



# 2019 Sponsorship Opportunities

**Contact Ashley Thomas or Mary Christy at Bridge II Sports  
with commitments or questions**

**866-880-2742**



**Join the  
North Carolina Disability Sports Movement as a sponsor of the  
8th Annual AUGUST MADNESS Wheelchair Basketball Tournament Fundraiser**

Why?

As a nonprofit, it is expected that we host an annual fundraiser. For those who know me, if there is not a good reason and purpose, then why are we doing it?

**August Madness is much more than a fundraiser.** It is multi-faceted event with dynamics impacting change on many levels.

The **Cage Events**, at the YMCA court on the American Tobacco Campus, has influenced children, visitors to the ATC from different parts of our country, youth, adults, and companies, that wheelchair basketball is fun, competitive, and athletic. Some have commented that "it is more fun than traditional basketball"! This event educates the community that disability is not the end of sport- there is life and fun with disability. This event empowers our community to be part of recruiting friends and family members who may have lost hope after injury or disability.

Another fun facet of August Madness is **The Draft** event taking place this year at the Durham Bulls Athletic Park. This event will be star-struck with some major athletic faces, but, the Draft will also include Bridge II Sports athletes. I am very proud to say, that our athletes are drafted first as the August Madness Wheelchair Basketball Tournament is very competitive. Wheelchair athletes know how to shoot, block, and set up to make the shots! The Draft is a place where we showcase many of our athletes who play differently:

**DJ Robinson**, currently Ranked #1 in the US as a Tandem Cyclist, shared the impact of sport on his life.



**Karen Stallings** shared how she still loves to compete at 60 years old at USA Boccia Nationals.

**Nolan Turner** shared some of the struggles living with Spina Bifida as part of his journey, but the need for a new kidney was his focus. He was looking forward to getting back in the game that made equality for him in school when wheelchair basketball was shared with the entire school by BIIS.



**Miles Hill** and **Lizzie Becker** would share that wheelchair basketball is what gave them the push to strive and earn scholarships to play wheelchair basketball at the University of the Illinois and the University of Texas.

**William Christy** shared that wheelchair basketball bridged a sport relationship with his Dad, an avid athlete.



The Draft is fun with a Silent Auction and Wine Pull, but, it renews the soul of all who are in different places on the journey of life, giving hope and validating the power of adapted sport.

The **August Madness Tournament** historically on the floor at PNC Arena impacts the world. Why do I say this? Corporate and community teams play against each other in a wheelchair basketball tournament.

Behind the scenes, companies have practiced at the Cage Events or on their own campuses. GSK is a great example. BIIIS delivered wheelchair basketball and tandem cycling to their campus during a disability awareness corporate event. Their Executive spoke during the event and asked:

**“What if you were blind, or could not use your legs? What if we hired someone who could not use their legs or see? How would we respond?”**

Wow, he impacted the mind, that would engage the heart, and empower action.

Why August Madness? Our goal is to change how the world sees disability, challenging the perceptions, one game at a time. To empower a platform that builds equality in opportunity freeing those from being disabled to living life with disability.

**Disability does not define outcome, but opportunities do.**

August Madness creates change cultivating equality of opportunity, inspiring acceptance, and impacting on many levels, thus changing the world.

Come Join us!

Building the Bridge together!

*Ashley Thomas*

This one-of-a-kind fundraiser takes team building to an all new, eye-opening level challenging perceptions of disability and helping all involved understand the power of sport for ALL.

## HERE'S HOW IT WORKS:



*Organizations or individuals get a team together to compete in the August Madness Wheelchair Basketball Tournament Fundraiser. Teams are made up of 4-7 players of ALL abilities— no wheelchair basketball experience needed— seriously! (We have trainings scheduled at the YMCA Cage at the American Tobacco Campus)*



*Leading up to The Draft and Tournament teams raise money in support of Bridge II Sports to meet the \$1500 minimum donation per team.*

*Teams are encourage to raise as much as possible— after all, this IS a fundraiser! Money raised will determine a team's draft order— the team that raises the most above and beyond the \$1500 minimum with earn 1st pick in the draft.*



*At THE DRAFT each teams picks their ALL-STAR PLAYER to join their team. All-Stars can be former collegiate stars, NBA pros, wheelchair basketball elites and stand-out athletes from all over the sports world.*

