



# SPONSORSHIP OPPORTUNITES

JOIN THE REVOLUTION,

BE A PART OF A COMMUNITY CATALYST





## WHO WE ARE

**BPG | SPORTS** is a dynamic sports management and investment company. We proudly manage the 76ers Fieldhouse. Our team, in collaboration with [The Buccini/Pollin Group](#), provides a comprehensive set of resources to provide best in class sports experiences. We have industry leading expertise in operations, facility management, marketing and finance, as well as construction and development. At **BPG | SPORTS**, our mission is clear: *We help build communities, promote overall wellness and encourage sportsmanship through our world class sports facilities.*

**BPG | SPORTS** has a proven track record. From our development efforts for the Philadelphia Union's Talen Energy Stadium, to our construction, ownership and management of the 76ers Fieldhouse, **BPG | SPORTS** implements innovative programing and sets the standard within the sports industry.



## OUR PREMIER ON-SITE PARTNERS



## EXPOSURE

### Upcoming Major Events in 2019:

BLUE COATS GAMES – 25 per year

### ADULT BASKETBALL EVENTS

- Stormin' Norman Jan 12, 2019

### Youth Tournaments

- Shawn Lock Classic February 23, 2019
- DIAA Boys State Tournament Quarter Finals March 2, 2019
- DIAA Girls State Tournament Quarter Finals, Semi Finals and Finals March 3rd, 6th and 8th 2019
- DIAA Blue/Gold Game March 16, 2019
- Mid Atlantic SD March 30/31st, 2019
- Premier 1 Super Showcase April 6/7th, 2019
- Zero Gravity Basketball April 13/14th, 2019
- Team Final Showcase April 20th, 2019
- WER1 Battle of the Borders April 27/28th, 2019
- Premier 1 MA Shootout May 4/5th, 2019
- Zero Gravity Basketball May 11/12th, 2019
- Premier 1 Battle of the Hardwood May 18/19th, 2019
- WER1 Under Armor Regionals May 25/26th, 2019
- Zero Gravity Volleyball June 8/9th, 2019

### **Onsite Weekly Traffic**

2,096 kids per week x 36 weeks = **75,456 per year (indoor turf and courts)**

800 adults per week x 36 weeks = **28,800 per year (indoor turf and courts)**

**Tournaments:** 12,600 kids per tournament x 6 tournaments per year = **75,600 per year**

**Camps:** 1,000-5,000 kids per year

**Blue Coats:** 62,500

**Total: 247,356 guests per year.**

\*Does not include The Basketball Tournament, graduations, parents/guardians, concerts, etc.

### **A Unique Opportunity Offering Direct Exposure**

The Buccini/Pollin Group has invested over 1 billion dollars within Downtown Wilmington alone and can provide your organization with a unique direct marketing opportunity to thousands of individuals that work and live downtown through our resources:

- **Over 55 Social Media Channels reaching 55.3K individuals.**
- **1,215 Residential Apartments home to 1,812 individuals within two miles of the 76ers Fieldhouse**
- **Direct email reach through the 76ers Fieldhouse Newsletter to the 18,476 contacts within our system many of which are individuals who live or work within 3 miles of the 76ers Fieldhouse.**

