



BASKETBALL FUNDRAISER

SUNDAY, FEBRUARY 23
10:00AM-7:00PM

CHASE ARENA, UNIVERSITY OF HARTFORD
200 BLOOMFIELD AVENUE
HARTFORD, CT 06106

PURCHASE TICKETS

\$5 TICKETS CAN ALSO BE PURCHASED AT THE DOOR

Proceeds benefit United Way of Central and Northeastern Connecticut.
Thank you for supporting local children and families!

BATTLE OF THE BADGES is a one-day basketball tournament hosted by the United Way bringing together municipal police departments from Berlin, Bloomfield, Bridgeport, Hartford, West Hartford, Willimantic, Simsbury, FBI, and Connecticut Department of Corrections. The teams will battle each other to make it to the FINAL FOUR and then face off in the Championship Game.

PARTNERSHIP OPPORTUNITIES

EVENT SPONSOR

INVESTMENT: \$5,000

- Premier visibility as the main supporter of the event
- Banner/table setup at venue on day of event
- Featured logo on front of t-shirts
- 5 minute speaking opportunity at event
- Option to provide branded/swag items to toss to audience during halftimes
- Media opportunities (pending booking availability)
- Receive 20 tickets to event
- Business name/logo included in digital and print pre-and post-event materials as event sponsor
- Event signage
- Social media recognition
- Thank You announcement at event

MEDIA SPONSOR

INVESTMENT: \$2,500

- Speaking opportunity at event and emcee role if desired
- Receive 15 tickets to event
- Business name/logo included in digital and print pre-and post-event materials as event sponsor
- Social media recognition
- Event signage
- Thank You announcement at event

T-SHIRT SPONSOR

INVESTMENT: \$1,000

- Limited to 3 sponsors
- Logos on sleeves or chest
- Receive 5 tickets to event
- Business name/logo included in digital and print pre-and post-event materials as event sponsor
- Social media recognition
- Event signage
- Thank You announcement at event

HALF TIME SHOW SPONSOR

INVESTMENT: \$1,500

2 Half Time shows available! Possible Show Ideas: 3-On-3, 3-Point Contest, or Skills Competition sponsored by...

- Limited to 2 sponsors
- Speaking opportunity at half-time
- Option to provide branded/swag items to toss to audience during half times
- Receive 10 tickets to event
- Business name/logo included in digital and print pre-and post-event materials as event sponsor
- Social media recognition
- Event signage
- Thank you announcement at event

CONCESSION SPONSOR

INVESTMENT: \$250

Donation of snacks, water, gatorade or \$ that goes toward concession stand

- Signage at Concessions, day of event
- Social media recognition
- Thank You announcement at event

LEARN MORE AT unitedwayinc.org/events/BOTB



#UWBattleOfTheBadges



United Way of Central and Northeastern Connecticut