program (artwork provided by SPONSOR).
- Company name listed on Hot Bowl T-Shirts

ADDITIONAL GAME-RELATED ADVERTISING:

- Minimum of Three (3) :30 second advertisements on CenTex Central Radio
- One (1) :30 second advertisement on National television, ESPN 3
- Sponsor to receive promotional space on HOT BOWL website. Includes logo and link to Sponsor website



SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP: VALUE \$5,000

RETAIL PROMOTION:

- SPONSOR will have the opportunity to create a national, local and/or regional promotion tied HOT BOWL with a minimum of Two (2) thirty second (:30) television commercials during each game. Games will be televised on ESPN 3.
- Minimum of Four (4) commercials on CenTex Central Radio.
- SPONSOR will have the opportunity to create a social media campaign that leverages the bowl's social media assets
- One (1) prominent exhibit space with size and location to be determined by Hot Bowl Coordinator
- One (1) SPONSOR banners placed in high visible locations at each event. Banners not to exceed 3' x 8'
- Company name listed on Hot Bowl T-Shirts
- Up to six (6) dedicated thirty-second (:30) ad spots to run on Video Board during each game
- Up to six (6) PA recognitions during each game
- Ten (10) reserved home side seats
- Twenty (20) general admission tickets
- Five (5) vendor parking passes
- Logo tags on up to four (4) Instant Replays or like in-game features appearing on Stadium Video Board/Scoreboard

ADDITIONAL GAME-RELATED ADVERTISING:

- One (1) Full-Page Sponsor acknowledgement in HOT BOWL game program (artwork provided by SPONSOR).
- SPONSOR to receive promotional space on HOT BOWL website. Includes logo and link to SPONSOR website



SALES AGREEMENT

113 W. AVENUE D - COPPERAS COVE, TEXAS 78522 • 254-394-1146

Advertising/Partnership Agreement

Date: _____

This Advertising Agreement is made on the _____ day of _____ 2016,

Between C.H.A.M.P.S. HEART OF TEXAS BOWL (the "Publisher"), and

_____ ("the "Advertiser"), located at:

Address _____,

City _____, State _____, Zip _____

Telephone _____ Email _____

Advertiser wishes to purchase the following Sponsorship package:

Bronze _____\$500 Silver _____\$750 Gold _____\$1,000 Diamond _____\$2,500

Platinum _____\$5,000

Marketing Representative