



STOP-DWI HOLIDAY CLASSIC

20TH ANNIVERSARY

2011 SPONSORSHIP PROPOSAL

December 27-30

Broome County Veteran's Memorial Arena

Binghamton, New York

www.bcstopdwi.com



**STOP
DWI** New
York
BROOME COUNTY





The 20th Anniversary of A Holiday Tradition

December 27-30, 2011

Mission

To promote an annual top flight national high school boys basketball tournament that is held for the sole purpose to educate and encourage high school athletes to become leaders in the effort to combat teenage drunk driving and substance abuse in their schools and communities.

Overview

The 2011 STOP-DWI Holiday Classic will mark the 20th Anniversary of this colorful and highly popular event in Binghamton, New York. The STOP-DWI Holiday Classic is recognized as one of the top holiday high school boys basketball tournaments in the United States. Over the years this tournament has featured some outstanding teams such as Christ The King, Holy Cross, Villa Angela St. Joseph, Gonzaga, Simon Gratz, Rice, St. Raymond's, St. Thomas Aquinas and Mt. Vernon to name just a few.

The STOP-DWI Holiday Classic is more than just basketball — it's an educational experience. The STOP-DWI Holiday Classic is a project of the Broome County STOP-DWI Program that uses basketball as a tool to create a unique and exciting learning experience for youth. Through involvement in the STOP-DWI Holiday Classic high school athletes are encouraged to become leaders in the effort to deal with alcohol and substance abuse in their school and community.

The Broome County STOP-DWI Program seeks partners in its effort to educate student athletes about the dangers of drunk driving and substance abuse and invites organizations to get involved in the STOP-DWI Holiday Classic.

This proposal shows how a sponsor can achieve multi-media exposure while establishing an association with health and fitness, a popular high school sport and a drunk driving and traffic safety message through its sponsorship of one of Broome County's premier sporting events: The STOP-DWI Holiday Classic.

Major Features of the STOP-DWI Holiday Classic

- One of the premier national invitational high school boys basketball tournaments in the United States
- Held each year from December 27 - 30.
- 16 Team Tournament
 - 8 Team National Division — 3 games guaranteed
 - Two 4 Team Regional Divisions (for local schools) — 2 games guaranteed
- Promotes STOP-DWI awareness and healthy life style message — numerous workshops and seminars.
- Broome County Veteran's Memorial Arena, a 5,500 seat facility — serves as the home of the STOP-DWI Holiday Classic.
- Outstanding regional media exposure from WBNG (CBS) and CW Binghamton, Time Warner Cable, and the five radio stations of Citadel Communications — the event's media sponsors.
- News coverage by other local media.
- 9,000+ spectators. Family/community oriented event.
- Nationally recognized personality reinforces tournament's message with keynote address at tournament banquet.
- Outstanding tournament program.
- Three Point and Slam Dunk competition, half time contests and performances.
- Youth clinics — participatory opportunities.
- Meet the team/athletes — autograph and photo opportunities.
- Professional announcers, officiating and DJ services.
- Managed and promoted by Broome County STOP-DWI. Sponsored by local/national businesses and media sponsors.

What coaches say about the STOP-DWI Holiday Classic

“We have traveled throughout the country to nationally ranked high school tournaments from Las Vegas to North Carolina from New York to Florida and the STOP-DWI Holiday Classic in Binghamton, New York is the premier tournament experience for us. This tournament is the total package from the hotel accommodations and meal plan to the hospitality and competition everything was first class. The tournament committee, Jim May and Rick Westfall and the people of Binghamton and Broome County have put together a 5 star event.”

*Steve Wright, Head Coach
South Laurel High School
London, Kentucky*

“As a coach, it was just an absolute honor to have my kids be involved in a tournament run with such class and to also have the opportunity to play against such top quality talent. This made us a tighter group and a better team. It was an absolutely amazing experience for my staff and my team. In short, a large Thank You from Bishop Ford Community.”

*John Infortunio, Head Coach
Bishop Ford Central Catholic
High School
Brooklyn, New York*

“Thank you for inviting Gonzaga to your excellent tournament...If it isn't already, the Binghamton STOP-DWI Holiday Classic is one of the best tournaments in the country.”

