

About the Classic

The Lakeshore Classic is a regional family-oriented event focusing its activities on raising educational awareness and drawing on the parallels between sports participation and academic achievement to encourage the region's youth to follow a path for success.

A 3-Year Successful Run (2008-2010)

- Increased attendance to approx. 7,000 people in 2010 from 3,000 in 2009.
- Welcomed college teams from Central State University, Elizabeth City University, Fisk University, Lincoln University, Livingstone College, Tuskegee University, and Wilberforce University.
- Tripled college and business fair participation from 2008 to 2010.
- High school basketball teams from throughout Indiana and Illinois participating, in a "Border Battle" challenge.
- A history of teams coming back to play year to year.
- Corporate events featuring prominent guest speakers including
 - **Gregg Popovich**, San Antonio Spurs head coach and region native
 - **Gene Keady**, Purdue University head coach, retired
 - **Bob Love**, Chicago Bulls star, retired
 - **Bryce Drew**, Valparaiso University, Associate Head Coach and 1994 Mr. Indiana Basketball

Lakeshore Classic Regional Advisors

Representative Charlie Brown
Senator Ed Charbonneau
Vic DeMeyer, Consultant
Representative Earl Harris

Dr. Danita Johnson Hughes, Edgewater Systems
Lou Martinez, Lake Area United Way
Senator Lonnie Randolph
Senator Earline Rogers
Dave Ryan, Lakeshore Chamber of Commerce

Lakeshore Classic Planning Committee

Jason Sands, South Shore Sports Promotions
Danita Johnson Hughes, Edgewater Systems
Melvyn Harding, Purdue University Calumet
Renaë Vania-Tomczak, Edgewater Systems
Janice Bowden, Gary Chamber of Commerce
April Dungy, Dungy & Associates
Cliff Levingston, GoodNews Basketball



The Lakeshore Classic event was established by the Gary Chamber of Commerce under the direction of Executive Director Charles "Chuck" Hughes.

The Gary Chamber of Commerce is a voluntary organization of citizens who are investing time and money in a community development program-working together to improve the economic, civic, and cultural well being of the area.

www.garychamber.com



GENESIS CENTER
NOV 25-26, 2011

www.lakeshoreclassicNWI.com

CASH SPONSORSHIP BROCHURE



CASH SPONSORSHIP OPPORTUNITIES

Full Court Shot Sponsor—\$15,000 Limited Availability

- Skybox seating for 35 guests for both days, complete with refreshments.
- Most prominent name/logo placement on all printed materials related to event promotion.
- Full page b/w ad—your choice of back or inside front cover (first come, first serve).
- Most prominent name/logo placement on event Web site with hyperlink.
- Booth/Display Space at Vendor Fair.
- Additional banner display (sponsor provides) in high traffic areas.
- B/W logo on t-shirts given to players and sold at event.
- Opportunity to provide giveaway items for “goodie bags: giv./en to all players.
- Public recognition at start of days’ game activities and throughout each day.
- Opportunity to provide flyer/coupon insert inside event program (provided by sponsor no later than Nov. 1)
- Opportunity to provide giveaways to attendees.
- Opportunity to provide prize for promotional contests (e.g. free throw contest, three-point shot contest, etc.)
- Corporate Recognition Plaque.
- Verbal recognition at Corporate Brunch.
- 1 VIP Table (10 guests) at Corporate Brunch.
- Introduce keynote speaker at Corporate Brunch. (available only to first sponsor at this level).



Half Court Shot Sponsor—\$10,000

- 35 two-day tickets, good for all games.
- Prominent name/logo placement on all printed materials related to event promotion.
- Full page b/w ad.
- Name/logo placement on event Web site with hyperlink.
- Booth/Display Space at Vendor Fair.
- B/W logo on t-shirts given to players and sold at event.
- Opportunity to provide giveaways for “goodie bags” given to all players.
- Opportunity to provide giveaways to attendees.
- Opportunity to provide prize for promotional contests (e.g. free throw contest, three-point shot contest, etc.)
- 1 VIP Table (10 guests) at Corporate Brunch.
- Verbal recognition at Corporate Brunch.
- Corporate Recognition Plaque.

Slam Dunk Sponsor—\$5,000

- 25 two-day tickets, good for all games.
- Name/logo placement on all printed materials related to event promotion.
- 1/2 page b/w ad.
- Name/logo placement on event Web site with hyperlink.
- Booth/Display Space at Vendor Fair.
- B/W logo on t-shirts given to players and sold at event.
- Opportunity to provide giveaways for “goodie bags” given to all players.
- Opportunity to provide giveaways to attendees.
- 1 VIP Table (10 guests) at Corporate Brunch.
- Verbal recognition at Corporate Brunch.
- Verbal recognition throughout games.
- Corporate Recognition Plaque.

Three-Point Shot Sponsor—\$2,500

- 15 two-day tickets, good for all games.
- Name/logo placement on all printed materials related to event promotion.
- 1/2 page b/w ad.
- Name/logo placement on event Web site.
- Booth/Display Space at Vendor Fair.
- Company name on t-shirts given to players and sold at event.
- Opportunity to provide giveaways for “goodie bags” given to all players.
- Opportunity to provide giveaways to attendees.
- 4 Tickets to Corporate Brunch.
- Verbal recognition throughout games.
- Corporate Recognition Certificate.

Fast Break Sponsor—\$1,000

- 5 two-day tickets, good for all games.
- Name/logo placement on some printed materials related to event promotion.
- 1/4 page b/w ad.
- Name listed on event Web site.
- Opportunity to provide giveaways for “goodie bags” given to all players.
- Opportunity to provide giveaways to attendees.
- 4 Tickets to Corporate Brunch.

For more information or to sign on as a cash sponsor contact the Gary Chamber of Commerce at 219.885.7407 or jbowden@garychamber.com