### **Social Media Followers by Numbers**

#### **The Buccini/Pollin Group**

*Facebook:* 437 Followers/2,241 Reach/2,538 Engagement

*Twitter:* 551 Followers/9,223 Impressions

#### **76ers Fieldhouse**

*Facebook:* 197 likes/8,536 Reach/2,929 Post Engagements

*Twitter:* 273 Followers/26.6K Impressions

*Instagram:* 690 Followers/4,021 Impressions/860 Reach

#### **Delaware Blue Coats**

*Facebook:* 13.5K likes

*Twitter:* 11.3K Followers

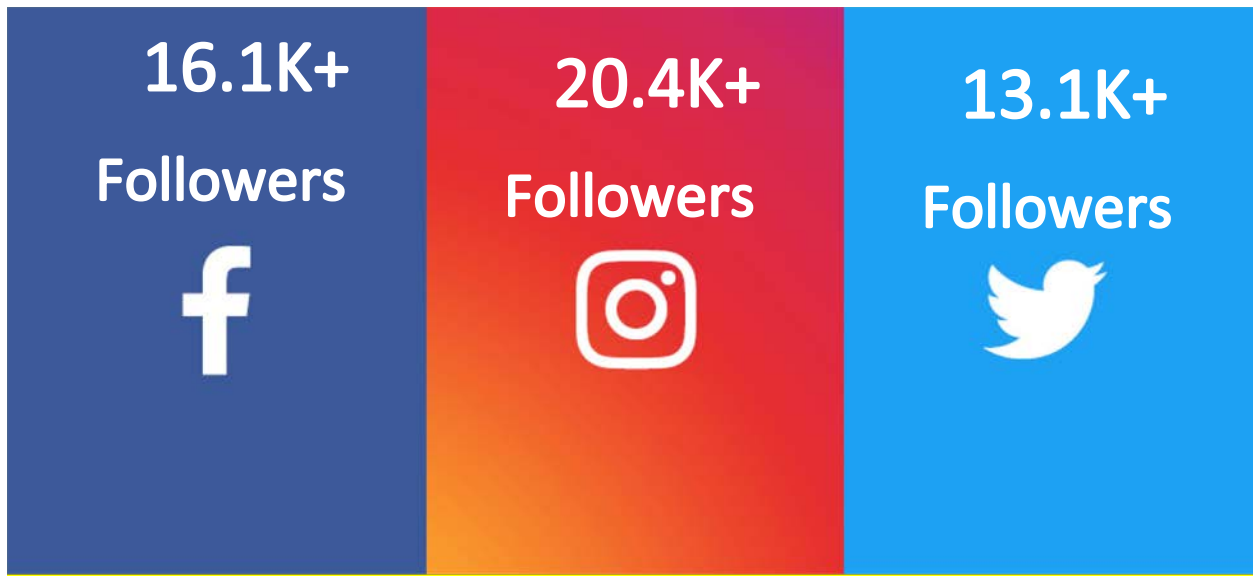
*Instagram:* 17.4K Followers

#### **Titus Sports Academy**

*Facebook:* 2,034 Likes 1,556 Reach /1,931 Post Engagements



Twitter: 1,063 Followers/3,769 Impressions last week  
Instagram: 2,323 Followers/16,773 impressions/ 1,400 Reach



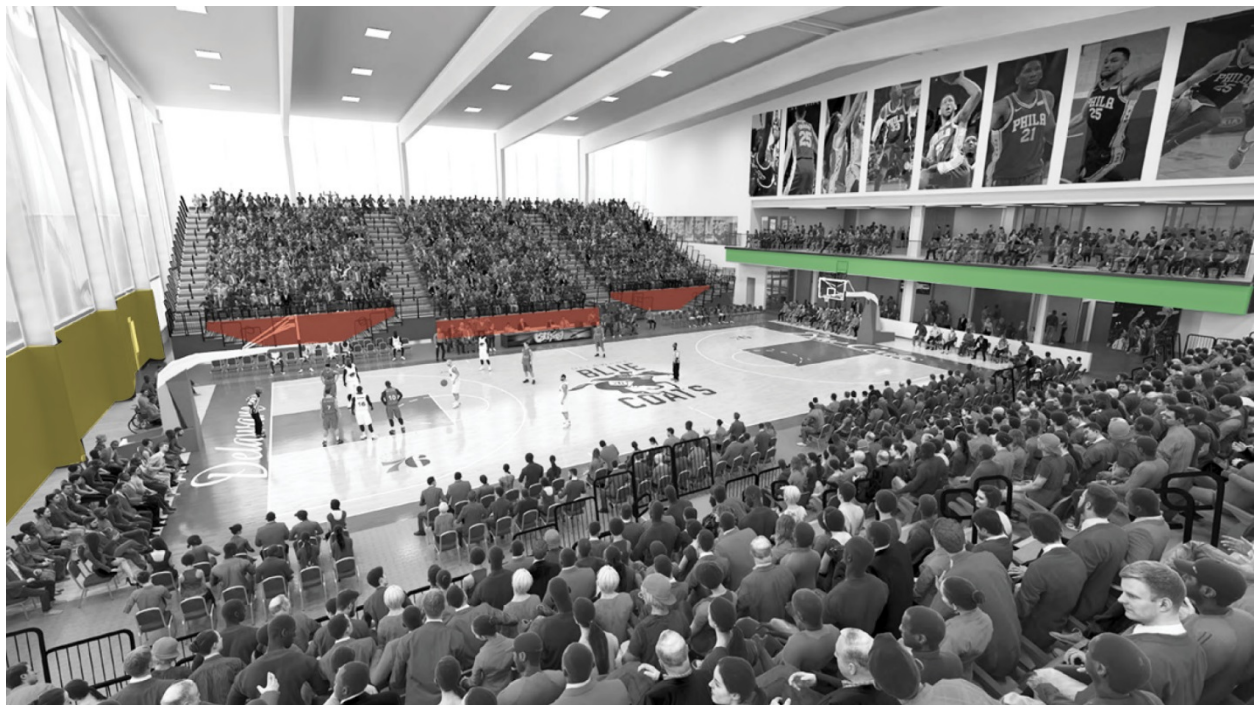
JOIN US IN DIRECTLY IMPACTING OUR COMMUNITY



