

# HINSDALE CENTRAL HOLIDAY CLASSIC



## 2018 SPONSORSHIP OPPORTUNITIES

The Hinsdale Central Holiday Classic has already become one of the premier high school basketball events in the State of Illinois. In its first three years, the event has extensive coverage on cable television, over the air news broadcasts and through streaming on-line video. Thousands of patrons will be watching the event in person or through some electronic communication. Our tournament website, [www.hcholidayclassic.com](http://www.hcholidayclassic.com) has had over 1.1 million hits the last three years. The event will play host to sixteen high school varsity boys basketball teams and will be attended by thousands of spectators over the four day experience.



The tournament has developed a sponsorship plan with a number of affordable packages and individual advertising opportunities, which business from all groups can partake.

Our event has already built a reputation of success in its early three year history, as the tournament can boast one state champion, a total of five different state qualifiers, and a former Most Valuable Player, who was selected in the second round of the 2018 NBA Draft.



The 2018 edition of the Hinsdale Central Holiday Classic will be held on Wednesday, December 26; Thursday, December 27; Friday, December 28 and Saturday, December 29. Every team will play one game on each of the days of the tournament.

On the following pages, visit the different opportunities that your company can partner with us at the Hinsdale Central Holiday Classic, and provide a community service to those that participate in interscholastic athletics. Together we can make it possible.

***HC SQUARED: Building a New Tradition of Basketball at Its Best***

# HINSDALE CENTRAL HOLIDAY CLASSIC SPONSORSHIP OPPORTUNITIES



## Signage – Banner in Gymnasium

Business Owner will provide one banner or signage (not to exceed six feet in length) to be affixed in playing facility for maximum spectator, television and electronic media coverage for all four days of the event. **Cost: \$100 for entire tournament.**

## Sponsor Your Favorite Team at this Year's HCHC

Business Owner will provide a logo and hyperlink to their website for inclusion on a team page on the Hinsdale Central Holiday Classic website, [www.hcholidayclassic.com](http://www.hcholidayclassic.com). Business can select the team page that they wish to sponsor. Your sponsor information will also appear in the game program section of the team you are supporting. Your sponsor name will also be mentioned during the starting lineup of all four games in which your team plays. These sponsorships are limited to the participating sixteen teams and are available on a first-come first-served basis. **Cost: \$100 per team page.**

## Game Ball Presentation

Business Owner will present game ball prior to the start of one game during the event. A maximum of two (2) people will be recognized along with the business name by the public address announcer and the presentation will be photographed and blast on the tournament social media accounts. Two complimentary game tickets for the day of the presentation will be provided. **Cost: \$50 per single game presentation.**

## Internet Advertising Sponsor Logo on Tournament Website

Business Owner will provide an artwork logo and hyperlink to their website for inclusion on the home page and sponsor page on the Hinsdale Central Holiday Classic website, [www.hcholidayclassic.com](http://www.hcholidayclassic.com). **Cost: \$50 for advertising on website for duration of high school basketball season.**

## Halftime Contest Certificate/ Gift Card

Business Owner will provide a gift certificate or product to be presented to participants of halftime and quarter break contests during the event. The public address announcer will recognize the business that is sponsoring the contest. **Suggested Donation: \$25 or more per Contest Participant.**

## Hospitality Room Product Donation

Business Owner will provide donation of product for use in the Tournament Hospitality Room which provides food and refreshments for coaches, officials, workers, college scouts and media members. Suggested Donation: **Product to sponsor one serving session during event.**



# HINSDALE CENTRAL HOLIDAY CLASSIC

## HCHC SPONSORSHIP = REACHING THE MASSES



This year sixteen teams will compete over the four day tournament representing many



different geographical regions. Teams representing the following communities will be participating: Aurora, Buffalo Grove, Burr Ridge, Calumet Park, Chicago Heights, Chicago Ridge, Clarendon Hills, Darien, Deerfield, Des Plaines, East Hazel Crest, Flossmoor, Glenview, Glenwood, Harwood Heights, Hinsdale, Kildeer, Lake Zurich, Lincolnshire, Lombard, Long Grove, Montgomery, Niles, Northbrook, Oak Brook, Oak Brook Terrace, Oak