*Dick Meyers, Head Coach (retired)
Gonzaga Collegiate High School
Washington, DC*

“The STOP-DWI Holiday Classic gives teams a chance to bond and create chemistry. It is a great early test for teams trying to win a state championship. The crowd and competition allows your team to be ready to compete in any atmosphere throughout the year. The hospitality shown by Rick (Tournament Director) and his staff is second to none.

*Joseph Arbitello, Head Coach
Christ the King
Middle village, New York*

“What more can I say — another year and another GREAT tournament. On behalf of everyone here at St. Thomas, we thank you and your staff for our time in Binghamton. Outstanding competition, a great message, and a wonderful experience for our kids makes for a fantastic event. You should be proud in providing an atmosphere where young men can grow and mature through basketball.”

*Steve Strand, Head Coach
St. Thomas Aquinas High School
Fort Lauderdale, Florida*

“We're fortunate enough that we've been able to travel and play in many tournaments. You name it, we've been there. This is one of the best we've been to. It's very well run, very organized, the hotel does a super job, it's a very good arena and they're building up a very competitive tournament...This really is a great tournament.”

*Gary DeCesare, Head Coach (retired)
St. Raymond High School
Bronx, New York*

“The STOP-DWI Holiday Classic in Binghamton, New York is now one of the nation's elite holiday basketball events and helps support the prevention of alcohol and drug abuse. Every coach who has carried his team to Binghamton raves about the organization and outstanding quality of the event. This event does things for all the good reason and I admire and respect what they do.”

Eddie Oliver HOOPSUSA

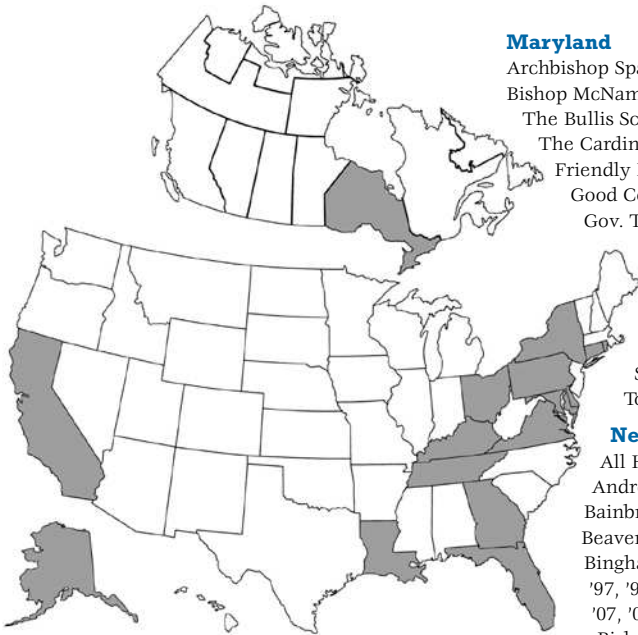
“Over the years, we have been very fortunate to travel all over the country and participate in many excellent tournaments. No tournament does a better job of combining great competition, warm hospitality, and most important, a life saving message than the STOP-DWI Holiday Classic. Holy Cross will return to the STOP-DWI Holiday Classic anytime we are invited.”

*Paul Gilvary, Head Coach
Holy Cross High School
Flushing, New York*

“STOP-DWI Holiday Classic is a First Class Tournament with First Class people running the show. Having been to many national tournaments, the STOP-DWI Holiday Classic rates right up there with all the big time events. The facilities, the competition, the living arrangements and food were all top of the line. We would be honored to be invited back in the future.”