*Who you gonna pick?*



*The big day has arrived THE TOURNAMENT on the floor of the newly renovated PNC Arena!*

*All teams and their All-Star will play a minimum of 3 games during this full day of wheelchair basketball fun and competition.*

*All participants receive a swag bag and event shirt.*

*Equipment provided by Bridge II Sports.*



# 2019 SPONSORSHIP OPPORTUNITIES

## Event Sponsorship \$25,000

As the August Madness Event Sponsor your name/logo will be synonymous with August Madness 2019

### Brand Recognition

Logo will be displayed everywhere the August Madness 2019 logo is displayed including but not limited to:

- Media backdrop
- August Madness 2019 website
- Bridge II Sports website
- Bridge II Sports Facebook page header July and August
- All August Madness 2019 promotional materials
- All August Madness 2019 signage
- Prominently on top of the back of t-shirts distributed to all tournament participants and All-Stars

### Participation

- Complimentary registration for 2 Teams in the Tournament (\$3,000 value)
- Admission for 8 to the August Madness Draft
- Admission for 4 to All-Star Meet-n-Greet Lunch

### Media

- Quote included in August Madness 2019 press release and mention in daily media alerts
- 6 social media posts highlighting your organization





## **All-Star Draft Sponsorship** **\$20,000**

The Draft Sponsor will be the name on everyone's mind at the All-Star party and auction the night before the tournament. This year the Draft is planned to take place at the beautiful PNC Triangle Club *inside* Durham Bulls Athletic Park.

### **Brand Recognition**

Logo will be displayed including but not limited to:

- Media backdrop
- August Madness 2019 website
- Bridge II Sports website
- Bridge II Sports Facebook page header July and August
- All August Madness 2019 promotional materials
- On all signage at the Draft Party
- Prominently on top of the back of t-shirts distributed to all tournament participants and All-Stars
- Acknowledgement of sponsorship in all mentions of the All-Star Draft.

### **Participation**

- Admission for 10 to the August Madness Draft
- Admission for 4 to All-Star Meet-n-Greet Lunch

### **Media**

- Quote included in All-Star Draft Press Release and daily media alert
- 4 social media posts highlighting your organization

Sponsor / Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Signature

Date



# All-Star Cage Training and Lunch \$8,000

*The morning before the tournament our All-Star Athletes will take the court at the American Tobacco Campus YMCA 'Cage' basketball court for an exclusive morning wheelchair hoops workout. After training, the All-Stars will join YOU for a Meet-n-Greet Lunch event to discuss their love of the game.*



## **Brand Recognition**

Logo will be displayed on:

- August Madness 2019 website
- Bridge II Sports website
- Signage at The Cage and lunch venue
- Back of t-shirt below Draft Sponsor

## **Participation**

- Admission for 10 to attend All-Star Meet-n-Greet
- Admission for 4 to Draft

## **Media**

- Social media post highlighting organization

Sponsor / Company Name: _____	
Contact: _____	
Contact Phone: _____	
Contact Email: _____	
_____	
Signature	Date

# VIP Experience \$1,000

*The next best thing to actually being an All-Star... access for you and 9 of your closest friends to hang out with our All-Star Athletes at the Meet-n-Greet Lunch . Great opportunity for the superfan to support BIIS! You'll even get 2 complimentary tickets to that evening's Draft and Silent Auction.*

*Only 5 VIP Experience packages will be sold.*



# Tournament Day Lunch

## \$6,000

*Playing a day of wheelchair hoops makes you hungry—  
Save the day as the Tournament Day Lunch Sponsor!  
Your sponsorship will provide lunch to all participants,  
All-Stars and volunteers— we'll make sure they know who to  
thank for the refueling.*

Sponsor / Company Name: _____	
Contact: _____	
Contact Phone: _____	
Contact Email: _____	
_____	
Signature	Date

### Brand Recognition

Logo will be displayed on:

- August Madness 2019 website
- Bridge II Sports website
- Signage at Tournament Lunch
- Back of t-shirt below Draft Sponsor

### Participation

- Admission for 4 to Draft

### Media

- Social media post highlighting organization



# Court Naming Rights \$3,000 (3)

*Get on the court...literally! Have your logo and  
name prominently displayed on one of the 3 courts  
on tournament day.*

### Brand Recognition

Logo will be displayed on:

