

2018-19



Community Relations Packet



CELEBRATING OUR

10TH SEASON!!

FAYETTEVILLE FLIGHT BASKETBALL HAS OFFICIALLY ARRIVED IN OUR COMMUNITY!

A Proven Marketing Opportunity For You

Do not miss this opportunity to increase your sales!

The 2018-2019 Fayetteville Flight basketball season provides direct access to thousands of consumers through multiple channels.

Participating corporate sponsors can significantly increase their product or service awareness, visibility and sales.

In 2018-2019 alone, the Flight will reach a significant number of families and local business owners. We provide tremendous exposure opportunities for your company to reach all targeted markets.



SPONSORSHIP LEVELS

Sponsorship levels range from our Bronze level valued at \$100 up to our Title Sponsor Level for \$5000.

Sponsor Benefits

- *MULTI-NETWORK SOCIAL MEDIA OF 15K+ WEEKLY REACH SHOUT OUTS. SNAPCHAT, IG, FB, TWITTER, YOUTUBE, AND WEBSITES OF THE FAYETTEVILLE FLIGHT
- *SOCIAL MEDIA SHOUT OUTS FROM ALL 15 FLIGHTBASKETBALL TEAM MEMBERS, COACHES AND ASSOCIATES.
- *SOCIAL MEDIA SHOUT OUTS FROM ALL 10 MEMBERS OF THE SAN DIEGO KINGS DANCE TEAM.
- *CUSTOM VIDEO SHOUT-OUTS IN WEEKLY GAME COMMERCIALS.
- *CUSTOM VIDEO COMMERCIALS CREATED FOR YOUR BUSINESS TO RUN ON THE OUR 20K+ NETWORK.
- *CUSTOM VIDEO ADVERTISEMENTS RUN DURING LIVE STREAMS.
- *ACCESS TO THOUSANDS OF PARENTS, COLLEGE STUDENTS, KIDS AND CONSUMERS.
- *ASSOCIATION WITH A TRUSTED ORGANIZATION HERE IN CUMBERLAND COUNTY.
- *ON-SITE OPPORTUNITIES FOR BRAND BUILDING AND PRODUCT SAMPLING.
- *LOGO AND ADVERTISEMENT PLACEMENT IN PROMOTIONAL MATERIAL.
- *PROMINENTLY DISPLAYED SIGNAGE THROUGHOUT OUR EVENTS (PROMOTION BANNERS & ABA PROGRAMS).
- *TICKETS FOR HOME GAMES.
- *OFFICIAL ABA BASKETBALL AUTOGRAPHED BY THE FAYETTEVILLE FLIGHT.
- *OPPORTUNITY FOR TELEVISION AND WORDPRESS MEDIA ADVERTISEMENT.
- *LOGO PLACEMENT ON FLIGHT WEBSITE AND TICKETS.
- *LOGO PLACEMENT ON TEAM UNIFORMS FOR THE 2018-2019 SEASON.
- *BANNER WITH YOUR LOGO HUNG IN THE GYM, ON THE SCORERS TABLE, OR AT ADMISSIONS.

FAYETTEVILLE FLIGHT

Bronze Level \$100.00

- 1 HALF PAGE ADVERTISEMENT FOR GAME OF CHOICE
- 2 VIP COURTSIDE TICKETS TO GAME OF CHOICE
- SOCIAL MEDIA SHOUT OUT ON 15K+ NETWORK
- PHONE AND INTERNET BUSINESS COMMUNICATIONS VALUATION

THE FAYETTEVILLE FLIGHT HAVE TAKEN OVER AS THE MARQUEE PROFESSIONAL BASKETBALL TEAM. THE FLIGHT ARE CURRENTLY A NATIONALLY TOP 20 RANKED TEAM. THE FAN-BASE IS ALREADY VERY BIG AND GROWING EVERYDAY ON SOCIAL MEDIA AND AT EVERY GAME. THEY ARE ENTERING THEIR SECOND SEASON IN THE AMERICAN BASKETBALL ASSOCIATION IN OCTOBER 2018, AMERICA'S LARGEST AND MOST DIVERSIFIED PROFESSIONAL SPORTS LEAGUE WITH OVER 100 TEAMS NATIONWIDE. YOUR AD WILL BE SCHEDULED TO RUN FOR 14-15 HOME GAMES RUNNING FROM NOVEMBER 2018 THROUGH MARCH 2019.

