



THE ROAD  
STARTS HERE

# 2024

# SPONSORSHIP PACKET

THE BIG HOOPLA

THE EPICENTER OF COLLEGE BASKETBALL



THE ROAD  
STARTS HERE®



MOST PASSIONATE  
COLLEGE HOOPS FANS



HOME OF THE  
NCAA FIRST FOUR®



MOST SUPPORTIVE  
MILITARY COMMUNITY

#TheRoadStartsHere®

# 2024 SPONSORSHIP OPPORTUNITIES

## ALL HOOPLA SPONSOR PACKAGES INCLUDE THE FOLLOWING:

Recognition at Hoopla Central | Listing included on website postings | Social Media shout out  
 Organization representative invite to Hoopla Awards | Paid media recognition in the Dayton Business Journal

### TITLE SPONSOR

Wright B Flyer Package - \$100,000

Lower Arena Tickets	28
#300 Level Tickets	50
Hoopla Ticket Program* Donation	74
Hoopla Central Passes	38

**PLUS** Full Page Ad and logo placement on The Big Hoopla ad in the NCAA First Four Program, logo on table cards at The Big Hoopla Reception & Hoopla Central, MVP banners & digital sponsor banner at all Hoopla Events, and on daytonhoopla.com

### PREMIER SPONSOR

Kitty Hawk Package - \$75,000

*\*Only 2 Available\**

Lower Arena Tickets	22
#300 Level Tickets	32
Hoopla Ticket Program* Donation	70
Hoopla Central Passes	30

**PLUS** Half Page Ad and logo placement on The Big Hoopla ad in the NCAA First Four Program, logo on table cards at The Big Hoopla Reception & Hoopla Central, MVP banners & digital sponsor banner at all Hoopla Events, and on daytonhoopla.com

### PLATINUM SPONSOR

Air & Space Intelligence Package - \$50,000

*\*Only 4 Available\**

Lower Arena Tickets	18
#300 Level Tickets	26
Hoopla Ticket Program* Donation	64
Hoopla Central Passes	18

**PLUS** Quarter Page Ad and logo placement on The Big Hoopla ad in the NCAA First Four Program, logo on table cards at The Big Hoopla Reception & Hoopla Central, MVP banners & digital sponsor banner at all Hoopla Events, and on daytonhoopla.com

### GOLD SPONSOR

Blue & Gold Star Package - \$25,000

Lower Arena Tickets	10
#300 Level Tickets	14
Hoopla Ticket Program* Donation	50
Hoopla Central Passes	8

**PLUS** Quarter Page Ad and logo placement on The Big Hoopla ad in the NCAA First Four Program, logo on table cards at The Big Hoopla Reception & Hoopla Central, MVP banners & digital sponsor banner at all Hoopla Events, and on daytonhoopla.com

### SILVER SPONSOR

Parachute Package - \$10,000

Lower Arena Tickets	6
#300 Level Tickets	10
Hoopla Ticket Program* Donation	30
Hoopla Central Passes	6

**PLUS** Logo on table cards at The Big Hoopla Reception & Hoopla Central, MVP banners & digital sponsor banner at all Hoopla Events, and on daytonhoopla.com

### BRONZE SPONSOR

Sky Spy Package - \$5,000

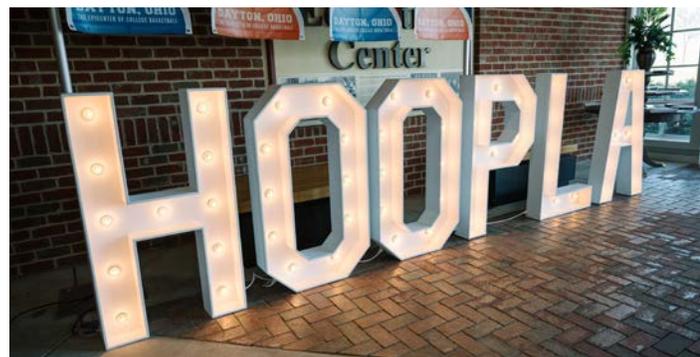
Lower Arena Tickets	4
#300 Level Tickets	8
Hoopla Ticket Program* Donation	20
Hoopla Central Passes	4

**PLUS** Logo on digital sponsor banner at all Hoopla Events and on daytonhoopla.com

### Community Hoopla Ticket Program

\$2,500

62 Tickets donated on behalf of Sponsor to Wright-Patt Airmen & students from the Dayton Region.



Tickets listed under each sponsor package are PER NIGHT. Additional tickets may be added to any sponsorship package pending availability from NCAA.

\*Community Hoopla Ticket Program donates tickets on behalf of each sponsor to Wright-Patt Airmen and students from across the Dayton Region to First Four games and other community events. Each \$1,000 toward the Ticket Program provides 26 tickets.

With the current allotment of tickets from the NCAA, you must commit to your sponsorship by November 15, 2023 to guarantee all ticket distributions.

To secure your sponsorship, contact The Big Hoopla at: [info@daytonhoopla.com](mailto:info@daytonhoopla.com)  
 Sponsorship payment must be received within 30 days of commitment.



# INDIVIDUAL TICKETS & PASSES

## HOOPLA TICKET PROGRAM

Military tickets give active-duty servicemen and their families unmatched visibility, recognition, and appreciation for the United States Air Force and Wright-Patterson Air Force Base. A student ticket provides a one-of-a-kind experience for an underprivileged student from the Dayton region to attend an NCAA Tournament game; in many cases, the student's first college basketball game. We use these tickets to demonstrate our appreciation to the military heroes serving our country and underserved youth in our region, while supporting our Dayton communities.



Each **\$1,000** raised for the Hoopla Ticket Program provides **26** tickets to Wright-Patt Airmen and students.



## HOOPLA CENTRAL PASSES

The venue for Hoopla Central at Carillon Park has proven successful. Guests enjoy some of Dayton's rich heritage in aviation, business development and Ohio borne patents while connecting with over 350 community partners. They increase their brand awareness. They enjoy delicious and creative food stations. All because The Big Hoopla NCAA First Four basketball games continue to be showcased by Dayton's collaborative spirit and affinity for our military heroes.

**\$50 each** - with sponsorship commitment



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# IMPORTANT 2024 DATES

## SUNDAY

MARCH 17

- Selection Sunday
- 4-Miler
- STEM Challenge

## MONDAY

MARCH 18

- Open Practices
- Tip-Off Reception

## TUESDAY

MARCH 19

- Hoopla Central
- Open Practices
- Day 1 Games

## WEDNESDAY

MARCH 20

- Hoopla Central
- Open Practices
- Day 2 Games

## 2024 NCAA FIRST FOUR

\*Prices per the NCAA

Lower Arena Tickets	\$170
#300 Level Tickets	\$120
#400 Level Tickets	\$75



Individual Tickets can be purchased at [daytonhoopla.com](http://daytonhoopla.com)



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