- August Madness 2019 website
- On backstop, scoring table and all  
mentions of YOUR court

### Participation

- Admission for 2 to Draft

### Media

- social media posts highlighting  
your organization



#### Court 1

Sponsor / Company Name: _____	
Contact: _____	
Contact Phone: _____	
Contact Email: _____	
_____	
Signature	Date

#### Court 2

Sponsor / Company Name: _____	
Contact: _____	
Contact Phone: _____	
Contact Email: _____	
_____	
Signature	Date

#### Court 3

Sponsor / Company Name: _____	
Contact: _____	
Contact Phone: _____	
Contact Email: _____	
_____	
Signature	Date



# 'Cage' Training \$2,000 (6)



*Back to the Naismith roots of hoops— playing ball in a Cage on a YMCA court! We take it up a notch playing in sport chairs and inviting the community and August Madness teams to practice and learn in this incredible outdoor space at the American Tobacco Campus in Durham. Sponsor one or more trainings leading up to the big tournament*

Benefits include:

## **Brand Recognition**

Logo will be displayed on:

- August Madness 2019 website
- Signage at Cage Training sponsored
- Banners hung at Cage Training

## **Participation**

- Information table at Training sponsored
- Admission for 2 to Draft

## **Media**

- Social media post highlighting your organization during Training sponsored

JUNE 14 —5PM-7PM

Sponsor / Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Signature

Date

JULY 12 —5PM-7PM

Sponsor / Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Signature

Date

JUNE 21 —5PM-7PM

Sponsor / Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Signature

Date

JULY 19 —5PM-7PM

Sponsor / Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Signature

Date

JUNE 28 —5PM-7PM

Sponsor / Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Signature

Date

JULY 26 —5PM-7PM

Sponsor / Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Signature

Date

## Hydration Sponsor \$1,000

*Possibly the most important sponsorship– without water we can't play basketball!  
Save the day and keep participants hydrated during the tournament.*

Benefits include:

### **Brand Recognition**

Logo will be displayed on:

- August Madness 2019 website
- Signage at hydration stations

### **Participation**

- Admission for 2 to Draft

### **Media**

- Social media post highlighting organization



**Smith Debnam**  
ATTORNEYS AT LAW

## Entertainment Sponsor \$1,000

*We've gotta have tunes! Sponsor the DJ at PNC Arena keeping the crowd and participants pumped for a full-day of fun and competition.*

Benefits include:

### **Brand Recognition**

Logo will be displayed on:

- August Madness 2019 website
- Signage at tournament

### **Participation**

- Admission for 2 to Draft

### **Media**

- Social media post highlighting organization



# Get on the Court– Play in August Madness!

Join the fun—put together a team of co-workers, friends, or family to raise funds for Bridge II Sports and play in the tournament! \$1,500 minimum per team with the goal of raising as much as possible for Bridge II Sports. The team that raises the most funds earns first pick in the draft. All teams will receive 2 tickets to the Draft and have their logo displayed during the tournament.



Team Name: MetLife Dream Team

Captain: \_\_\_\_\_



Team Name: MetLife Hoopsters

Captain: \_\_\_\_\_



Team Name: GSK Rollin Orange Crush

Captain: \_\_\_\_\_



Team Name: GSK Chariots of Fire

Captain: \_\_\_\_\_



Team Name: Van Products

Captain: \_\_\_\_\_



Team Name: Smith Debnam

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**Bridge II Sports is a North Carolina non-profit organization dedicated to developing and implementing opportunities for children and adults with physical disabilities to realize their potential through sports participation. Through adapted sports programming, special events, awareness initiatives and team development Bridge II Sports aims to empower persons with physical disabilities to 'Find the Player Within' and challenge perceptions of disability.**

### **OUR CORE PRINCIPLES:**

**We are about people development. Sport is the tool that is used to build:  
Confidence, Self-control, Independence, and Expectation of Ability**

**We are a community where everyone belongs.**

**As experts, we create safety for those at risk to try.**

**Each person is an individual; each disability is different.**

**We must respect those differences and work with each person as an individual.**

**There is a sport for everyone, we provide the space to enjoy the journey of discovery.**

Bridge II Sports | 3729 Murphey School Rd. Durham NC 27705

866-880-2742 | [www.bridge2sports.org](http://www.bridge2sports.org) |  @bridge2sports