A priority of the **BPG | SPORTS** team is to ensure The 76ers Fieldhouse is a resource for everyone, regardless of previous sports experience or socioeconomic background. We have partnered with the following organizations to offer specialty programming and clinics to the community.

- **Future Soccer Stars Foundation**- A complimentary program that introduces soccer to the youth of Wilmington.
- **Delaware Football Club (DEFC)** – DEFC represents the merger of the three largest clubs in northern Delaware. DEFC is committed to keeping up with the rapidly changing landscape of soccer and the new US Soccer mandates. Their mission is to attract and develop the best players in the surrounding areas.
- **Delaware Rush Soccer Club** – Delaware Rush is committed to providing an unparalleled soccer experience for all who have an interest in the game of soccer.
- **SL24 Memorial Showcase**- SL24 is a memorial high school basketball tournament to help raise awareness for mental health in the name of Sean Locke, our late BPG associate and friend.
- **Community Centers and Clubs** – Greater Newark Boys and Girls Club, Brown Boys and Girls Club, Framin Boys and Girls Club, Wilmington PAL, etc.
- **Strive** – A program that is committed to developing leaders in underserved communities, with more than \$125,000 in scholarships.
- **East Coast Power Volleyball** - Power believes that club volleyball can be a positive experience for all and that together we can create a winning program based on integrity and excellence.
- **US Lacrosse** -As the sport's national governing body, US Lacrosse provides national leadership, structure and resources to fuel the sport's growth and enrich the experience of participants.

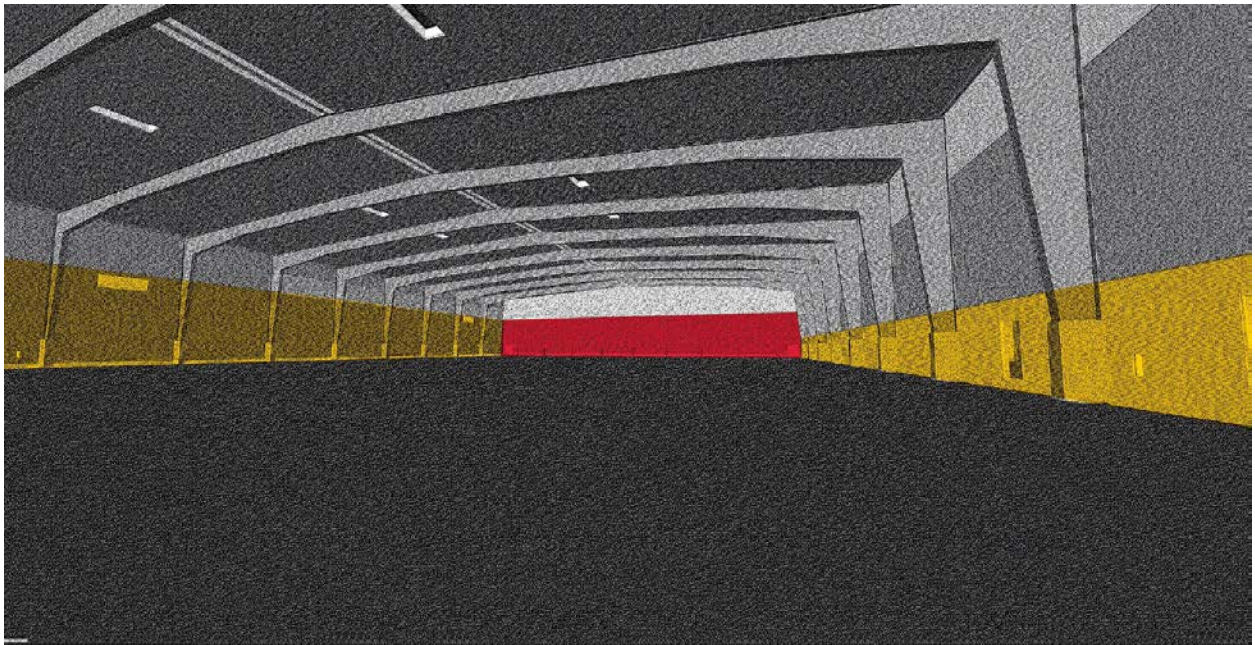
#### PREMIER VISIBILITY DURING EVENTS & GAMES







