



INDIANA  
BLACK  
EXPO



# HISTORY GETS MADE AT THE CLASSIC®

2021 SPONSORSHIP OPPORTUNITIES



# OUR TRADITION

# OUR STRENGTH

For 36 years, Indiana Black Expo, Inc. has hosted Circle City Classic®, a unique showcase of HBCU football, academic excellence, culture, music and tradition. IBE is proud to present the 37th Circle City Classic® on September 25th, 2021.

Circle City Classic® is a scholarship fundraiser that has helped IBE award over \$4.6 million in scholarships to deserving youth attending colleges and universities across the country since 1984. Over this same span, Circle City Classic® has contributed more than \$340 million dollars to the Indianapolis economy. Circle City Classic® offers a variety of events and activities. The 2021 Circle City Classic® events include:

## **Circle City Classic® Coronation**

The Miss Circle City Classic® Coronation targets area high school females and promotes academic achievement, community service, and leadership development. Prior to the event, participants attend workshops that focus on the importance of teamwork, leadership styles, college admissions requirements, study skills, effective communication (oral and written), dress for success, social etiquette, college financial aid, and modern dance.

## **Praise & Worship Service**

A local worship service with national guest speaker to kick-off the weekend on Wed., 9/22

## **Sponsors & VIP Reception**

An elegant evening on Thurs., 9/23 at the Conrad Hotel where sponsors and universities officials are honored.

## **Pep Rally**

Each year, on the Friday prior to the Circle City Classic® game, local and regional bands join IBE staff, volunteers, local radio and television personalities for the Circle City Classic® Pep Rally. The Pep rally is a great opportunity to encourage school spirit and garner support for the game and the teams who are featured in the Circle City Classic®.

## **Coaches Luncheon**

A recognition event that honors deserving high school students, team coaches, supporters, volunteers and distinguished honorees for their commitment to the long-standing tradition of Circle City Classic.

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## **Cabaret**

The official Classic concert featuring the performance of three top R&B Bands before an audience of 4000 attendees

## **Parade**

Nearly 100,000 spectators gather each year to witness the pageantry, celebrities, floats and marching bands as they wind their way through the streets of Indianapolis. Parade grand marshals have included renowned celebrities such as Jerry Rice, Kelly Rowland, Kenneth "Babyface" Edmonds, Soulfood's Boris Kodjoe and Grammy Award-winning gospel recording artist, Yolanda Adams.

## **Education Day Party (college fair)**

The Circle City Classic® Education Day Party provides middle and high school students with opportunities for college admissions, scholarships, face-to-face interaction with university representatives, and information about various campus programs and student life. The fair is open to all middle school, high school and non-traditional students. Approximately 40 colleges and universities (traditional and HBCUs) participate in the event.

## **Tailgate & Fan Festival**

Fan Festival is a festival within a festival. Fan Festival is jam packed with giveaways, live music, interactive games, special appearances and much more. Fan Fest is the best way to celebrate the community which supports the Circle City Classic®

Game Circle City Classic® helps to support youth initiatives, awarding over \$4.4 million in scholarships to deserving youth attending colleges and universities across the country. The Circle City Classic® offers a variety of events and activities enjoyable for the whole family.

## **Battle of the Bands**

Many consider the Battle of the Bands the highlight of the entire event. The Battle of the Bands features the energy, precision and soulful sounds of two of the most exciting marching bands in the history of HBCUs.

## **Halftime Performance**

In addition to the Circle City Classic® Battle of the Bands, IBE provides the attendees with a short concert by a national recording artist.