*David Wojciechowski, Head Coach
Villa Angela St. Joseph High School
Cleveland, Ohio*

The STOP-DWI Holiday Classic A Growing National Tournament



Maryland

Archbishop Spalding H.S.—'97
 Bishop McNamara—'97, '99
 The Bullis School—'98
 The Cardinal Gibbons School—'94
 Friendly H.S.—'05
 Good Counsel H.S.—'97, '09
 Gov. Thomas Johnson H.S.—'01
 The John Carroll School, '10
 Largo H.S.—'07
 Mount St. Joseph H.S.—'96
 Oxon Hill H.S.—'99
 Saint Maria Coretti H.S.—'95
 St. John's Catholic—'07
 Towson Catholic H.S.—'06

New York

All Hallows H.S.—'06
 Andrew Jackson H.S.—'93
 Bainbridge—Guilford H.S.—'03, '05
 Beaver River H.S.—'97
 Binghamton H.S.—'92, '93, '94, '95, '96, '97, '98, '99, '00, '01, '02, '03, '04, '05, '06, '07, '08, '09, '10
 Bishop Ford H.S.—'92, '93, '97, '05, '08
 Bishop Loughlin Memorial H.S.—'96

Boys & Girls H.S.—'06, '09
 Candor H.S.—'97, '04, '06, '08
 Chenango Forks H.S.—'03, '05, '09
 Chenango Valley H.S.—'98, '99, '02, '04, '07, '09
 Christ the King—'95, '99, '03, '09
 Cicero—North Syracuse H.S.—'98
 Corcoran H.S.—'00
 Corning East H.S.—'96
 Delaware Academy—'02
 Dryden H.S.—'02
 Greene H.S.—'04
 Ithaca H.S.—'92, '98
 Jamesville—DeWitt H.S.—'08
 Johnson City H.S.—'09, '10
 Harpursville H.S.—'05
 Holy Cross H.S.—'04, '07, '10
 Johnson City H.S.—'93, '97, '00, '03, '09
 Lansing Central H.S.—'06
 LaSalle H.S.—'95
 Long Island Lutheran H.S.—'02
 Maine—Endwell H.S.—'92, '95, '98, '99, '03, '04, '07, '08, '09, '10
 Marathon H.S.—'97
 Mount Vernon H.S.—'01
 Mt. St. Michael Acad.—'07
 New Dorp H.S.—'93
 New Rochelle H.S.—'10
 Newark H.S.—'95
 Newburgh Free Academy—'97
 Norwich H.S.—'93, '96, '01, '02, '05, '08, '09
 Odessa—Montour H.S.—'95
 Oneonta H.S.—'94, '95, '99, '02, '06, '07
 Owego Free Academy—'95, '96, '03, '06
 Oxford H.S.—'00, '07, '10
 Paul Robeson H.S.—'96
 Rice H.S.—'03
 Saint Francis Prep—'94
 Saint Raymond H.S.—'98, '01, '04
 Seton Catholic H.S.—'99, '00, '01, '02, '04, '05, '06, '07, '08, '09, '10

Sidney H.S.—'97, '98, '99, '04, '10
 Susquehanna Valley H.S.—'99, '03, '06, '07, '09
 Thomas Jefferson Campus—'10
 Tioga Central—'03
 Trumansburg H.S.—'94, '98, '02, '05
 Unatego H.S.—'96, '02, '08
 Union—Endicott H.S.—'95, '97, '98, '00, '01, '05, '07, '08, '10
 Vernon—Verona—Sherrill H.S.—'99
 Vestal H.S.—'93, '94, '97, '98, '00, '01, '04, '05, '06, '08, '09, '10
 Walton H.S.—'97
 Watertown H.S.—'00, '01
 West Genesee H.S.—'01
 Westhill H.S.—'97
 Whitney Point H.S.—'92, '96, '00, '04
 Windsor H.S.—'92, '93, '98, '99, '01, '03, '06, '07, '08
 Wings Acad.—'08
 Xaverian H.S.—'05

North Carolina

Davidson Day—'10

Ohio

Barberton H.S.—'94
 Benedictine H.S.—'98
 Cuyahoga Falls H.S.—'93, '97
 Garaway H.S.—'98
 Middletown H.S.—'07
 Roger Bacon H.S.—'04
 Shaker Heights H.S.—'00
 Stow H.S.—'95, '00, '02
 Taft H.S.—'05, '08
 Villa Angela St. Joseph H.S.—'04, '05, '09
 Winton Woods H.S.—'03

