**Sports & Entertainment Marketing**

**Sponsorship Plans**

Choose one of the following events below and create a sponsorship plan for that event. Your plan should include four sponsorship levels. Each level should be given a name relative to the event chosen with each level progressing in cost and number of activities. Be creative with your plan.

A 10-team invitational “Snowball” basketball tournament held at your school over Christmas Break

Mizzou Black and Gold Football Scrimmage

A rodeo to be held at the 4H fairground

Gus Macker 3 on 3 basketball tournament held in your hometown

A 3-day bike rally held at the Lake of the Ozarks featuring Montgomery Gentry in Concert

Group Choice ***Must be cleared with instructor. before proceeding***

**Level One : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**1.**

**2.**

**3.**

**4.**

**5.**

**Level Two : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**1.**

**2.**

**3.**

**4.**

**5.**

**Level Three : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**1.**

**2.**

**3.**

**4.**

**5.**

**Level Four : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**1.**

**2.**

**3.**

**4.**

**5.**

**Resources:**

<http://www.mutigers.com/sponsorship/miss-sponsorship.html>

“Holiday Hoops Sponsorship Levels” <http://www.sparrow.org/?id=444&sid=1>