



Princeton High School Basketball Tournament

Dec. 7-9

Platinum Package-\$3,000

- Official sponsor of the tournament
- Banners posted around the gym
- Marketing at each session of the tournament
- Fliers handed out at the gate
- Logo on the front of the program and T-shirts
- Fliers inserted in each one of the team packets
- Business will be advertised throughout the whole season (Every Home Game)

Gold Package-\$500

- Marketing at each session of the tournament
- Fliers handed out at the gate
- Logo in the program and T-shirts

Silver Package-\$250

- Fliers handed out at the gate
- Logo in the program and T-Shirts

Bronze Package-\$100

-Logo in the program and T-Shirts

Company name _____ \$ amount _____ Due by 11\17\17
(Make Checks Payable to Princeton Athletics-Attention Eric Lockman)

Type of advertisement piece you want us to hand out _____
(Ex. Menus, coupons, directions, specials, etc.....)

Address:

Princeton High School
1000 E. University Dr.
Princeton, TX 75407



Objective:

To connect the basketball players with the community to build a relationship that impacts our youth program as well as our city.

Purpose:

We are reaching out to the community to help offset some of the costs that go into running our tournament. We are trying to break even with the cost of the tournament as well create a scholarship program for our seniors through this tournament. Lastly, we will be donating a percentage of the profits to a charity called SHARE, they help sex-trafficking victims get back on their feet.

Cost:

Tournament-\$17,000

- Referees
- Front Gates
- Employees to run tournament
- Clocks and Books

Teams

- We have 50 teams coming for 3 days
- 6 teams will be from Australia
- 600 Players
- 100 Coaches

Projected economic impact for the City of Princeton

- \$15,000 to 25,000 spent in the community

Tournament growth

- We have a new facility to host more teams
- Tournament will add another 10 teams next year
- Bringing an additional 120 players

Attendance - Each team will bring 50 to 200 people with them per game; each team is guaranteed 4 games.