PARTNERING WITH THE FLIGHT GIVES YOUR BUSINESS AN OPPORTUNITY TO GET IN FRONT OF LOCAL FAMILIES AND BUSINESS OWNERS THAT YOU OTHERWISE MIGHT NOT BE ABLE TO REACH. BASED ON 2017-18 NUMBERS, THE FLIGHT HAVE HAD GAMES WITH 1500 -3,000 FANS IN ATTENDANCE PER GAME, GIVING YOU A UNIQUE OPPORTUNITY TO EXPAND YOUR BRAND AND MAXIMIZE RESULTS.

FAYETTEVILLE FLIGHT

Silver Level \$250.00

- 1 FULL PAGE ADVERTISEMENT FOR GAME OF CHOICE
- 5 VIP TICKETS TO GAME OF CHOICE
- 1 REGULAR SEASON GAME SPONSORED BY YOUR BUSINESS - SHOUT OUT AS A VIP SPONSOR BEFORE THE 1ST QUARTER, BEFORE THE 3RD QUARTER, AND AT THE END OF THE GAME
- SOCIAL MEDIA SHOUT-OUT POST ON 20K+ NETWORK (FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE, EMAIL)
- PHONE AND INTERNET BUSINESS COMMUNICATIONS VALUATION



FAYETTEVILLE FLIGHT

Gold Level \$500.00

- 1 FULL PAGE ADVERTISEMENT FOR GAME OF CHOICE
- 1/2 PAGE ADVERTISEMENT FOR EVERY GAME
- 5 VIP SEASON PASSES TO ALL 2018-19 FAYETTEVILLE FLIGHT REGULAR SEASON HOME GAMES
- 1 REGULAR SEASON GAME NIGHT SPONSORED BY YOUR BUSINESS - YOUR NAME GETS SHOUTED OUT AS A VIP SPONSOR BEFORE THE 1ST QUARTER, BEFORE THE 3RD QUARTER, AND AT THE END OF THE GAME
- SETUP A TABLE AT YOUR GAME NIGHT - PASS OUT YOUR BUSINESS MATERIAL DURING PRE-GAME AND THROUGH POST-GAME
- 2 SOCIAL MEDIA SHOUT-OUT POSTS ON 15K+ NETWORK (FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE, EMAIL)
- INTERVIEW IN FLIGHT WEEKLY PROMO VIDEO
- LOGO INCLUSION & SHOUT-OUT IN 1 WEEKLY GAME COMMERCIAL



FAYETTEVILLE FLIGHT

Gold Plus Level \$750.00

- 1 FULL PAGE ADVERTISEMENT FOR GAME OF CHOICE
- 1/2 PAGE ADVERTISEMENT FOR EVERY GAME
- 1 CUSTOM FLIGHT JERSEY
- 7 VIP SEASON PASSES TO ALL 2018-19 FAYETTEVILLE FLIGHT REGULAR SEASON HOME GAMES
- 1 REGULAR SEASON GAME NIGHT SPONSORED BY YOUR BUSINESS - YOUR NAME GETS SHOUTED OUT AS A VIP SPONSOR BEFORE THE 1ST QUARTER, BEFORE THE 3RD QUARTER, AND AT THE END OF THE GAME
- SETUP A TABLE AT YOUR GAME NIGHT - PASS OUT YOUR BUSINESS MATERIAL DURING PRE-GAME AND THROUGH POST-GAME
- 1 OFFICIAL ABA BASKETBALL AUTOGRAPHED BY THE FLIGHT PLAYERS AND COACHES
- 3 SOCIAL MEDIA SHOUT-OUT POSTS ON 15+ NETWORK (FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE, EMAIL)
- INTERVIEW IN FLIGHT WEEKLY PROMO VIDEO
- LOGO INCLUSION & SHOUT-OUT IN 1 WEEKLY GAME COMMERCIAL



