



4THA CULTURE

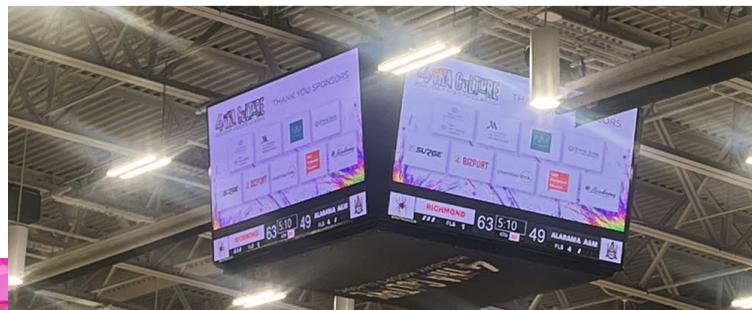
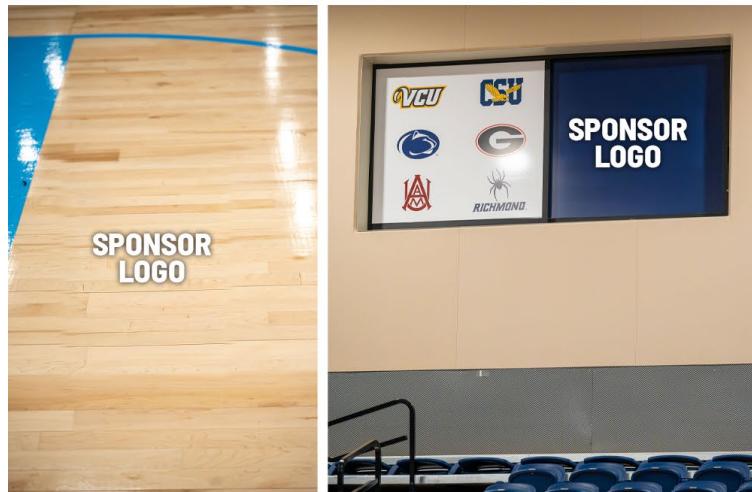
HOLIDAY HOOPS CLASSIC

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



Category	Description	Title	Platinum	Gold	Silver	Bronze	Donation	
PRE-EVENT	Company logo featured on all promotional digital and printed materials	<input checked="" type="checkbox"/>						
	Individual thank-you post on 4 Tha Culture social media platforms	<input checked="" type="checkbox"/>						
	Prominent logo placement on the event website	<input checked="" type="checkbox"/>						
	Logo inclusion in attendee email communications	<input checked="" type="checkbox"/>						
	Company name mentioned in the event press release	<input checked="" type="checkbox"/>						
	Company logo featured on event e-tickets	<input checked="" type="checkbox"/>						
DAY OF EVENT		Title	Platinum	Gold	Silver	Bronze	Donation	
	:30 commercial airtime during national TV broadcasts	<input checked="" type="checkbox"/>						
	Brand activation opportunity outside or inside the arena	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
	Company logo displayed on digital and printed signage throughout the venue	<input checked="" type="checkbox"/>						
	Opportunity to showcase a company-produced video on the scoreboard during breaks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
	Logo placement on court and 'hoop wrap'	<input checked="" type="checkbox"/>						
	Logo placement on court		<input checked="" type="checkbox"/>					
	Vendor table or booth space at the event			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
	Exclusive sponsor offer to attendees and/or athletes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
	Swag giveaway opportunity at registration, pre-event activities, and game breaks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
	Individual sponsor mention in opening/closing remarks and during game breaks	<input checked="" type="checkbox"/>						
	Logo in digital event program		<input checked="" type="checkbox"/>					
	Group thank-you on scoreboard						<input checked="" type="checkbox"/>	
	Name in digital event program						<input checked="" type="checkbox"/>	
	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	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
	Access to the event photo and video gallery		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
	Branded version of the event highlight video for marketing use		<input checked="" type="checkbox"/>					
	Commemorative sponsor plaque	<input checked="" type="checkbox"/>						
	Group thank-you post on 4 Tha Culture social media platforms				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

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