# CIRCLE CITY CLASSIC®

## GAME SPONSORSHIP

### BRANDING/MARKETING

### MARKETING IN STADIUM

### TICKETS + HOSPITALITY

## TITLE SPONSOR - \$250,000

- Name included in the title of the event
- Name / logo displayed on Circle City Classic® branding including t-shirts, credentials & all print advertisements
- Recognition during all events
- Name included in tv & radio advertisements
- Live broadcast coverage during the parade
- Two (2) entries in the Parade
- One (1) 20x20 space in the Classic Tailgate
- One (1) full page color advertisement on back cover of the Game Program
- Recognition during the multi-media presentation at the Classic Coaches Luncheon
- Corporate executive remarks during the Classic Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website homepage
- Ten (10) :30 second video commercials (provided by sponsor in 16:9 HD Format)
- Eight (8) 5-10 word public address announcements
- Ten (10) 3x12 field level banners
- Introduction of corporate executive(s) at during game
- One (1) suite for the Circle City Classic® football game
- Twenty-five (25) guest suite credentials
- One-hundred (100) \$50 game tickets
- Fifty (50) \$30 game tickets
- Twenty-five (25) \$10 game tickets
- Two (2) tables seating twenty at the Classic Coaches Luncheon
- Two (2) tables seating twenty at the Cabaret
- Ten (10) invitations to the Classic VIP Sponsor Reception

## PRESENTING - \$125,000

- Name included in the title of the event
- Name / logo displayed on Circle City Classic® branding including t-shirts, credentials & all print advertisements
- Name included in tv & radio advertisements
- One (1) entry in the Classic Parade
- One (1) 10x10 space during the Classic Tailgate
- One (1) full page color ad on inside front cover the Game Program
- Recognition during the multi-media presentation at Classic Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website homepage
- Two (2) :30 second video commercials (provided by sponsor in 16:9 HD Format)
- Four (4) 5-10 word public address announcements
- Introduction of corporate executive(s) during game
- One (1) suite for the Circle City Classic® football game
- Ten (10) guest suite credentials
- Twenty-five (25) \$10 game tickets
- One (1) table seating ten at the Classic Coaches Luncheon
- One (1) table seating ten at the Cabaret
- Two (2) invitations to the Classic VIP Sponsor Reception

## CO-SPONSOR - \$75,000

- One (1) entry in the Classic Parade
- One (1) 10x10 space during the Classic Tailgate
- One (1) full page ad in the Circle City Classic® Game Program
- Recognition during the multi-media presentation at Classic Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website homepage
- Two (2) 30 second video commercials (provided by sponsor in 16:9 HD Format)
- Two (2) 5-10 word public address announcements
- One (1) suite for the Circle City Classic® football game
- Fifteen (15) \$10 game tickets
- One (1) table seating ten at the Classic Coaches Luncheon
- One (1) tables seating ten at the Cabaret
- Two (2) invitations to the Classic VIP Sponsor Reception

# CIRCLE CITY CLASSIC®

## GAME SPONSORSHIP

### BRANDING/MARKETING

### MARKETING IN STADIUM

### TICKETS + HOSPITALITY

### HALFTIME PERFORMANCE - \$50,000

- Name included in the title of the event
- Company name included in tv & radio ads
- One (1) 10x10 space during Classic Tailgate
- One (1) entry in the Circle City Classic® Parade
- One (1) full page color advertisement in the Classic Game Program
- Recognition during the multi-media presentation at Classic Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website homepage
- Two (2) :30 second video commercials (provided by sponsor in 16:9 HD Format)
- Company name and/or logo displayed on ribbon board during Halftime performance
- Two(2) 5-10 word public address announcements
- Two (2) field banners
- One (1) suite during the Circle City Classic® football game
- Ten (10) \$10 game tickets
- One (1) table seating ten at the Classic Coaches Luncheon
- One (1) table seating ten at the Cabaret
- Two (2) invitations to the Classic
- VIP Sponsor Reception

### BATTLE OF THE BANDS - \$50,000

- Name included in the title of the event
- Company name included in tv & radio ads
- One (1) 10x10 space during the Classic Tailgate
- One (1) entry in the Classic Parade
- One (1) full page color advertisement in the Classic Game Program
- Recognition during the multi-media presentation at the Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website homepage
- Two (2) :30 second video commercials (provided by sponsor in 16:9 HD Format)
- Two (2) 5-10 word public address announcements
- Company name and /or logo displayed on the ribbon board during the Battle of the Bands
- Opportunity for company executives to participate in award presentation to band winner
- One (1) suite during the Circle City Classic® football game
- Fifteen (15) \$10 game tickets
- One (1) table seating ten at the Classic Coaches Luncheon
- One (1) table seating ten at the Cabaret
- Two (2) invitations to the Classic VIP Sponsor Reception