FAYETTEVILLE FLIGHT

Diamond Level \$ 1000.00

- 1 FULL PAGE ADVERTISEMENT IN THE FAYETTEVILLE FLIGHT 2018-19 PROGRAM FOR THE SEASON
- 7 VIP & 5 REGULAR SEASON PASSES TO ALL 2018-19 FAYETTEVILLE FLIGHT REGULAR SEASON HOME GAMES
- 2 CUSTOM FAYETTEVILLE FLIGHT JERSEYS
- 2 REGULAR SEASON GAME NIGHTS SPONSORED BY YOUR BUSINESS - YOUR NAME GETS SHOUTED OUT AS A VIP SPONSOR BEFORE THE 1ST QUARTER, BEFORE THE 3RD QUARTER, AND AT THE END OF THE GAME
- SETUP A TABLE AT YOUR GAME NIGHT - PASS OUT YOUR BUSINESS MATERIAL AT YOUR TABLE DURING PRE-GAME AND THROUGH POST-GAME
- 1 OFFICIAL ABA BASKETBALL AUTOGRAPHED BY THE FLIGHT PLAYERS AND COACHES •
- 4 SOCIAL MEDIA SHOUT-OUT POSTS ON 15K+ NETWORK (FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE, EMAIL)
- 2 INTERVIEWS IN FLIGHT WEEKLY PROMO VIDEOS
- LOGO INCLUSION & SHOUT-OUT IN 2 WEEKLY GAME COMMERCIALS

FAYETTEVILLE FLIGHT

Platinum Level \$1800.00

- 1 1/2 PAGE ADVERTISEMENT IN THE FAYETTEVILLE FLIGHT 2018-19 PROGRAM FOR THE SEASON
- 1/2 PAGE ADVERTISEMENT ON THE BACK (OR INSIDE) COVER OF THE FLIGHT 2018-19 PROGRAM
- 10 VIP & 10 REGULAR SEASON PASSES TO ALL 2018-19 FAYETTEVILLE FLIGHT REGULAR SEASON HOME GAMES
- 3 FAYETTEVILLE FLIGHT CUSTOM JERSEYS
- 3 REGULAR SEASON GAME NIGHTS SPONSORED BY YOUR BUSINESS - YOUR NAME GETS SHOUTED OUT AS A VIP SPONSOR BEFORE THE 1ST QUARTER, AND BEFORE THE 3RD QUARTER AND AT THE END OF THE GAME
- SETUP A TABLE AT YOUR GAME NIGHT - PASS OUT YOUR BUSINESS MATERIAL AT YOUR TABLE DURING PRE-GAME AND THROUGH POST-GAME
- 1 OFFICIAL ABA BASKETBALL AUTOGRAPHED BY THE FLIGHT PLAYER AND COACHES • YOUR LOGO ON THE FAYETTEVILLE FLIGHT WEBSITE (CLICKABLE LINK DIRECT TO YOUR WEBSITE)
- A 3'x5' BANNER HUNG IN THE GYMNASIUM AT ALL FLIGHT 2018-19 REGULAR AND POTENTIAL PLAYOFF HOME GAMES
- 6 CUSTOM CREATED (YOUR CHOICE) SOCIAL MEDIA SHOUT-OUT POSTS ON 20K+ NETWORK (FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE, EMAIL)
- 3 INTERVIEWS IN KINGS WEEKLY PROMO VIDEOS
- LOGO INCLUSION & SHOUT-OUT IN 4 WEEKLY GAME COMMERCIALS
- CUSTOM VIDEO ADVERTISEMENT MADE FOR YOUR BUSINESS