Lawn, Olympia Fields, Oswego, Park Ridge, Plainfield, Robbins, Rockford, Saint Charles, Vernon Hills, Villa Park and Willowbrook. In addition to the suburban and outer areas of Chicagoland, schools from the following Chicago neighborhoods will also play in the Hinsdale Central Holiday Classic: Beverly Park, East Garfield Park, Englewood, Irving Park and Lincoln Park. Half of the 16-team field was either conference champions or league runner-ups last season.

Over the past three years, the tournament website, [www.hcholidayclassic.com](http://www.hcholidayclassic.com) has had 1.1 million hits. The spectator attendance more than doubled since the first year, and we have thousands of followers on our Social Media pages. The Hinsdale Central Holiday Classic has become a must see event in high school athletics.





# HINSDALE CENTRAL HOLIDAY CLASSIC

HC SQUARED: Building a New Tradition of Basketball at Its Best



HC HOLIDAY CLASSIC  
@HINSDALECLASSIC

BASKETBALL SEASON STARTS IN THREE MONTHS. The Hinsdale Central Holiday Classic just got better, with the addition of two more powerhouse teams for this December's event. Check out the new field at: [hcholidayclassic.com/2018-new-teams...](http://hcholidayclassic.com/2018-new-teams...)



1:02 PM - 1 Aug 2018



Michael O'Brien  
@michaelsobrien

Following

Oswego East and Willowbrook have joined the Hinsdale Central Holiday Classic.

Very nice get for the young tournament, both teams should be good next season.

1:30 PM - 1 Aug 2018

The Hinsdale Central Holiday Classic finished up its second year and has the potential to become a player in the state's holiday tournament schedule.

Already tremendously organized after just two years in existence, there is a strong future for this tournament, which featured an improved field of teams and increased crowds from a year ago.

HC HOLIDAY CLASSIC  
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HCHC MVP TO NBA: Congratulations to 2015 Hinsdale Central Holiday Classic Most Valuable Player De'Anthony Melton of Crespi Carmelite on being selected by the Houston Rockets in tonight's NBA Draft.



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# HINSDALE CENTRAL HOLIDAY CLASSIC



## 2018 SPONSORSHIP OPPORTUNITIES

- Signage – Banner in Gymnasium -- \$100 for entire tournament
- Sponsor Your Favorite Team at this Year's HCHC -- \$100 per team
- Game Ball Presentation -- \$50 per selected game
- Internet Advertising Sponsor Logo on Tournament Website -- \$50 for season
- Halftime Contest Certificate/ Gift Card -- \$25 or more per contest participant
- Hospitality Room Product Donation – product to cover one meal serving

Return this form with you payment to: Dan Jones, Athletic Director – Hinsdale Central High School, 55<sup>th</sup> & Grant Avenues, Hinsdale, IL 60521.

BUSINESS NAME: \_\_\_\_\_

BUSINESS CONTACT: \_\_\_\_\_

BUSINESS TELEPHONE: \_\_\_\_\_

BUSINESS EMAIL: \_\_\_\_\_

IF SPONSORING A TEAM, PLEASE LIST THAT SCHOOL: \_\_\_\_\_

For additional information about sponsorship opportunities,  
contact Athletic Director Dan Jones at [djones@hinsdale86.org](mailto:djones@hinsdale86.org)  
or Tournament Manager Joe Spagnolo at [holidayclassic@hotmail.com](mailto:holidayclassic@hotmail.com).

## HINSDALE CENTRAL HOLIDAY CLASSIC

*December 26, 27, 28, 29, 2018*  
*[www.hcholidayclassic.com](http://www.hcholidayclassic.com)*