



**2023**

**HOOPS FOR HARMONY  
STAND AGAINST RACISM**



**JANUARY 13 - JANUARY 15, 2023**



**SPONSORED BY FRANK WALKER LAW  
CHAMBERSBURG AREA SENIOR HIGH SCHOOL FIELDHOUSE  
CHAMBERSBURG, PA**



## 2023 Sponsorship Proposal



Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with the 2<sup>nd</sup> Annual Stand Against Racism Basketball Showcase.

By partnering with us, you can increase your business exposure within not only the Central Pennsylvania community, but the Washington D.C., Baltimore, Cleveland, Pittsburgh, Philadelphia, and Erie, PA markets as well. This can serve as a wonderful opportunity to enhance your customer base.

The cross-marketing opportunities will benefit your business and strengthen your roots in the community and surrounding areas.



We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. Get face to face with thousands of new customers!

***“The showcase is composed of various high school basketball teams from Central Pennsylvania, as well as all over the eastern region. Target cities include Chambersburg, Pittsburgh, Philadelphia, Baltimore, Cleveland, Harrisburg, Washington D.C., and Erie. In alignment with Dr. Martin Luther King Jr.’s “Dream” of Racial Harmony, the showcase has been intentionally scheduled to align with his birthday weekend. This will be a great opportunity for the Central Pennsylvania area to enjoy an exciting weekend of Basketball with an emphasis on combating racism in our respective communities. The showcase allows for not only socializing and competitive sporting fun, but also business networking opportunities and solution-oriented dialogue about this ongoing problem.”***

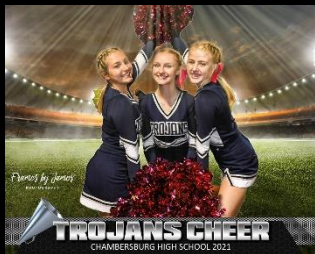
*Ron Coursey, Athletic Director  
Chambersburg Area School District*

# About



Chambersburg Area Senior High School in Chambersburg, PA is hosting the 2<sup>nd</sup> Annual Stand Against Racism Basketball Showcase on from Jan. 13<sup>th</sup> to Jan. 15<sup>th</sup>, 2023 at the Chambersburg High School Fieldhouse. The Showcase will matchup some of the premier Basketball programs of the P.I.A.A. (Pennsylvania Interscholastic Athletic Association) against traditional powers from all over the eastern region. The Showcase is currently functioning as 501(c)(3) non-profit event through its host organization, The Chambersburg Area Sports Boosters. Their Tax EIN Number is 20-1704900. A W-9 can be provided upon request.

A portion of the proceeds from this event will be donated to various Chambersburg Area Sports Boosters (CASB) initiatives, including but not limited to the CASB Student Athlete scholarship fund, Chambersburg Area School District Sports Hall of Fame, Sylvester Pace Historically Black College and University tour, and many more!!!



# SPONSORSHIP BENEFITS & DETAILS

The following opportunities will give your business recognition across all of the showcase games throughout the weekend and will put your company's name, logo and link in front of more than 10,000 spectators and participants.

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our 10,000 spectators and stakeholders
- Providing you with opportunities to become actively involved in community events
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes health, wellness and racial reconciliation within Central Pennsylvania.

	Platinum	Gold	Silver	Bronze	Patron
Value	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Sponsorships Available	1	3	5	10	Unlimited
Recognition as title sponsor (Stand Against Racism Showcase presented by [your company]) in all Showcase communications and materials	✓				
Plaque for recognition	✓				
Category exclusivity across the entire series	✓	✓			
Opportunity to sponsor a cash prize	✓	✓			
<b>Name and logo placement:</b>					
Participant and Spectator shirts	Logo	Logo	Logo		
All game promotions (online & paper)	Logo	Logo			
Mailings	Logo	Logo	Logo	Name	
Player/Team awards	Logo				
Signage at event	Logo	Logo	Logo	Logo	
Showcase branded apparel & products	Logo	Logo	Logo		
<b>Promotion:</b>					
Showcase website with link	Logo	Logo	Logo	Logo	Name
Social Media postings	✓	✓	✓	✓	
Media promotion and press releases	✓	✓	✓	✓	
Local radio interviews	✓				
Recognition in e-newsletters to Showcase participants	✓	✓	✓	✓	✓
Ability to provide nutritional and exercise tips leading up to the game via email and social media	✓	✓	✓		

	Platinum	Gold	Silver	Bronze	Patron
<b>Game Day Benefits:</b>					
Ability to place items in the participants swag bags	Unlimited	Unlimited	1 Item	1 Item	
Opportunity to have representation at the events	Tent	Tent	Table	Table	
Banner placement in gyms	Premier	Premier	Preferred	Preferred	
Announcements on game days prior to each game start and throughout all post-game activities	5 Mentions	3 Mentions	2 Mentions	1 Mention	
Option to provide awards for winners of each game competition	✓	✓	✓	✓	
Photo opportunity with individual game participants/teams	✓	✓	✓		
Complimentary game passes/tickets to both game days	10	5	3	1	
<b>Year Long Benefits:</b>					
Ability to have members on the planning committee	✓	✓			
Invitation to annual sponsor appreciation event	✓	✓	✓	✓	

## Other Sponsorship Opportunities

**\* In-Kind Opportunities**

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please contact [Ronald.coursey@casdonline.org](mailto:Ronald.coursey@casdonline.org). Some in-kind items received in the past include: Sports drinks, Nourishment, Gift cards, Product and Goody Bags.