FAYETTEVILLE FLIGHT

Title Sponsor Level \$5000.00

- 3 FULL PAGE ADVERTISEMENT IN THE SAN DIEGO KINGS 2018-19 PROGRAM
- 1/4 PAGE AD ON THE FRONT COVER OF THE PROGRAM LISTED AS SAN DIEGO KINGS SPONSORED BY YOUR BUSINESS
- 15 VIP PASSES TO ALL 2018-2019 FAYETTEVILLE FLIGHT HOME GAMES
- 25 SEASON PASSES TO ALL 2018-19 FAYETTEVILLE FLIGHT HOME GAMES
- 5 REGULAR SEASON GAME NIGHTS SPONSORED BY YOUR BUSINESS - YOUR NAME GETS SHOUTED OUT AS A VIP SPONSOR BEFORE THE 1ST QUARTER, AND BEFORE THE 3RD QUARTER
- YOUR BUSINESS - YOUR NAME GETS SHOUTED OUT AS A FLIGHT VIP SPONSOR BEFORE THE 1ST QUARTER, BEFORE THE 3RD QUARTER , RANDOMLY THROUGHOUT THE GAME, AND AT THE END OF THE GAME
- SETUP A TABLE AT ALL HOME GAMES - PASS OUT YOUR BUSINESS MATERIAL AT YOUR TABLE DURING PRE-GAME AND THROUGH POST-GAME
- 2 OFFICIAL ABA BASKETBALLS AUTOGRAPHED BY THE FLIGHT PLAYERS AND COACHES
- 5 FAYETTEVILLE FLIGHT CUSTOM JERSEYS
- YOUR LOGO ON THE FAYETTEVILLE FLIGHT WEBSITE (CLICKABLE LINK DIRECT TO YOUR WEBSITE)
- YOUR LOGO ON THE FAYETTEVILLE FLIGHT PRACTICE UNIFORMS AND HOME GAME TICKETS ALL SEASON
- AN OVER SIZED 4'x 8' BANNER WITH YOUR LOGO HUNG IN THE GYMNASIUM AT ALL FLIGHT 2018-19 REGULAR AND POTENTIAL PLAYOFF HOME GAMES
- A 3'x5' BANNER HUNG IN THE GYMNASIUM AT ALL FLIGHT 2018-19 REGULAR AND POTENTIAL PLAYOFF HOME GAMES
- WEEKLY SOCIAL MEDIA SHOUT-OUT POSTS ON 20K+ NETWORK (FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE, EMAIL) • LOGO INCLUSION & SHOUT-OUT ON WEEKLY GAME COMMERCIALS
- CUSTOM VIDEO ADVERTISEMENT MADE FOR YOUR BUSINESS
- PHONE AND INTERNET BUSINESS COMMUNICATIONS

FAYETTEVILLE FLIGHT

Al a Carte Menu

A-1. HANDING OUT COUPONS AT THE EXIT OF ONE HOME GAME (ALSO INCLUDES ONE FULL PAGE ADVERTISEMENT IN OUR PROGRAM FOR 1 GAME) - \$200.00

A-2. SETUP A TABLE DURING 1 REGULAR SEASON HOME GAME - \$250.00

A-3. MEDIA TIMEOUT - 10 SECOND COMMERCIAL SPONSOR - \$250.00

A-4. PLAYER OF THE GAME SPONSOR - \$350.00

A-5. 50/50 RAFFLE SPONSOR - \$350.00

A-6. HALF COURT SHOT SPONSOR - \$350.00



A-7. 3'X 5' BANNER HUNG IN THE GYMNASIUM FOR ALL 2018-19 HOME GAMES - \$500.00

A-8. 2'X 6' BANNER HUNG WITH YOUR BUSINESS LOGO ON THE ADMISSIONS TABLE FOR ALL 2018 19 HOME GAMES - \$600.00 (EXCLUSIVE - ONLY 1 AVAILABLE).

A-9. 2' X 6' BANNER HUNG AT THE SCORERS TABLE FOR ALL 2018-19 HOME GAMES - \$600.00 (EXCLUSIVE – ONLY 1 AVAILABLE)

A-10. YOUR BUSINESS LOGO ON THE FLIGHT WEBSITE (UNLIMITED)
WWW.FAYETTEVILLEFLIGHT.ORG - \$750.00

A-11. LOGO ON TICKET STUBS - \$1,000.00 (TWO TOTAL AVAILABLE)