Ontario, Canada

Ancaster H.S.—'99

Pennsylvania

Baldwin H.S.—'94
 Bethlehem H.S.—'96
 Bishop Hannan H.S.—'00
 Butler H.S.—'93
 G.W. Carver H.S. of Engineering & Science—'96
 Imhotep Charter, '10
 Montrose H.S.—'01
 North Allegheny H.S.—'95
 Northeast Bradford H.S.—'93
 Shaler Area H.S.—'99
 Simon—Gratz H.S.—'03, '08
 Wyalusing Valley H.S.—'94

Rhode Island

Saint Andrews H.S.—'00

South Carolina

Gaffney H.S.—'06

Tennessee

Austin—East H.S.—'02

Virginia

Hugenot H.S.—'04
 Kings Fork H.S.—'09
 Landstown H.S.—'05, '09
 I. C. Norcom H.S.—'07
 South Lake H.S.—'94

Alaska

Wasilla H.S.—'02

Arizona

Mesa H.S.—'10

California

C.K. McClatchy H.S.—'92
 Mission Prep H.S.—'06
 Florin H.S.—'94

Connecticut

Windsor H.S.—'99

Delaware

Sanford—'03

District of Columbia

Archbishop Carroll H.S.—'94
 Gonzaga College H.S.—'93, '96, '00, '03
 Saint John's College H.S.—'98

Florida

Cypress Bay H.S.—'04, '08
 Gulf Coast H.S.—'01
 South Miami Senior H.S.—'02, '07
 St. Thomas Aquinas H.S.—'00, '03, '06

Georgia

Campbell H.S.—'01, '10

Kentucky

Christian County H.S.—'99
 Eastern H.S.—'98
 Frankfort H.S.—'01
 Franklin County H.S.—'05, '08
 Hopkinsville H.S.—'04
 Madisonville—No. Hopkins H.S.—'00
 Owensboro Senior H.S.—'02
 Paul Dunbar H.S.—'06
 Shelby Valley H.S.—'07
 South Laurel H.S.—'09

Louisiana

Saint Bernard H.S.—'01



Sponsorship of the STOP-DWI Holiday Classic

Premier Sponsor Program

Promotional Benefits

- Highest level event sponsor: Shares in broadest benefits of regional and local advance marketing and on-site promotion.
- Prominent positioning of name/logo in all print and electronic advertising and collateral materials including event posters, flyers, merchandise and other promotion items.
- Prominent identification in PR campaign. Option to participate in news conferences, interviews with media or talk shows promoting the event.
- Sponsor mentions during any live broadcast.
- Rights to event marks.
- VIP access to all event social activities.
- Five week print and electronic promotion campaign.

Television Advertising – Name/Logo ID in the following:

- Minimum 750 regional ad spots on Time Warner Cable in the Binghamton/Central New York market.
- Minimum of 125 ad spots on WBNG-TV (CBS) in the Binghamton/Central New York market.
- Minimum of 125 ad spots on Binghamton CW in the Binghamton/Central New York market.
- Five week television campaign.

Radio Advertising – Identification in the following:

- Minimum of 500 ad spots on the 5 radio stations of Citadel Communications: WAAL, WNBF, WHWK, WYOS and WWYL in the Binghamton/Central New York market.
- Five week radio campaign.

Print Advertising – Name/Logo ID in the following:

- Prominent placement of sponsor name/logo on event poster, front cover of event program, event flyers and all print advertising.
- Prominent identification in any *Press & Sun Bulletin* advertising (TBA).
- Welcome letter in event program.
- One full page ad in tournament program.

Internet

- Prominent positioning of name/logo on Broome County STOP-DWI website.
- Hotlink to sponsor's website.

On-Site Exposure

- Name/logo ID prominently displayed on court side banners.
- Sponsor's option to display up to six additional banners (Sponsor provides banners).
- Recognition at the tournament banquet
- Recognition over public address system during the event.

- Option to have on-site display, including merchandising, sales and give-aways.
- Option to sponsor half-time context/lucky program drawing
- Option to set up private hospitality area (no alcohol).
- Option to have sponsor representative interviewed by announcer on public address system and to participate in award ceremonies.

Cost of Premier Sponsor Program: \$20,000

Major Sponsor Program

Promotional Benefits

- Identification as the major sponsor of the event. The sponsor may use this designation in all of its media advertising and promotion.
- Rights to event marks and logos.
- Opportunity for cross-promotions with other sponsors.
- Invitations to all event related social functions.
- 100 complimentary tickets good for any session.
- Six week print and electronic promotion campaign.

