

4THA CULTURE

HOLIDAY HOOPS CLASSIC
DECEMBER 19-21, 2025

SPONSOR PACKET

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.

\$1

invested in
women's sports

=

>\$7

customer
value

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

RICHMOND, VA

VENUE: HENRICO SPORTS & EVENTS CENTER

- OPENED IN OCTOBER 2023
- ARENA SITS 3,500
- HOSTS ATLANTIC 10 WOMEN'S BASKETBALL TOURNAMENT



PRE-EVENT	Title	Platinum	Gold	Silver	Bronze	Donation
Company logo featured on all promotional digital and printed materials	✓	✓	✓	✓	✓	
Individual thank-you post on 4 Tha Culture social media platforms	✓	✓	✓	✓	✓	
Prominent logo placement on the event website	✓	✓	✓	✓	✓	
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)	✓	✓				
Brand activation opportunity outside the arena	✓					
Company logo displayed on digital and printed signage throughout the venue	✓	✓	✓	✓	✓	
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	✓	✓	✓			
Swag giveaway opportunity at registration, pre-event activities, and game breaks	✓	✓	✓	✓		
Individual sponsor mention in opening/closing remarks and during game breaks	✓	✓	✓	✓	✓	
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	✓	✓	✓			
Photo opportunity with team(s) of your choice	✓	✓				
Access to the event photo and video gallery	✓	✓	✓		✓	
Branded version of the event highlights video for marketing use	✓					
Commemorative sponsor plaque	✓	✓	✓	✓	✓	
Group thank-you post on 4 Tha Culture social media platforms				✓	✓	✓

Please check one of the following sponsorship options:

- ☐ Title
- ☐ Platinum
- ☐ Gold
- ☐ Silver
- ☐ Bronze
- ☐ Donation

Make all checks or money orders payable to: Xceptional Sports Marketing. Please reference "2025 4 Tha Culture Holiday Classic." Mail payment along with the completed form to: Xceptional Sports Marketing, 322 Mall Blvd, Suite 277, Monroeville, PA 15146. Credit card payments can be processed by returning the completed form by mail or email.

Company Name

Contact Name Address

City/State/Zip

Telephone Number

Email Address

Credit Card #

Exp Date:

Credit Card Code

Print Card Holder's Name:

Signature:

Payment Type
(Check one)

- ☐ Visa
- ☐ MasterCard
- ☐ Amex
- ☐ Check