A-12. SOCIAL MEDIA SHOUT-OUT ON 20K+ NETWORK - \$75

A-13. LOGO INCLUSION & SHOUT-OUT ON WEEKLY GAME COMMERCIAL- \$150

A-14. CUSTOM VIDEO ADVERTISEMENT AIRED DURING LIVE BROADCAST GAMES -\$500

A-15. LIVE STREAM; COMMERCIAL AIRTIME REFER TO AIR TIME SHEET

A-16. COMPANY ADVERTISEMENT ON FAYETTEVILLE FLIGHT BUS (2 SEASONS) - \$2500

FAYETTEVILLE FLIGHT

Al a Carte Menu *KEY*

A-1. COUPON DISTRIBUTION - SPONSOR WILL BE ASSIGNED ONE 2018-19 GAME TO COME HAND OUT COUPONS (AT EXIT DOOR AS FANS LEAVE THE GYM). COUPONS WILL BE PROVIDED BY THE SPONSOR AND HANDED OUT BY STAFF MEMBERS OF THE SPONSOR. (14 TOTAL AVAILABLE - 1 PER HOME GAME)

A-2. TABLE SETUP - THIS SPONSORSHIP IS GOOD FOR ONE (1) 2018-19 HOME GAME. SPONSOR WILL BE ASSIGNED ONE 2018-19 HOME GAME TO SETUP A TABLE AND PASS OUT PROMOTIONAL MATERIALS TO FANS. SPONSOR CAN GIVE AWAY ANY ITEMS EXCEPT FOOD OR DRINKS. (UNLIMITED)

A-3. MEDIA TIMEOUT - THIS SPONSORSHIP IS GOOD FOR EVERY 2018-19 HOME GAME. DURING ONE MEDIA TIMEOUT (1 PER GAME), OUR PA ANNOUNCER WILL READ A 10-15 SECOND COMMERCIAL ADVERTISING YOUR BUSINESS OVER THE SOUND SYSTEM. EX): THE COMMERCIAL IS TO BE WRITTEN BY THE SPONSOR. (8 AVAILABLE)

A-4. PLAYER OF THE GAME SPONSOR - THIS SPONSORSHIP IS GOOD FOR EVERY 2018-19 HOME GAME. AT THE END OF EVERY GAME, THE PA ANNOUNCER WILL ANNOUNCE "TONIGHT'S "YOUR BUSINESS" PLAYER OF THE GAME IS " JIMMY GRAY" AND THEN THEIR STATISTICS. THIS WILL ALSO BE ANNOUNCED IN THE SAME FORMAT ON OUR SOCIAL MEDIA THE NIGHT OF THE GAME WHEN POSTING THE RESULTS. (1 AVAILABLE)

A-5. 50/50 RAFFLE SPONSOR - THIS SPONSORSHIP IS GOOD FOR SEVEN (1/2 SEASON) 2018-19 HOME GAMES. YOUR BUSINESS LOGO WILL BE PLACED ON THE SIDE OF OUR 50/50 BUCKET FOR 7 HOME GAMES (1/2 SEASON), THAT WE CARRY AROUND THE VENUE WITH YOUR LOGO VISIBLE TO FANS. WHEN THE WINNING NUMBER IS ANNOUNCED AT THE END OF THE 3RD QUARTER, IT WILL BE ANNOUNCED AS "TONIGHT'S (YOUR BUSINESS) 50/50 RAFFLE WINNING NUMBER IS...."(2 TOTAL AVAILABLE)

A-6. HALF COURT SHOT SPONSOR - THIS SPONSORSHIP IS GOOD FOR SEVEN 2018-19 HOME GAMES (1/2 SEASON). FANS CAN ENTER THEMSELVES INTO A DRAWING FOR A HALF COURT SHOT SPONSORED BY "YOUR BUSINESS" AT HALFTIME. AT THE CONTEST REGISTRATION TABLE MARKETING MATERIAL WILL READ " ENTER TO WIN \$50.00 BY MAKING A HALF COURT SHOT, SPONSORED BY "YOUR BUSINESS" CUSTOMER NAMES ARE CALLED AT RANDOM. PA ANNOUNCER READS OFF: "LADIES AND GENTLEMEN ITS TIME FOR TONIGHT'S \$50.00 HALF COURT SHOT, SPONSORED BY "YOUR BUSINESS". AFTER THE CONTEST IS OVER, THE PA ANNOUNCER WILL ANNOUNCE: "THANKS AGAIN TO" YOUR BUSINESS" FOR MAKING THIS HALF COURT SHOT POSSIBLE". (UNLIMITED)