Television Promotion – Name/Logo ID in the following:

- Minimum of 150 regional ad spots on Time Warner Cable in the Binghamton market.
- Minimum of 50 ad spots on WBNG-TV (CBS).
- Minimum of 50 ad spots on CW-Binghamton.
- Option to participate in news conferences, television interviews and/or talk shows promoting the event.
- Five week television campaign.

Radio Promotion – identification in the following:

- Minimum of 90 ad spots on the five (5) radio stations of Citadel Communications: WAAL 99.1FM, WNBF 1290AM, WHWK 98.1FM, WYOS 1360AM, WWYL 104.1FM
- Option to participate in news conferences, radio interviews and/or talk shows promoting the event.
- Sponsor mentions/live drop-ins during any live broadcast of the event.
- Six week radio campaign.

Print Promotion – Name/Logo ID in the following:

- Sponsor name on event's full color commemorative poster (total of 1,250 posters).
- Name/Logo ID on the front cover of the Tournament Program.
- One full page ad in Tournament Program.
- Identification in all press releases and participation in any news conferences.

Internet

- Name/Logo ID on Broome County's website: www.bcstopdwi.com.
- Hot link to sponsor's website.

On-Site Exposure – Name/Logo ID in the following:

- Name/Logo ID displayed on courtside banners.
- Sponsor's option to display up to two additional banners (sponsor provides banners).
- Recognition at the tournament banquet.
- Recognition over the public address system during the event
- Option to have an on-site display/distribute promotional material.
- Option to sponsor half-time contest/lucky program drawing.
- Option to have sponsor representative interviewed by announcer on public address system and to participate in award ceremonies.

Cost of Major Sponsor: \$5,000

Supporting Sponsor Program

Promotional Benefits

- Identification as the supporting sponsor of the event.
- Opportunity for cross-promotions with other sponsors.
- Invitations to all event related social functions.
- 75 complimentary tickets good for any session.
- Four week print and electronic promotion campaign.

Television Promotion –Name/Logo ID in the following:

- Minimum of 100 regional ad spots on Time Warner Cable.
- Option to participate in news conferences, television interviews and/or talk shows promoting the event.
- Sponsor mentions/live drop-ins during any live broadcast of the event.
- Four week television campaign.

Radio Promotion – identification in the following:

- Minimum of 50 ad spots on the five (5) radio stations of Citadel Communications: WAAL 99.1FM, WNBF 1290AM, WHWK 98.1FM, WYOS 1360AM, WWYL 104.1FM
- Option to participate in news conferences, radio interviews and/or talk shows promoting the event.
- Sponsor mentions/live drop-ins during any live broadcast of the event.
- Four week radio campaign.

Print Promotion – Name/Logo ID in the following:

- One full page ad in Tournament Program.
- Identification in all press releases and participation in news conferences.

Internet

- Name/Logo ID on Broome County's website: www.bcstopdwi.com.
- Hot link to sponsor's website.

On-Site Exposure – Name/Logo ID in the following:

- Two 30" X 6' banners displayed courtside.
- Recognition at Tournament Banquet.
- Recognition over the public address system during the event.
- Sponsor's option to have on-site display/distribute promotional material.
- Option to sponsor half-time contest/lucky program drawing.

Cost of Supporting Sponsor: \$2,500

Event Contributor Program

- Identification as contributor to the event.
- Invitation to all event related social functions.
- Two 30" X 6' banners displayed near court (Sponsor provides banners).
- One full page ad in Tournament Program.
- 50 complimentary tickets good for any session.
- Recognition at Tournament Banquet.
- Recognition over the public address system during the event.
- Name/Logo ID on Broome County's website: www.bcstopdwi.com.
- Option to sponsor half-time contest/door prize giveaway.
- Option to have an on-site display.
- Option to distribute flyers and promotional materials at event.

Cost of Event Contributor Sponsor: \$1,250

Contact Information:

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STOP-DWI Coordinator

Chris Marion

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James F. May