- Green Zone – 20 Banners
- Yellow Zone – 22 Banners
- Red Zone – 22 Banners



- Yellow Zone – 128 Banners per side
- Red Zone – 90 Banners

## PARTNERSHIP OPPORTUNITIES

The **BPG | SPORTS** team is extremely excited about your organization's interest in becoming a sponsor. We are committed to finding the right fit for your organizations marketing needs and are confident that we can build a relationship that maximizes your exposure and brand within the 76ers Fieldhouse. To proceed with a package, please contact us at [info@76ersfieldhouse.com](mailto:info@76ersfieldhouse.com)

### PHYSICAL IMPRESSIONS

- Full sized banners displayed year-round including on Blue Coats event days in multiple venues/locations
- Print collateral within the space
- Print collateral at offsite community events
- Included in all press releases and announcements

**CHAMPION \$20,000+**

### MEDIA

- Logo within 76ers Fieldhouse website (footer)
- Weekly collaborative social media posts from a variety of platforms
- Reposts across multiple sponsor platforms
- 14 Digital signage located throughout the facility (1920 x 1080)
- Promotion during 76ers Fieldhouse IMAX ads
- Promotion during 76ers Fieldhouse radio ads
- Direct email reach through 76ers Fieldhouse newsletters to over 18,000 contacts

### OTHER OPPORTUNITIES

- Ability to speak at key events
- Booth/table at appropriate events
- Hosting VIP event within the complex utilizing offices, field, and/or mezzanine
- Host "away day" for executives or staff
- Access to the 76ers Fieldhouse community and 76ers Fieldhouse partners/sponsors
- Sponsor a specific league or Tournament

### Invitations to Special Events

- Ribbon Cutting
- 76ers Open Practices
- Community events

### PHYSICAL IMPRESSIONS

- Print collateral within the space
- Select sized banners within specific venues/spaces

**ELITE \$10,000+**

### MEDIA

- Logo within the 76ers Fieldhouse website (footer)
- Collaborative social media postings through 76ers Fieldhouse social outlets
- 14 Digital signage located throughout the facility (1920 x 1080)
- Direct email reach through 76ers Fieldhouse newsletters to over 18,000 contacts

### OTHER OPPORTUNITIES

- Host "away day" for executives or staff
- Booths/table at appropriate events
- Access to 76ers Fieldhouse community and 76ers Fieldhouse partners/sponsors
- Sponsor a specific league or Tournament

### PHYSICAL IMPRESSIONS

- Print collateral within the space

### MEDIA

- Logo within the 76ers Fieldhouse website (footer)
- Social media postings through 76ers Fieldhouse social outlets
- Digital signage

### OTHER OPPORTUNITIES

- Discounted "away day" for executives or staff
- Access to 76ers Fieldhouse community and 76ers Fieldhouse partners/sponsors
- Sponsor a specific league or Tournament

**PREMIER \$7,500+**

Outdoor Field Signage

Indoor field signage

Logo within the website (footer)

*\*\$5,000-Year One, \$2,500-Renewal fee in subsequent years*

**EXCLUSIVE SPONSOR**