**\* Other Ideas**

Are you interested in providing support to the Stand Against Racism Showcase with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with the Showcase event? Sponsorship proposals can be customized to meet your business needs by contacting:

Ron Coursey  
 District Athletic Director-Chambersburg Area School District  
[Ronald.coursey@casdonline.org](mailto:Ronald.coursey@casdonline.org)  
 (717) 658-1353

# MEDIA REACH

The Stand Against Racism Basketball Showcase provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a series sponsorship.

**Note:** The data in this section reflects 2021 usage

- Website – [www.casdathletics.com](http://www.casdathletics.com)
  - 99,804 Page views
  - 30% New Visitor
  - 70% Returning Visitor
  - Average session duration 2:12
  - Make-up of online registration participants
    - In-State / In-Town – 74%
    - In-State / Out-of-Town – 15%
    - Out-of-State – 10%
    - Outside US – 1%
- Social Media – Instagram
  - [Chambersburg Athletics](#): 1300+ followers
- Social Media – Twitter
  - [Chambersburg Athletics](#): 2100+followers
- Print Advertising
  - Stand Against Racism Showcase Program
  - Chambersburg Basketball Game Program
- Online Advertising
  - [www.casdathletics.com](http://www.casdathletics.com)
- Live Broadcast/Radio Advertising
  - Done on [Roxamore Sports Network](#) Radio/TV broadcast before each game
- Posters
  - 200 distributed locally and throughout Central Pennsylvania
- Flyers
  - 1,000 distributed locally and throughout Central Pennsylvania
- Event Signage
  - Banner hangs from the Chambersburg Fieldhouse Gym for the week and before each home game.

# SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Ron Coursey, District Athletic Director, at [Ronald.coursey@casdonline.org](mailto:Ronald.coursey@casdonline.org). Please don't hesitate to contact us with any questions (717) 658-1353.

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name *(as you wish to be acknowledged)*

\_\_\_\_\_  
Contact Person's Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

## SPONSORSHIP OPPORTUNITIES:

\_\_\_\_ \$10,000 Platinum Sponsor

\_\_\_\_ \$5,000 Gold Sponsor

\_\_\_\_ \$2,500 Silver Sponsor

\_\_\_\_ \$1,000 Bronze Sponsor

\_\_\_\_ \$500 Patron Sponsor

## PAYMENT INFORMATION:

\_\_\_\_ Please send me an invoice

\_\_\_\_ I have enclosed a check made payable to the Chambersburg Area Sports Boosters



THANK YOU FOR SUPPORTING OUR  
COMMUNITY BASED EVENT!

Once we receive your completed sponsorship form, showcase staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to [ronald.coursey@casdonline.org](mailto:ronald.coursey@casdonline.org)

All materials will be sent for your review/approval before going to print.

\$

\_\_\_\_\_  
Total Sponsorship Commitment

\_\_\_\_\_  
Authorized Sponsor Signature

\_\_\_\_\_  
Date



# Thank You.



[www.casdathletics.com](http://www.casdathletics.com) \* (717) 658-1353 \* [ronald.coursey@casdonline.org](mailto:ronald.coursey@casdonline.org)



**HOOPS FOR HARMONY: STAND AGAINST RACISM**  
**BASKETBALL SHOWCASE**  
*Presented by Frank Walker Law*

**Showcase Team List**

- Aliquippa Senior High School (Aliquippa, PA)
- Berlin Brothersvalley High School (Berlin, PA)
- Central Dauphin High School (Harrisburg, PA)
- Central Dauphin East High School (Harrisburg, PA)
- Chambersburg Area Senior High School (Chambersburg, PA)
- Chester High School (Chester, PA)
- Columbia High School (Columbia, PA)
- Dallastown Area High School (Dallastown, PA)
- Eastern York High School (Wrightsville, PA)
- First Love Christian Academy (Washington, PA)
- Forest Hills Jr. Sr. High School (Sidman, PA)
- Harrisburg High School (Harrisburg, PA)
- Imani Christian Academy (Pittsburgh, PA)
- Imhotep Institute Charter High School (Philadelphia, PA)
- Iona Preparatory School (New Rochelle, NY)
- James Buchanan High School (Mercersburg, PA)
- Kiski Preparatory School (Saltsburg, PA)
- Lansdowne High School (Lansdowne, MD)
- Linden Hall School for Girls (Lititz, PA)
- Lower Dauphin High School (Hummelstown, PA)
- New Town High School (Owings Mills, MD)
- North Allegheny High School (Wexford, PA)
- Rock Creek Christian Academy (Upper Marlboro, MD)
- Scotland Campus School (Scotland, PA)
- Severn School (Severna Park, MD)
- Shippensburg Area High School (Shippensburg, PA)
- St. Benedict Preparatory School (Newark, NJ)
- St. Frances Academy (Baltimore, MD)
- St. Maria Goretti Catholic High School (Hagerstown, MD)
- St. Vincent Pallotti High School (Laurel, MD)
- Susquehanna Township High School (Harrisburg, PA)
- Theodore Roosevelt High School (Washington, DC)
- William Penn Senior High School (York, PA)
- Woodland Hills High School (Churchill, Pennsylvania)
- York Suburban High School (York, PA)