



STUDENT-ATHLETE RECOGNITION BANQUET

Sponsorship Guide

The Bloomington-Normal Area Sports Commission, as part of the Bloomington-Normal Area Convention and Visitors Bureau, was created to retain and attract international, national, and regional sporting events to the Bloomington-Normal Area. We acknowledge that sports are a life-style. Because of this, they provide sponsors with an opportunity to become part of that life-style and to reach passionate sports audiences.

Included in the following packet is information about our sponsor packages for the State Farm Student-Athlete Recognition Banquet, an event owned and operated by the Bloomington-Normal Area Sports Commission. We hope that you can find a package that suits your company's business strategy. In doing so, your sponsorship will directly support economic development in the Bloomington-Normal area, and associate you with top-notch sporting events.

The Bloomington-Normal Area Sports Commission would like to thank you for taking the time to look over the sponsorship information for our events. Our hope is that you will join us in at least one of our great sporting events as a participating sponsor.

Visit our website at www.bloomingtonnormalcvb.org to gain more insight on the event.

Sincerely,

Matt Hawkins
Sports Director



The Sports Commission

The Bloomington-Normal Area Sports Commission, in its current structure, was formed in 2003 by the Bloomington-Normal Area Convention & Visitors Bureau (BNACVB) and a handful of citizens that had a passion for sports. This organization was formed in order to assist the BNACVB bring sporting events to Bloomington-Normal, increase the economic impact in our communities, and enhance the overall quality of life.

The Sports Commission has continued to grow its membership base, which consists of 27 hotels, over 20 individual businesses, and over 200 individual/volunteer members! Since our inception thousands of athletes have participated in our events, and millions of dollars in economic impact have been produced for our local businesses through sporting events.

The Event

The State Farm Student-Athlete Recognition Banquet recognizes outstanding scholar athletes, coaches, volunteers and organizers in McLean County for their achievements on and off the field.

Awards include Male and Female Scholar Athlete of the Year, Male and Female Athlete of the Year, Sports Event of the Year, Volunteer of the Year, Male and Female Special Olympics Athlete of the Year, Coach of the Year (male and female sports) and Team of the Year (male and female sports).

State Farm has been the title sponsor of the tournament since 2008 and is an important asset in its success.

The Facts

- Expected banquet attendance of over 150 people.
- Event information can be found on the website of the Bloomington-Normal Area Convention & Visitors Bureau website, www.bloomingtonnormalcvb.org. Each year, this site has over 500,000 hits.
- WJBC will be airing over 400 advertising radio spots from March through the event date.

Sponsor Benefits

Why Sports?

- Sports and athletics is one of the most popular industries in our society: An association with sports gives a sponsor a contemporary and trendy image. Sports have a positive, healthy, “with-it” image and fits today’s active lifestyle.
- It is grassroots programming at its best: sport allows for grassroots marketing opportunities that can involve the consumer, trade and sales force in programs that move product.
- Local support: Local communities rally around sporting events: A well executed tournament becomes a source of civic pride and a commercial benefit for local businesses.
- Player/spectators support athletic sponsors: Research indicates a positive intent to purchase exists for those companies aligned with events that are relevant to consumers. Sporting events are very relevant, because the fans are the event.
- Positive environment: Sporting events are fun, active, spectator and family friendly. The atmosphere is similar to that of a county fair, although the competition is serious.
- Captive audience: The layout of most tournaments within specified boundaries keeps the spectators within a defined area for an extended period of time as fans, friends and families follow their teams’ progress. This leads to multiple sponsor exposures.

Why the Sports Commission?

- The Bloomington-Normal Area Sports Commission is the source for the majority of amateur sports in McLean County.
- The Sports Commission offers a “non-cluttered” environment. Unlike many other organizations, our tournaments will not be over commercialized. Sponsor presence will be “felt”, not lost.
- The Sports Commission will design flexible programs to meet sponsor needs locally, regionally, and nationally.
- The Sports Commission is cost effective versus other sponsorship opportunities. Just shop and compare.
- Sports Commission tournaments are very well run and offer a positive environment for everyone involved.

Testimonials

“From a business owner’s standpoint, I must stress the importance of community events and activities, because our area McDonalds restaurants receive a great deal of recognition from our sponsorship of the Sports Commission. By hosting these events in our area, they create an impact that is felt by all area businesses.”

*~ Bob Dobski
Owner
McDonalds of Bloomington-Normal*

“The Bloomington-Normal Sports Commission has played a vital role for many years in attracting, retaining and organizing sporting events in the Twin Cities. With the Sports Commission involvement the Town of Normal has hosted numerous successful softball tournaments/events giving the community well deserved recognition on a state and national level.”

*~ Cary Frey
Adult Sports Supervisor
Normal Parks and Recreation Department*

"As a host, the support of the Sports Commission is essential in putting on a first class event. We have the ability to retain and attract new athletic events to Illinois Wesleyan University because of the experiences that the teams have when they come to Bloomington-Normal."

*~ Mike Wagner
Athletics Director
Illinois Wesleyan University*

“The long time collaborative partnership we have with the Bloomington-Normal Area Sports Commission is crucial to our success in hosting several Illinois High School Association State Final Championships. Visitors come from across the state and enjoy their time on the Illinois State campus and in the Bloomington-Normal community.”

*~ Larry Lyons
Athletics Director
Illinois State University*

State Farm Student-Athlete Recognition Banquet 2017 Sponsor Agreement

The undersigned entity (the Sponsor) hereby agrees to be a sponsor of the Student-Athlete Recognition Banquet to be conducted in Bloomington-Normal at the following level: (check one)

_____ **\$250 Level: Table Sponsor**

- One table (8 seats) at the banquet
- Opportunity to donate centerpiece for table

_____ **\$1,000 Level: Presenting Sponsor**

- One sponsor sign displayed during the banquet
- Recognition in promotional materials and during the banquet

_____ **~~\$5,000 Level: Partner~~ (SOLD)**

- Two sponsor signs will be displayed during the banquet (provided by Sponsor)
- Recognition in news releases, advertising materials and during the banquet
- Opportunity for representative to provide brief welcome to group
- Opportunity for representative to assist in presenting awards at the banquet
- Product line exclusively for the event
- Opportunity to display sponsor information at banquet

Sponsor agrees to make payment to the *Bloomington-Normal Area Sports Commission* by May 28, 2017. In exchange for the sponsorship fee, sponsor will receive the benefits as listed above. Sponsor also agrees to provide advertisement artwork as set forth in this agreement by May 28, 2017.

This agreement is made and entered into as of the _____ day of _____, 2017.

Name of Sponsor

Phone Number

Address

City and Zip

Fax Number

Email

Contact Person (Please print)

Contact Person's Signature

Matt Hawkins

Sports Commission Representative

Matt Hawkins

Sports Commission Representative's Signature

Please return this agreement and payment to:

Bloomington-Normal Area Sports Commission
Attn: Matt Hawkins
3201 Cira Dr., Suite 201
Bloomington, IL 61704