A-7. 3' X 5' BANNER - THIS SPONSORSHIP IS GOOD FOR EVERY 2018-19 HOME GAME. WE WILL HANG A BANNER ADVERTISING YOUR BUSINESS IN THE GYMNASIUM FOR EVERY HOME GAME. THE BANNER IS PURCHASED AND HUNG BY THE FLIGHT.(UNLIMITED)

A-8. 2' X 6' ADMISSIONS BANNER - THIS SPONSORSHIP IS GOOD FOR EVERY 2018-19 HOME GAME. WE WILL HANG A BANNER ADVERTISING YOUR BUSINESS AT THE ADMISSIONS TABLE (EXCLUSIVE AT ADMISSIONS TABLE) FOR EVERY HOME GAME. THIS BANNER IS PURCHASED AND HUNG BY THE FLIGHT. (1 AVAILABLE)

A-9. 2' X 6' SCORERS TABLE BANNER - THIS SPONSORSHIP IS GOOD FOR EVERY 2018-19 HOME GAME. WE WILL HANG A BANNER ADVERTISING YOUR BUSINESS AT THE SCORERS TABLE (EXCLUSIVE AT SCORERS TABLE) FOR EVERY HOME GAME. THIS BANNER IS PURCHASED AND HUNG BY THE FLIGHT. (1 AVAILABLE)

A-10. LOGO ON THE FLIGHT'S WEBSITE – WWW.FAYETTEVILLEFLIGHT.ORG. THIS SPONSORSHIP IS GOOD FOR THE ENTIRE 2018-19 SEASON. LOGO WILL BE PLACED ON WEBSITE WITHIN 14 DAYS OF FINALIZATION OF YOUR PURCHASE, AND WILL REMAIN ON THE WEBSITE UNTIL THE 2018-19 SEASON ENDS. THESE LOGO'S ARE "CLICKABLE LINKS" THAT WILL OPEN YOUR WEBSITE PAGE.

A-11. HAVE YOUR BUSINESS LOGO PLACED ON ALL 2018-19 TICKET STUBS.

FAYETTEVILLE FLIGHT

Official Concession Sponsorship Free (Donation)

BE THE FAYETTEVILLE FLIGHT'S OFFICIAL SPONSOR AND DONATE THE 10 PIZZAS PER GAME FOR ALL FOURTEEN 2018-19 HOME GAMES. IN ADDITION, YOU WILL RECEIVE:

- 1 FULL PAGE AD IN THE FAYETTEVILLE FLIGHT 2018-19 PROGRAM
- 10 SEASON PASSES TO ALL FAYETTEVILLE FLIGHT 2018-19 REGULAR SEASON HOME GAMES
- YOUR BUSINESS LOGO ON THE FAYETTEVILLE FLIGHT'S WEBSITE (CLICKABLE LINK DIRECTLY TO YOUR WEBSITE)
- RESTAURANT FLYERS/COUPONS (PROVIDED BY THE BUSINESS- TO BE PLACED AT OUR CONCESSION STAND) FOR EVERY GAME



FAYETTEVILLE FLIGHT

SPONSOR AAGREEMENT

ORGANIZATION/BUSINESS NAME: _____

CONTACT NAME: _____

TITLE: _____ PHONE: _____

EMAIL: _____

PAYMENT INQUIRY

WE WOULD LIKE TO PROVIDE THE FAYETTEVILLE FLIGHT WITH A DONATION: AMOUNT: \$ _____

WE HAVE CHOSEN A _____ LEVEL SPOSORSHIP IN THE AMOUNT OF \$ _____.

WE HAVE CHOSEN THE A LA CARTE ITEM NUMBER(S) A- _____ IN THE AMOUNT OF \$ _____.

CASH

CHECK (MAKE PAYMENT TO THE FAYETTEVILLE FLIGHT ABA LLC.

**Return this form along with payment to mdixonflight@gmail.com

MICHAEL DIXON – OWNER/FOUNDER OF THE FAYETTEVILLE FLIGHT

910-260-7916

MDIXONFLIGHT@GMAIL.COM