

## 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>