### "CLASSIC MOMENT" VIGNETTE - \$30,000

- One (1) full page color advertisement in the Classic Game Program
- Company name included in tv and radio campaign
- Logo & link prominently displayed on the Circle City Classic Website
- Four (4) 5-10 word public address announcements
- Two (2) Executions during the game with Name and Logo displayed
- Two (2) guest suite credentials
- Four (4) \$20 game tickets
- Four (4) invitations to the Classic VIP Sponsor Reception
- Twenty (20) Name & logo links to historic :30 sec. video & audio presentations of past Circle City Classic's

### INSTANT REPLAY - \$20,000

- One (1) full page color advertisement in the Classic Game Program
- Logo & link prominently displayed on the Circle City Classic® website
- Four (4) 5-10 word public address announcements
- Name and Logo displayed with the instant replay during the Classic football game
- Four (4) guest suite credentials
- Eight (8) \$50 game tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

# CIRCLE CITY CLASSIC®

## GAME SPONSORSHIP

### BRANDING/MARKETING

### MARKETING IN STADIUM

### TICKETS + HOSPITALITY

#### GAME PROGRAM - \$20,000

- One (1) full page color advertisement in the Classic Game Program
- Logo & link prominently displayed on the Circle City Classic® website
- Four (4) 5-10 word public address announcements
- Four (4) guest suite credentials
- Eight (8) \$20 game tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

#### KISS CAM - \$10,000

- One (1) full page color advertisement in the Classic Game Program
- Logo & link prominently displayed on the Circle City Classic Website and radio advertisements
- Four (4) 5-10 word public address announcements
- Two (2) Executions during the game with Name and Logo displayed
- Two (2) guest suite credentials
- Four (4) \$20 game tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

#### DANCE CAM - \$10,000

- One (1) full page color advertisement in the Classic Game Program
- Logo & link prominently displayed on the Circle City Classic Website
- Four (4) 5-10 word public address announcements
- Two (2) Executions during the game with Name and Logo displayed
- Two (2) guest suite credentials
- Four (4) \$20 game tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

#### FAN CAM - \$10,000

- One (1) full page color advertisement in the Classic Game Program
- Logo & link prominently displayed on the Circle City Classic Website
- Four (4) 5-10 word public address announcements
- Two (2) Executions during the game with Name and Logo displayed
- Two (2) guest suite credentials
- Four (4) \$20 game tickets
- Two (2) invitations to the Classic VIP Sponsor Reception





# CIRCLE CITY CLASSIC®

## CLASSIC TAILGATE PARTY SPONSORSHIP

### BRANDING/MARKETING

### MARKETING IN STADIUM

### TICKETS + HOSPITALITY

#### TAILGATE PRESENTING - \$50,000

- Name/logo included on event signage
- Company name included in television and radio advertisements
- One (1) 20x20 space during Classic Tailgate
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation at Coaches Luncheon
- Logo/link prominently displayed on the Circle CityClassic® website
- Two (2) 5-10 word public address announcements
- Eight (8) guest suite credentials
- Thirty (30) \$30 game tickets
- Thirty (30) \$20 game tickets
- Two (2) invitations to the Sponsor VIP Reception

#### TAILGATE CO-SPONSOR - \$20,000

- Name/logo included on event signage
- One (1) 10x10 space during Classic Tailgate
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Link from Circle CityClassic® website to company website
- Two (2) 5-10 word public address announcements
- Thirty (30) \$30 game tickets
- Thirty (30) \$20 game tickets
- Two (2) invitations to the Sponsor VIP Reception

