



Sponsorship Proposal



Welcome to VeniceBall 2011 edition where the game never stops.

As soon as the NBA's exciting season ends and summer kicks in we take you live from the legendary courts of Venice Beach, California, for the most intense Streetball competition in the world.

LET THE GAMES BEGIN!!!

The **Venice Basketball League** will also take viewers off the court and show the personal lives of some of the league's greatest players, emphasizing their positive impact in their community. The League itself is dedicated to uniting the diverse cultures of Los Angeles and the world through a mutual love for the game.

The Kids Venice Basketball League: Natural Leaders

At no cost to the children or their families, KVBL kids are exposed to the following:

- Yoga instruction from world-renowned Yoga masters
- Basketball lessons with some of the League's premiere players and other celebrities
- Fitness facts and training from Vegan nutrition professionals
- Weekly take-home health and fitness challenges
- Organic breakfast and lunches prepared on site by gourmet chefs showing the kids the simplicity of eating healthy

The boys and girls of the camp are also given the opportunity to play at the half time of one of the featured league games each Sunday, allowing them to shine at the VBL tournament. It is the goal of the KVBL to provide experiences for children that empower them to cultivate a **healthy lifestyle**, gain confidence in themselves and each other, and truly become the "Natural Leaders" of their own communities.

The KVBL promotes teamwork through basketball and introduces kids to healthy diets, exercise, leadership, agriculture, and sustainable living. At the end of ten weeks, children return to their communities with the drive to share their knowledge with friends and family members, helping to stimulate the way the next generation will think about the planet.





Sponsorship and Donation Packages

Individual/ Team sponsorship: Are available upon request but are not one of the packages provided to every sponsor.

SUMMER- FALL PRESENTATION PACKAGE - \$100,000

Sponsorship includes 10 events this up coming Summer 2011 and Fall, plus a minimum of an additional 10 KVBL events through the year. Any other donation that a sponsor would like to donate would be greatly appreciated and count as a contribution toward their yearly total events. This could be a contribution in equipment/products in clothing or food, and/or fiscal contribution.

Platinum Sponsor Advertisement:

- *Official Sponsor: The Venice Basketball League presented by ("Your Name").*
- *The VBL comes to you live from ("Your Company Name") court on the Venice Beach Boardwalk.*
- *Your company name/logo painted on the playing surface at Center Court, much larger than all other logos and sponsors.*
- *Your company name/logo on backboards of the basketball hoops.*
- *Your company name/logo (larger print than all other sponsors) on all advertisements, including billboards, T-shirts, hats, posters, brochures, cds/dvds, newspaper ads & press releases, as well as TV/radio exposure.*
- *Your company name/logo on official game jerseys.*
- *Radio plugs from power 106 or Kday*
- *Your company name/logo on all KVBL apparel as well as pamphlets, flyers, photos videos and other media.*
- *Your company name/logo on all "Highlight Videos of the Week", as well as all featured video content on VeniceBall.com, venicebasketballleague.com, livestream.com StreetBall.com, YouTube.com, YoVenice.com, VenicePaParazzi.com, dimemag.com, rvca.com, ournewearth.com....*
- *Access to all video and photo contents for promotional use*
- *Web exposure for your company's logo/link featured on VBL's website, as well as the websites of all partners, including VeniceBall.com, venicebasketballleague.com, YoVenice.com, VenicePaParazzi.com, YouTube.com, dimemag.com, rvca.com, ournewearth.com..*
- *10'X10' court side booth space for promotional and commercial use; including advertising/product sales.*
- *Prime banner placement featuring your company name/logo both court side and throughout the Venice Beach play- grounds.*
- *Your company name repetitively announced by MC/host during games and breaks.*
- *Company logo/name on winning team trophies.*
- *25 official VBL limited edition T-Shirts/Hats, Gear.*
- *Halftime game show presentations (shooting contest and games with random selected person from the crowd)*

Platinum Sponsor Participation:

- *Opportunity for sponsor speech during halftime of each event.*
- *9 VIP parking spots with court side access to all 10 games and the 10 events of your choosing. Guest passes upon request.*
- *Meet & greet with headliner entertainers.*
- *Access to VIP tent area featuring organic food and beverage service.*
- *Reserved seating in VIP seating area.*
- *Opportunities to become future partner through sponsorship of community events and kids camps.*



SUMMER ASSOCIATE PACKAGE - \$20,000

Gold Sponsor Advertisement:

Sponsorship applies to 10 events this Summer and fall, plus one KVBL event in October. Sponsor Advertisement:

- *Associative Sponsor: Venice Basketball League presented in association with "Your Name".*
- *Your company name/logo painted on the playing surface near the free throw line at each end of the court.*
- *Your company name/logo placed on all advertisements, including billboards, T-shirts, hats, posters, brochures, cds/dvds, newspaper ads & press releases, as well as TV/radio exposure.*
- *Your company name/logo on all KVBL apparel as well as pamphlets, flyers, videos and other media.*
- *Your company sponsors your choice of either the VBL Dunk of the Week, Player of the Week, or KVBL Natural Leader of the Week featured on VeniceBall.com, venicebasketballleague.com, StreetBall.com, YouTube.com, YoVenice.com, VenicePaParazzi.com, dimemag.com, rvca.com, ournewearth.com, fitquest.me....*
- *Web exposure through your company logo/link featured on VBL's websites.*
- *10'X10' court side booth space for promotional and commercial use; including advertising/product sales.*
- *Prime banner placement featuring your company name/logo both court side and throughout the Venice Beach play- grounds.*
- *Your company name repetitively announced by MC/host during games and breaks.*
- *25 official VBL limited edition T-Shirts/Hats, Gear.*

Gold Sponsor Participation:

- 6 VIP parking spots with court side access to all 10 games.
- Meet & greet with headliner entertainers.
- Access to VIP tent area featuring organic food and beverage service.
- Reserved seating in VIP seating area.
- Opportunities to become future partner through sponsorship of community



WEEKLY ASSOCIATE PACKAGE - \$2,000

This package can include a yearly sponsorship at lesser cost. Sponsorship applies one VBL event and one episode.

Silver Sponsor Advertisement:

- Venice Basketball League brought to you this week in association with "YourName".
- Your company name/logo printed on weekly advertisements, including banners, posters, brochures, newspaper ads & press releases, as well as TV/radio exposure.
- Your company sponsors VBL play of the week featured on VeniceBall.com, Streetball.com, YoVenice.com, VenicePaParazzi.com and TheHipHopNetwork.tv.
- Web exposure through your company logo/link on VBL's websites.
- 10'X10' court side booth space for promotional and commercial use; including advertising/product sales.
- Banner placement featuring your company name/logo both court side and throughout the Venice Beach playgrounds.
- Your company name repetitively announced by MC/host during games and breaks.
- 10 official VBL T-Shirts/Hats, Gear.

Silver Sponsor Participation:

- Meet & greet with headliner entertainers.
- Access to VIP tent area featuring organic food and beverage service.
- Reserved seating in VIP seating area.
- Opportunities to become future partner through sponsorship of community events and kids camps.



Additional Sponsorship Packages

These Packages are set-up for contributions that maybe more spontaneous through out the year. If your company is interested in making smaller contributions to KVBL and VBL, please consider the options we have provided below:

Promotional Tent

This package can include a yearly sponsorship at lesser cost;

- \$1,500 plus product donation
- 10'X10' court side booth/tent space for promotional use only
- On-site advertising and banners
- Video coverage,
- Host announcements of product
- Free-sample distribution (donation covers cost of tent space)

Retail Tent

This package can include a yearly sponsorship at lesser cost;

- \$1,900 plus product donation
- 10'X10' court side booth/tent space for promotional and commercial use
- On-site advertising and banners,
- Video coverage
- Host announcements



Web and Contact Information

Please visit our websites for program information, photographs, video content, and more:

The Venice Basketball League: www.veniceball.com

The Kids Venice Basketball League: www.kvbl.org

Blog and kid's video: www.venicebasketballleague.com

For more information please contact:



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Thank you!