



LEGENDARY
BIG GAME WATCH PARTY

**SPONSORSHIP
PACKAGE**

2.11.2024

Be the reason San Antonio youth thrive in becoming tomorrow's leaders! This sponsorship will highlight your commitment to changing lives and funding the need for San Antonio youth to attain higher education.

Join us and **superstar NFL Legend Ed "Too Tall" Jones** to watch the biggest stage of the NFL football season!

Big screens, tailgating, games, delicious cuisine, sweets, beverages, and special VIP guests! You don't want to miss out on this epic **Legendary Big Game Watch Party!**

FEBRUARY 11, 2024

- 4:00 pm** Event opens; Get pumped up for game day and meet the featured sponsors at their tailgate spots
- 4:15 pm** VIP Meet and Greet begins with Legendary NFL Guest
- 5:15 pm** Q&A open to all guests right before kickoff with Legendary NFL Guest
- 5:30 pm** Superbowl Kickoff!

Continue to enjoy games, food, and beverages throughout this legendary event!

Take a piece of this legendary experience home with you! Compete for winnings from the scoreboard, luxury raffle prizes or give a bid on highly sought out professional sports memorabilia! There will be something for everyone at this legendary watch party!

And, if you cannot make the event, we have numerous opportunities to assist in underwriting the cost of the event and let the community know your commitment to funding the dreams, goals, and aspirations to attend higher education of San Antonio youth.

SUPER TITLE SPONSORSHIP

GAMEZ LAW FIRM

SOLD OUT

- **Unique ONLY to this sponsorship** – An opportunity to collaborate with the host committee to best feature your company throughout the event with premiere location of displays, messaging, and placement of a promotional item at each attendee seat.
- **Unique ONLY to this sponsorship** – A Pre-VIP Social, one to one time with special NFL Guest for all table guests
- **Unique ONLY to this sponsorship** – One-of-a-kind autograph and photo opp experience with Special NFL Guest and (10 signings)
- **Unique ONLY to this sponsorship** – Be a VIP guest to the Diamond Jubilee Reign of Rey Feo 75 John McFadden
 - o Two custom ordered Rey Feo sashes to be worn throughout Fiesta
 - o Two (2) guests invited to one-day ride along to school visits. *Designated date will be coordinated with committee representative.
 - o Two (2) guests invited to the Fiesta crowning ceremony and exclusive King's Party
 - o Two (2) guests invited to a half-day ride along during Fiesta
 - o Two (2) guests invited to attend the annual scholarship luncheon for scholarship recipients
- Recognition on all marketing materials as the exclusive Title Sponsor
- Company logo recognition on Rey Feo 75 website
- Recognition on radio/tv as the exclusive Title Sponsor
- Web, print and social media promotions
- Two (2) Tables of ten located in the VIP game viewing area
- All table guests gain entrance to the VIP Experience with Special NFL Guest
- Exclusive company recognition at the Q&A with Special NFL Guest
- Five (5) VIP reserved parking spaces
- Access to VIP only bar
- Exclusive appetizers and desserts available only in the VIP bar area
- Dedicated food & beverage service
- Company Tailgating booth/display – marketing and branding opportunity to advertise your company with a booth/table display to engage with all event guests

HALL OF FAME SPONSORSHIP

(1) AVAILABLE

\$12,500

- Recognition on all marketing materials as the exclusive Legendary NFL Sponsor
- Company logo recognition on Rey Feo 75 website
- Logos prominently displayed throughout the event
- Recognition on radio/tv as the exclusive Legendary NFL Sponsor
- Web, print and social media promotions
- Signage and promotional giveaway in the VIP Experience area
- One (1) Table - seating for 10 in the VIP game viewing area
- All table guests gain entrance to the VIP Experience with Special NFL Guest
- All table guests get photo opportunity with Special NFL Guest
- Autographed glossy of Special NFL Guest available for purchase, limited number
- Three (3) VIP Reserved Parking Spaces
- Access to VIP only open bar
- Exclusive appetizers and desserts available only in the VIP bar area
- Dedicated food & beverage service
- Company Tailgating booth/display – marketing and branding opportunity to advertise your company with a booth/table display to engage with all event guests
- Two (2) guests are invited to join the Diamond Jubilee Reign of Rey Feo 75 John McFadden for a one- day ride along to school visits leading up to Fiesta 2024