# CIRCLE CITY CLASSIC®

## CLASSIC PARADE SPONSORSHIP

### BRANDING/MARKETING

### MARKETING IN STADIUM

### TICKETS + HOSPITALITY

#### PARADE TITLE - \$100,000

- Name included in the title of the event
- Name/logo displayed on Circle City Classic® branding including t-shirts, credentials and all print advertisements
- Recognition during Classic events
- Name included in tv & radio advertisements
- Opportunity for live broadcast coverage during the Circle City Classic® parade
- Two (2) entries in the Parade
- One (1) 15x15 space during Classic Tailgate
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation at the Coaches Luncheon
- Logo and link prominently displayed on the Circle City Classic® website home page
- Opportunity to provide remarks in the Parade Grandstand
- Twelve (12) banners displayed along the parade route
- Signage displayed in the television broadcast booth and VIP tent
- Two (2) :30 commercials displayed during the parade broadcast
- Opportunity for live TV interview during parade broadcast
- Two (2) :30 second video commercials at the game (provided by sponsor preferably in 16:9 HD format)
- One (1) suite during the Circle City Classic® football game
- Ten (10) guest suite credentials
- Twenty (20) \$30 game tickets
- One (1) table seating ten at the Classic Coaches Luncheon
- Four (4) invitations to the Classic VIP Sponsor Reception
- One (1) table seating ten at the Cabaret

# CIRCLE CITY CLASSIC®

## CLASSIC PARADE SPONSORSHIP

### BRANDING / MARKETING

### MARKETING IN STADIUM

### TICKETS + HOSPITALITY

#### PARADE PRESENTING - \$75,000

- Name included in the title of the event
- Name/logo displayed on Circle City Classic® branding including t-shirts, credentials and all print advertisements
- Name included in tv & radio advertisements
- Opportunity for live broadcast coverage during the Circle City Classic® Parade
- One (1) 10x10 space during Classic Tailgate
- One (1) full page color ad in the Circle City Classic® Game Program
- Recognition during Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website home page
- Six (6) banners displayed along the parade route
- One (1) entry in the Parade
- One (1) suite during the Circle City Classic® football game
- Thirty-five (35) \$10 game tickets
- Twenty (20) \$20 game tickets
- One (1) table seating twenty at the Classic Coaches Luncheon
- One (1) table seating ten at the Cabaret
- Four (4) invitations to the Classic VIP Sponsor Reception

#### PARADE CO-SPONSOR - \$50,000

- One (1) 10x10 space during the Classic Tailgate
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation at Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website home page
- Two (2) 5-10 word public address announcements
- Two (2) 3x12 banners along the parade route
- One (1) entry in the Parade
- Twenty-five (25) \$30 game tickets • One (1) table seating ten at the Classic Cabaret
- Four (4) invitations to the Classic VIP Sponsor Reception
- Twenty-five (25) \$20 game tickets

#### GRAND MARSHAL PRESENTING - \$20,000

- One (1) entry in the Parade
- One (1) full page advertisement in the Circle City Classic® Game Program
- Recognition during Coaches Luncheon
- Corporate executive introduced during the Classic Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website homepage
- Four (4) banners displayed along the parade route
- Opportunity to be introduced with the Parade Grand Marshal during the Classic Football Game
- Photo opportunity with selected Parade Grand Marshal
- One (1) suite during the football game
- Ten (10) guest suite credentials
- Twenty-five (25) \$30 game tickets
- One (1) tables seating twenty at the Classic Coaches Luncheon
- One (1) table seating ten at the Cabaret
- Four (4) invitations to the Classic VIP Sponsor Reception

#### PEP RALLY PRESENTING - \$20,000

- Name /logo included on event signage
- Opportunity for corporate executive to make brief remarks during the Pep Rally
- One (1) full page color ad in Game Program
- Recognition during Coaches Luncheon
- Logo prominently displayed on the Circle City Classic® website
- One (1) :30 second video commercials (provided by sponsor preferably in 16:9 HD Format)
- One (1) 5-10 word public address announcement
- Ten (10) \$10 parade tickets
- Ten (10) \$20 game tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

#### PEP RALLY CO-SPONSOR - \$10,000

- Name and/or logo included on event signage
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Link from Circle City Classic® website to company website



