

# 4THA CULTURE

HOLIDAY HOOPS CLASSIC

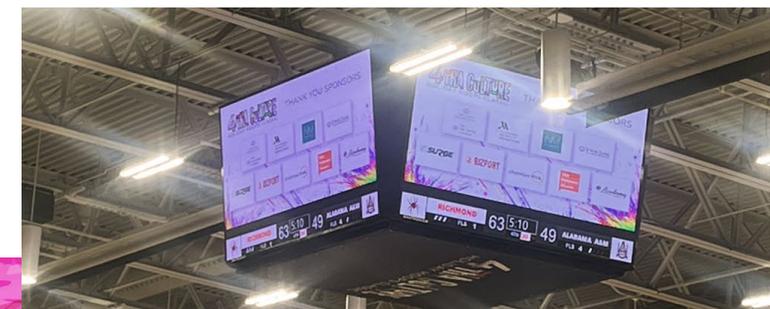
**NOVEMBER 27-29, 2026**  
**HENRICO SPORTS & EVENTS CENTER**  
**RICHMOND, VA**

**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.

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Company Name

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Contact Name Address

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City/State/Zip

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Telephone Number

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Email Address

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Credit Card #

Exp Date:

Credit Card Code

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Print Card Holder's Name:

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Signature: \_\_\_\_\_

Payment Type  
(Check one)

- Visa
- MasterCard
- Amex
- Check