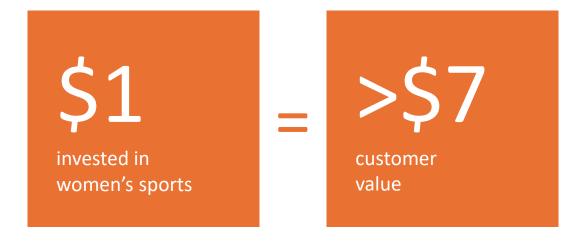


## SPONSORING 4 THA CULTURE HOLIDAY HOOPS CLASSIC

Investing in the 4 Tha Culture Holiday Hoops Classic isn't just about basketball—it's about amplifying the incredible talent, dedication, and impact of collegiate women's basketball. This inaugural event puts a well-deserved spotlight on the game's rising stars, elevating their platform while celebrating the culture and passion that make women's basketball thrive. By supporting this event, your brand aligns with a movement that champions equity, visibility, and the next generation of athletes who inspire fans nationwide. This is more than a game—it's an opportunity to lead in fostering progress, representation, and excitement in women's sports.



29%

29% of consumers view brands more favorably when they support women's sports through sponsorship.

82%

82% of female sports fans are likely to purchase products endorsed by their favorite women athletes.

35%

Brands sponsoring women's sports teams or athletes have seen a 35% increase in engagement



| PRE-EVENT  | Title                   | Platinum | Gold                    | Silver                  | Bronze | Donation |
|--|-------------------------|----------|-------------------------|-------------------------|--------|----------|
| Company logo featured on all promotional digital and printed materials   |                         |          | $\overline{\mathbf{v}}$ |                         |        |          |
| Individual thank-you post on 4 Tha Culture social media platforms  |                         |          |                         |                         |        |          |
| Prominent logo placement on the event website  |                         |          |                         | $\overline{\mathbf{V}}$ |        |          |
| Company logo displayed on event merchandise (t-shirts, bags)   |                         |          |                         |                         |        |          |
| Logo inclusion in attendee email communications  |                         |          |                         |                         |        |          |
| Company name mentioned in the event press release  |                         |          |                         |                         |        |          |
| Company logo featured on event e-tickets   |                         |          |                         |                         |        |          |
| Company name listed on the event website   |                         |          |                         |                         |        |          |
| VIP Meet & Greet tickets   | 10                      | 8        | 6                       | 4                       | 2      |          |
| DAY OF EVENT   | Title                   | Platinum | Gold                    | Silver                  | Bronze | Donation |
| Commercial airtime during national/regional TV broadcasts (exact quantity and placement to be determined based on final network allocations) | <b>~</b>                |          |                         |                         |        |          |
| Brand activation opportunity outside the arena   |                         |          |                         |                         |        |          |
| Company logo displayed on digital and printed signage throughout the venue   |                         |          | $\checkmark$            |                         |        |          |
| Opportunity to showcase a company-produced video on the scoreboard during breaks   |                         |          |                         |                         |        |          |
| Logo placement on VIP lanyards   |                         |          |                         |                         |        |          |
| Vendor table or booth space at the event   |                         |          |                         |                         |        |          |
| Exclusive sponsor offer to attendees and/or athletes   |                         |          | $\overline{\mathbf{V}}$ |                         |        |          |
| Swag giveaway opportunity at registration, pre-event activities, and game breaks   |                         |          |                         |                         |        |          |
| Individual sponsor mention in opening/closing remarks and during game breaks   |                         |          | $\checkmark$            |                         |        |          |
| VIP tickets to all games, including access to the VIP lounge   | 10                      | 8        | 6                       | 4                       | 2      |          |
| POST-EVENT   | Title                   | Platinum | Gold                    | Silver                  | Bronze | Donation |
| Individual thank-you post on 4 Tha Culture social media platforms  | <b>~</b>                |          | <b>~</b>                |                         |        |          |
| Photo opportunity with team(s) of your choice  | <b>~</b>                |          |                         |                         |        |          |
| Access to the event photo and video gallery  | $\overline{\mathbf{V}}$ |          | $\overline{\mathbf{V}}$ |                         |        |          |
| Branded version of the event highlights video for marketing use  |                         |          |                         |                         |        |          |
| Commemorative sponsor plaque   |                         |          |                         |                         |        |          |
| Group thank-you post on 4 Tha Culture social media platforms   |                         |          |                         | $ lap{}$                |        |          |

## Please check one of the following sponsorship options:

| Title Platinum  | Company Name          |           |                  | <br>Payment Type<br>(Check one) |
|---|-----------------------|-----------|------------------|---------------------------------|
| Gold  | Contact Name Addres   | SS        |                  | <br>MasterCard                  |
| Silver  Bronze  | City/State/Zip        |           |                  | <br>Amex Check                  |
| Donation  | Telephone Number      |           |                  |                                 |
| Make all checks or money orders payable to: Xceptional Sports Marketing. Please reference "2025 4 Tha Culture   | Email Address         |           |                  |                                 |
| Holiday Classic." Mail payment along<br>with the completed form to: Xceptional<br>Sports Marketing, 322 Mall Blvd, Suite<br>277, Monroeville, PA 15146. Credit card | Credit Card #         | Exp Date: | Credit Card Code |                                 |
| payments can be processed by returning the completed form by mail or email.   | Print Card Holder's N | ame:      |                  |                                 |
|   | Signature:            |           |                  | _                               |