

28th Annual Queen City Classic Sponsorships

March 24-26, 2017 • Spearfish, SD

Sponsoring the Queen City Classic youth basketball tournament is good business. Sponsors will reach a diverse family- and youth-oriented audience while supporting the Spearfish High School Booster Club. The Booster Club provides significant contributions to the Spearfish High School Activities Office, helping to keep the option for participating in sports affordable for participants and the taxpayers.

Now in its 28th year, the Queen City Classic has a long, positive and profitable history. The tournament continually attracts both beginner and advanced teams from a 5-state area. The Queen City Classic alone accounts for about half of the Booster Club's annual revenue, raising about \$40,000 annually. And the impact on the community is even greater in hotels, restaurants and stores.

Queen City Classic Features:

- Over 16 boys and girls divisions for grades four through high school students
- About 1,500 student athletes participate, attracting over 3,500 spectators
- Participants come from a 200- or 300-mile radius across South Dakota and into southwest North Dakota, southeast Montana, western Wyoming and northwestern Nebraska
- Promotes a healthy lifestyle message and being a successful student athlete
- Family/community-oriented event
- Direct benefits for hotels, restaurants and stores.
- Direct benefits for all Spearfish High School athletes.
- Indirect benefits for all Spearfish residents through generated sales tax and dollars turned over in our community.

Sponsorship Levels:

Tournament Title Sponsor – Limited to One per Year

\$5,000/year with a one-year-commitment; \$4,000/year with a 2-year commitment; or \$3,000/year with a 3-year commitment

- Name/logo ID included in tournament title, on t-shirts, around tournament and on tournament schedule handouts.
- Exclusive tournament sponsor with banner displayed during tournament with additional recognition in Spearfish High School gymnasium all year long
- Prominent position of name/logo on Spearfish Booster Club Website with Hotlink to sponsor website
- Option for on-site marketing/demonstration booth for your product & displays
- Opportunity to place advertising products on sponsor tables
- Opportunity to place advertising on tournament schedule handout or in participant goodie bags
- Name recognition over P.A. system at tournaments and events
- Recognition Plaque

MVP – Limited to Two for the Year

\$1,500

- Name/logo ID prominently displayed at registration tables and around tournament
- Exclusive Main Court Sponsors with Banner Displayed on Main Court with additional recognition in Spearfish High School gymnasium all year long
- Prominent position of name/logo on Spearfish Booster Club Website with Hotlink to sponsors website
- Option for on-site marketing/demonstration booth for your product & displays
- Opportunity to place advertising products on sponsor tables
- Opportunity to place advertising on tournament schedule handout or in participant goodie bags
- Name recognition over P.A. system at tournaments and events
- Recognition Plaque

Dream Team – Hotels to be Listed on the Website / Limited to 4 for the year

\$500 (This sponsorship level may be taken by Visit Spearfish)

- Prominent position of name/logo on Spearfish Booster Club Website with Hotlink to hotels website as “preferred lodging” with tournament code for rates
- Opportunity to place advertising products on sponsor tables
- Opportunity to place advertising on tournament schedule handout or in participant goodie bags
- Recognition Certificate

Court Sponsor – Limited to 10 for the year

\$300

- Court Sponsor with Banner Displayed
- Name/logo in list on Spearfish Booster Club Website with Hotlink to sponsors website
- Opportunity to place advertising products on sponsor tables
- Opportunity to place advertising on tournament schedule handout or in participant goodie bags
- Recognition Certificate

Bracket Sponsor – Limited to the number of brackets for the year (17 last year)

\$100

- Bracket Sponsor with Name in Bracket (i.e. “Culver’s 7th Grade Boys White”), which will show up on game schedules, internal printed brackets and with game results
- Opportunity to place advertising in participant goodie bags
- Recognition Certificate