# CIRCLE CITY CLASSIC®

## COACHES LUNCHEON SPONSORSHIP

### BRANDING/MARKETING

### MARKETING IN STADIUM

### TICKETS + HOSPITALITY

### COACHES LUNCHEON TITLE - \$75,000

- Name/logo included on event signage
- Opportunity for corporate executive to make brief remarks during Luncheon
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Logo with link prominently displayed on the Circle City Classic® website homepage
- Two (2) :30 second video commercials (Provided by sponsor preferably in HD Format)
- Four (4) 5-10 word public address announcements
- One (1) suite during the Circle City Classic® football game
- Two (2) tables seating twenty at the Classic Coaches Luncheon
- Fifty (50) \$30 game tickets
- Two (2) invitations to the Sponsor VIP Reception

### COACHES LUNCHEON PRESENTING - \$50,000

- Name /logo included on event signage
- Opportunity for corporate executive to make brief remarks during the Classic Coaches Luncheon
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition in multi-media presentation at Coaches Luncheon
- Logo/link prominently displayed on the Circle City Classic® website
- One (1) :30 second video commercial (Provided by sponsor preferably in HD Format)
- One (1) 5-10 word public address announcement
- One (1) suite during the Circle City Classic® football game
- One (1) table seating ten at the Classic Coaches Luncheon
- Ten (10) \$30 game tickets
- Two (2) invitation to the Sponsor VIP Reception

### COACHES LUNCHEON CO-SPONSOR - \$25,000

- Name and/or logo included on event signage
- One (1) full page color advertisement in the Game Program
- Recognition during the multi-media presentation at Coaches Luncheon
- Logo/link prominently displayed on the Circle City Classic® website
- One (1) table at the Coaches Luncheon
- Five (5) \$30 game tickets
- Two (2) invitations to the Sponsor VIP Reception

### MAJOR TAYLOR AWARD - \$15,000

- Name /logo included on event signage
- Opportunity for corporate executive to introduce the award recipient during the Classic Coaches Luncheon
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation at Coaches Luncheon
- Logo/link prominently displayed on the Circle City Classic® website
- One (1) :30 second video commercials (provided by sponsor preferably in 16:9 HD Format)
- One (1) 5-10 word public address announcement
- One (1) table seating ten at the Classic Coaches Luncheon
- Ten (10) \$30 game tickets
- Two (2) invitations to the Sponsor VIP Reception

# CIRCLE CITY CLASSIC®

## CLASSIC CORONATION SPONSORSHIP

### BRANDING/MARKETING

### MARKETING IN STADIUM

### TICKETS + HOSPITALITY

#### CORONATION PRESENTING - \$50,000

- Name /logo included on event signage
- Opportunity to assist with crowning Miss Circle City Classic®
- Opportunity to make brief remarks during the Classic Coronation
- One (1) full page color advertisement in the Circle City Classic® Game Program
- Recognition during the multi-media presentation at Coaches Luncheon
- Logo/link prominently displayed on the Circle City Classic® website
- Two (2) 5-10 word public address announcements
- Opportunity to be introduced with the queen and her court during the football game
- Twenty (20) tickets to attend the Coronation
- Twenty (20) \$30 game tickets
- Two (2) invitations to the Sponsor VIP Reception

#### CORONATION CO-SPONSOR - \$25,000

- Name/logo included on event signage
- One (1) full page color advertisement in the Game Program
- Recognition during the multi-media presentation at the Coaches Luncheon
- Link from Circle City Classic® website to company website
- Ten (10) tickets to attend the Coronation
- Ten (10) \$30 game tickets
- One (1) invitation to the Sponsor VIP Reception

# CIRCLE CITY CLASSIC®

## YOUTH GAME TICKET SPONSORSHIP

### MARKETING IN STADIUM

### TICKETS + HOSPITALITY

#### QUARTERBACK \$5,000

- Four (4) public address announcements at the Circle City Classic® game
- Provide two-hundred and fifty (250) \$20 game tickets to underprivileged youth

#### WIDE RECEIVER \$2,500

- Four (4) public address announcements at the Circle City Classic® game
- Provide one hundred twenty-five (125) \$20 game tickets to underprivileged youth

#### SPECIAL TEAMS \$1,000

- Four (4) public address announcements at the Circle City Classic® game
- Provide fifty (50) \$20 game tickets to underprivileged youth

#### TIGHT END \$500

- Four (4) public address announcements at the Circle City Classic® game
- Provide twenty-five (25) \$20 game tickets to underprivileged youth