



PLAY BALL. GIVE BACK. BE DURHAM.
SATURDAY, APRIL 14, 2018

PARTNERSHIP OPPORTUNITIES

Bull City Madness is a 3v3 basketball tournament in Durham that celebrates the Triangle's basketball culture, brings people in our city together, gives back to the community, and inspires people to care for the city in holistic ways.



CHAMPION SPONSOR - \$10,000

- Logo on all registration and publicity materials
- Speaking opportunity during half-time
- Courtside signage
- Featured T-shirt presence
- Website and social media recognition
- Two free teams
- Featured presence at Friday night dinner



ALL-STAR SPONSOR - \$1,000

- Goal signage
- Score table and courtside signage
- Website and social media recognition
- Featured T-shirt presence
- One free team
- Featured presence at Friday night dinner



TRIPLE-DOUBLE SPONSOR - \$500

- Score table and courtside signage
- T-shirt presence
- Website and social media recognition
- One free team
- Signage at Friday night dinner



SLAM DUNK SPONSOR - \$250

- Score table and courtside signage
- T-shirt presence
- Website and social media recognition
- Friday night dinner signage

ASSIST SPONSOR - IN-KIND ITEMS OPPORTUNITIES INCLUDE:



- Lunch
- Snacks
- Water
- Facilities
- Raffle prizes
- Items for the registration bags
- T-shirt presence
- Website and social media recognition

HOW YOUR SPONSORSHIP BENEFITS THE COMMUNITY

EVENT IMPACT

- Bring our city together to build community, exercise, and have fun
- Raise awareness about nonprofits making an impact in the community
- Celebrate Durham's basketball heritage
- Expected media reach: 100,000
- Expected event reach: 800

YEAR ROUND IMPACT

- Support the mission of DurhamCares: "foster collaboration, develop leaders, and educate the people of Durham to care for their neighbors in holistic ways."
Learn more: www.durhamcares.org.
- Support Durham nonprofits who partner with DurhamCares on the event



DurhamCares is a registered 501 (c)(3) organization. All gifts are tax-deductible
Would you like to register a team? Visit www.bullcitymadness.com.



Name of Business or Organization:

Sponsor Level:

- Champion Sponsor - \$10,000
- All-Star Sponsor - \$1,000
- Triple-Double Sponsor - \$500
- Slam Dunk Sponsor - \$250
- Assist Sponsor _____
please list what you plan to donate

Contact Information

Name: _____

Phone: _____

Email: _____

Make checks payable to:

Durham Cares

PO Box 331

Durham, NC 27702

For more information contact Reynolds Chapman at
rchapman@durhamcares.org or 919-638-6062