

# 4THA CULTURE

HOLIDAY HOOPS CLASSIC

**NOVEMBER 25-28, 2026**

**HENRICO SPORTS & EVENTS CENTER  
RICHMOND, VA**

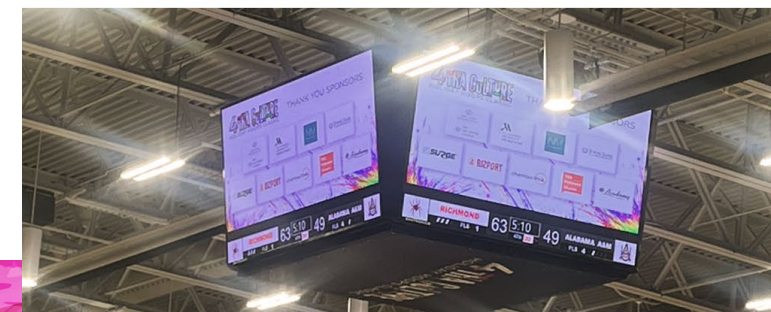
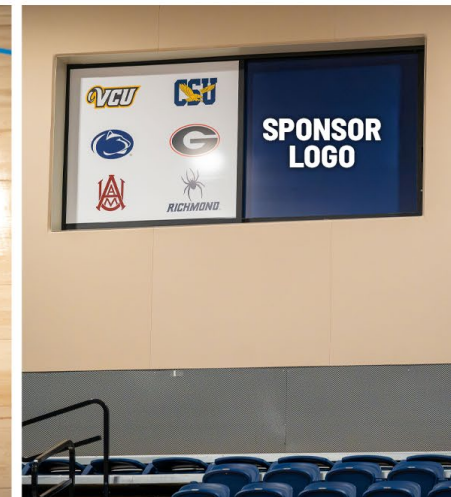
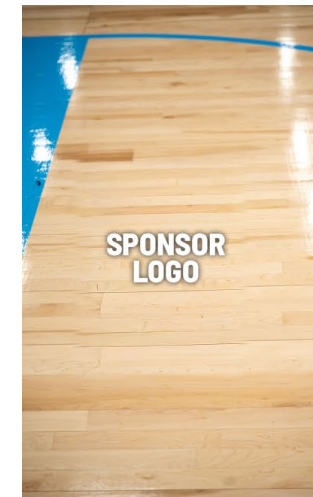
**SPONSOR PACKET**





# 2025 Event At-A-Glance

- 3-day/multi-team DI women's basketball showcase
- Hosted at Henrico Sports & Events Center (state-of-the-art, 3,500+ capacity)
- Returning for its 2nd annual edition with continued regional momentum
- VCU, Richmond, Penn State, UGA, Coppin State, and Alabama A&M = Multiple conferences represented increased cross-market exposure
- Live games aired on ESPN+
- Strong youth sports + family audience
- VIP lounge activation with corporate and community leaders
- Onsite vendor and fan engagement areas



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	✓	✓	✓	✓	✓	
Logo inclusion in attendee email communications	✓	✓	✓	✓	✓	
Company name mentioned in the event press release	✓	✓	✓	✓	✓	
Company logo featured on event e-tickets	✓					
DAY OF EVENT	Title	Platinum	Gold	Silver	Bronze	Donation
:30 commercial airtime during national TV broadcasts	✓					
Brand activation opportunity outside or inside 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 court and ‘hoop wrap’	✓					
Logo placement on court		✓				
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	✓	✓	✓	✓	✓	
Logo in digital event program		✓	✓	✓	✓	
Group thank-you on scoreboard						✓
Name in digital event program						✓
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	✓	✓	✓			
Access to the event photo and video gallery		✓	✓		✓	
Branded version of the event highlight 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 "2026 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