



# KC TORNADOES

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SPORTS SPONSORSHIP OVERVIEW



## ABOUT THE TORNADOES

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The Kansas City Tornadoes franchise of *The Basketball League* champion the philosophy of promoting community-based, fun and affordable professional basketball with a mixed blend of quality entertainment that's unparalleled in today's professional sports. We are dedicated to fair play, good sportsmanship, and integrity both on and off the court. We are committed to making a positive impact in the Kansas City area as we seek partnerships with nonprofit and community based organizations to help our families, neighbors and children in need. As such, our goal is to assist the communities and the schools achieve success.

*We invite you to be our partner in making our vision a reality. Thank you for your consideration.*





# SPONSORSHIP OVERVIEW

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## PRESENTING SPONSOR - \$50,000

- In-game PA announcements
- Arena and Special event signage
- Logo on the Floor; Goal Post
- Logo on printed team ads
- Logo on game schedules
- Banner ad on Team Website
- Sponsored giveaways to youth
- Ten (10) VIP Courtside Tickets
- Game Sponsor Full-Page Ad
- Scorers Table Display
- Logo on Team T-shirts and Giveaways to youth fans
- Special Team Appearance

## PLATINUM SPONSOR - \$25,000

- Logo on the Floor; Goals
- Game PA Announcements
- Arena Banner
- Logo on printed Team Ads
- Banner Ad on Team Website
- Six (6) VIP Courtside Tickets
- Logo at Team Sponsored Events
- Game Sponsor – Half Page Ad
- Logo on Team T-shirts
- Special Team Appearances
- Charity Corner Ticket Giveaways
- Autograph ball and poster



# SPONSORSHIP OVERVIEW

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## FOUNDING SPONSOR - \$15,000

- In-game PA announcements
- Arena and Special event signage
- Logo on printed team ads
- Logo on Team Website
- Four (4) VIP Courtside Tickets
- Game Sponsor (Quarter Page Ad)
- Autograph Team Ball/Poster
- Charity Corner Ticket Giveaways to Youth Fans
- Special Team Appearance

## TORNADO SPONSOR - \$7,500

- Game PA Announcement
- Logo on printed Team Ads
- Logo on Team Website
- Two (2) VIOP Courtside Tickets
- Game Sponsor (Program Ad)
- In-game Giveaways
- Autograph ball and poster
- Game Night Sponsor



# EVENT SPONSORSHIPS

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## **BOYS AND GIRLS CLUB SPONSOR \$4,000**

25 tickets to every game will be donated to the Boys and Girls Club on the sponsor's behalf for the season (16) games. Game Day recognition and PA announcements. Banner announcing sponsor of Boys and Girls Club. Two (2) VIP season tickets. Ad in the program book and website advertisement.



## **TORNADOES CHEERLEADERS SPONSOR \$4,000**

Sponsor the Cheerleaders and receive game day recognition at the start of every game. Logo on Cheerleader calendars and logos at cheerleaders community events, at local shopping malls and live radio promotions. Two (2) VIP tickets, two (2) courtside tickets, game day recognition via PA announcements, full page program ad and website advertisement.



## **TORNADOES TIME-OUT SPONSOR \$3,500**

There are ten (10) 90-second timeouts per game. Every game timeout will be announced as a sponsorship, at game and live radio. Game day recognition and PA announcements Two (2) VIP season tickets. As in the program book and website advertisement.



# EVENT SPONSORSHIPS

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## GAME BALL SPONSOR

**\$3,000**

At every game one ticket holder will be chosen to receive the game ball, and will be announced during the and after the game. Players may autograph for winner. Game day recognition and PA announcements. Two (2) VIP season tickets. Ad in the program book and website advertisement.



## STARTING LINE UP SPONSOR

**\$3,000**

Sponsor the starting line up and receive game day recognition at the start of every game, for the entire season (home and away games) and on live radio broadcasts. Two (2) VIP tickets, game day recognition via PA announcements and website advertisement.



## TORNADOES MASCOT SPONSOR

**\$2,000**

Fun and exciting Tornado game mascot, receive announcements when the mascot appears in the community and at home games. Sponsor receives two (2) VIP season tickets, full page program ad, PA announcements and website advertisement.



# SIGNAGE SPONSORSHIP

SIGNAGE	PRICING (home games)
Courtside Suites	\$5120.00 (16 Home Games)
Court	\$30,000 (16 Home Games)
Chair Backs	\$12,000 (16 Home Games)
Backboards	\$15,000 (2 Backboards)
Scorers Table	\$4,000 (per game)
Uniforms	\$40,000 (16 Game Season)



Fan Participation/Target Marketing



Product Placement/Brand Awareness



Promotional Offers and Sales





# KC TORNADOES PROMISE

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The Kansas City Tornadoes promises to provide you with an outstanding basketball and entertainment product comparable to the NBA. In game promotions will captivate the fans and contribute to an ultimate fan experience. Your products will be exposed to active Tornado fans that are committed to supporting the Tornadoes and our sponsors. The Tornadoes will exercise reasonable efforts to obtain listed items or use methods listed in the sponsorship packages. However, the Kansas City Tornadoes reserves the right to substitute sponsorship items or methods with equal or greater value or similar methods in the event the described items or methods are unavailable or unattainable for any reason.

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## Tornadoes Community Connection

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The TBL philosophy of promoting community-based, fun and affordable professional basketball with a mixed blend of quality entertainment that's unparalleled in today's professional sports. We are dedicated to fair play, good sportsmanship and integrity both on and off the court. We are committed to making a positive impact in our cities as we seek partnerships with nonprofit and community-based organizations to help our families, neighbors, and children in need. As such, our goal is to assist the communities and the schools achieve success and make a lasting and positive *Community Connection*.

As a Corporate *Community Connection* Partner, you will give invaluable support to the various recognizable nonprofit organizations and their causes. The KC Tornadoes has a duty and responsibility to give back to the communities that we touch. You will receive recognition for your support to the Tornadoes *Community Connection* Program, through national advertisements, public relation release and accounts from the organizations that touch those in need.



# TICKET RATE CHART

## SEASON TICKET PRICES

Courtside: \$640.00 (16 home games)

General Admission  
Season Ticket Package: \$240.00 (16 home games)

Single Game: \$15.00 general admission

To reserve your season tickets or for group sales call 501-580-0489 or visit our website at [www.kctornadoes.com](http://www.kctornadoes.com)

Military and Student discounts available.