**Designated date will be coordinated with committee representative.*

LOMBARDI TROPHY SPONSORSHIP

(1) AVAILABLE

\$10,000

- Recognition on all marketing materials as the exclusive Lombardi Trophy Sponsor
- Company logo recognition on Rey Feo 75 website
- Logos prominently displayed throughout the event
- Recognition on radio/tv as the exclusive Lombardi Trophy Sponsor
- Web, print and social media promotions
- Signage and promotional giveaway in the VIP Experience area
- One (1) Table - seating for 10 in the VIP game viewing area
- All table guests gain entrance to private VIP Experience with Special NFL Guest
- All table guests get photo opportunity with Special NFL Guest
- Autographed glossy of Special NFL Guest available for purchase, limited number
- Two (2) VIP Reserved Parking Spaces
- Access to VIP only open bar
- Exclusive appetizers and desserts available only in the VIP bar area
- Dedicated food & beverage service
- Company Tailgating booth/display – marketing and branding opportunity to advertise your company with a booth/table display to engage with all event guests
- Two (2) guests are invited to join the Diamond Jubilee Reign of Rey Feo 75 John McFadden for a one- day ride along to school visits leading up to Fiesta 2024

**Designated date will be coordinated with committee representative.*

VIP EXPERIENCE SPONSORSHIP

NORTH PARK LEXUS

SOLD OUT

- Recognition on all marketing materials as the exclusive VIP Experience Sponsor
- Company logo recognition on Rey Feo 75 website
- Logos prominently displayed throughout the event
- Recognition on radio/tv as the exclusive VIP Experience Sponsor
- Web, print and social media promotions
- Exclusive signage and promotional giveaway in the VIP Experience area
- One (1) Table - seating for 10 in the VIP game viewing area
- All table guests gain entrance to private VIP Experience with Special NFL Guest
- All table guests get photo opportunity with Special NFL Guest
- Autographed glossy of Special NFL Guest available for purchase, limited number
- Access to VIP only open bar
- Exclusive appetizers and desserts available only in the VIP bar area
- Dedicated food & beverage service
- Company Tailgating booth/display – marketing and branding opportunity to advertise your company with a booth/table display to engage with all event guests

MVP SPONSORSHIP

\$5,000

- Recognition on all marketing materials as MVP Sponsor
- Company logo recognition on Rey Feo 75 website
- Logos prominently displayed throughout the event
- Web, print and social media promotions
- One (1) Table - seating for 10 in the VIP game viewing area
- All table guests gain entrance to private VIP Experience with Special NFL Guest
- All table guests get photo opportunity with Special NFL Guest
- Autographed glossy of Special NFL Guest available for purchase, limited number
- Access to VIP only open bar
- Exclusive appetizers and desserts available only in the VIP bar area
- Dedicated food & beverage service
- Company Tailgating booth/display – marketing and branding opportunity to advertise your company with a booth/table display to engage with all event guests

VICTORY SPONSORSHIP

\$3,000
~~\$3,500~~

- Recognition on all marketing materials as Victory Sponsor
- Company logo recognition on Rey Feo 75 website
- Logos prominently displayed throughout the event
- One (1) Table - seating for 10 in the VIP game viewing area
- All table guests gain entrance to private VIP Experience with Special NFL Guest
- All table guests get photo opportunity with Special NFL Guest
- Autographed glossy of Special NFL Guest available for purchase, limited number
- Dedicated food & beverage service

ALL-PRO SPONSORSHIP

\$2,250
~~\$2,500~~

- Company logo recognition on Rey Feo 75 website
- One (1) Table - seating for 10
- Onsite digital sponsor recognition
- Passes available for purchase to private VIP Experience with Special NFL Guest

TOUCHDOWN SPONSORSHIP

\$1,150

- Reserved cocktail round for 4 guests
- Onsite digital sponsor recognition
- Passes available for purchase to private VIP Experience with Special NFL Guest

UNDERWRITING OPPORTUNITIES

Each underwriting opportunity includes multiple opportunities for company recognition and each one is 100% tax deductible.

Underwriting sponsorship package includes benefits of Lombardi Trophy Sponsorship.

- **AV/ENTERTAINMENT SPONSOR \$10,500** – Be highlighted as the sponsor bringing the big game on the big screens to the event. This will include the equivalent of the Lombardi Trophy Sponsor.

Underwriting sponsorship package that receives \$500 off a Table Sponsorship

**Each option could be bundled to include the benefits of an MVP sponsor.*

- **BAR & BEVERAGE SPONSOR \$2,500 (3 AVAILABLE)** – Be highlighted as the sponsor bringing the soft drinks and spirits to the event.
- **CUISINE STATION SPONSOR \$2,500 (4 AVAILABLE)** – Be highlighted as the sponsor bringing gourmet food to the legendary event.

**Speak with a committee liaison regarding these opportunities.*