

2025 SPONSORSHIP PACKAGE

# WALDO CIRCLE CITY CLASSIC<sup>®</sup> WALDO

LUCAS OIL STADIUM - INDIANAPOLIS, IN  
9.27.2025

# 41 YEARS OF IMPACT



INDIANA  
BLACK  
EXPO



CircleCityClassic



TheCircleCityClassic



CircleCityClassic

[www.circlecityclassic.com](http://www.circlecityclassic.com)



# CIRCLE CITY CLASSIC<sup>®</sup>

## SCHOLARSHIP FUNDRAISER

For 41 years, Indiana Black Expo has hosted Circle City Classic<sup>®</sup>, a unique showcase of HBCU football, academic excellence, culture, music, and tradition. Circle City Classic<sup>®</sup> is a scholarship fundraiser that has helped IBE award over \$5 million in scholarships to deserving youth attending colleges and universities across the country since 1984. Over this same span, Circle City Classic<sup>®</sup> has contributed more than \$340 million dollars to the Indianapolis economy.

IBE is committed to assisting Indiana students in their pursuit of higher education. Every year, thanks to proceeds from the Classic, scholarships are awarded to current high school seniors and students currently enrolled in a post-secondary institution who exhibit outstanding leadership, scholarship, and community service. To date we have awarded over \$5 million in scholarships to Indiana students.



# CIRCLE CITY CLASSIC®

## HISTORY GETS MADE AT THE CLASSIC

### **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, Korey Wise of the Central Park 5 and Grammy Award winning gospel recording artist, Yolanda Adams.

### **Education Day (College Fair)**

The Circle City Classic® Education Day 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 30 HBCUs and traditional colleges and universities participate in the event.

### **Game**

The Circle City Classic® game takes place on Saturday, September 27. Proceeds from the game have provided more than \$5 million in scholarships to deserving youth attending colleges and universities across the country.

### **Tailgate & Fan Festival**

The Fan Festival occurs in front of Lucas Oil Stadium. The Fan Festival is full of vendors, live music, and special celebrity appearances.

### **Battle of the Bands**

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.

### **Talent Day (Career Fair)**

It's More Than A Game! This exclusive career fair for corporate sponsors and partners targets HBCU juniors and seniors, HBCU alumni, and young professionals across the country. Companies have the opportunity to highlight internships and career opportunities for graduating students, recent college graduates, and young professionals.

### **Coaches Luncheon**

The Coaches Luncheon is a recognition event that showcases the coaches, student-athletes, supporters, volunteers and honorees for their commitment to the long-standing tradition of Circle City Classic®.

# CLASSIC GAME SPONSORSHIP

## TITLE SPONSOR- \$150,000

### Branding/Marketing

- 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 Event Program
- Recognition during the multi-media presentation at the Event
- Corporate executive remarks during the Event
- Logo & link prominently displayed on the Circle City Classic® website homepage

### Branding/Marketing (In Stadium)

- 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 event

### Tickets & Hospitality

- One (1) suite for the Circle City Classic® event
- Twenty-five (25) guest suite credentials
- One-hundred (100) \$50 event tickets
- Fifty (50) \$30 event tickets
- Twenty-five (25) \$20 event tickets
- Two (2) tables seating twenty at the Coaches Luncheon
- Ten (10) invitations to the Classic VIP Sponsor Reception

## PRESENTING SPONSOR- \$100,000

### Branding/Marketing

- 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 of the Event Program
- Logo & link prominently displayed on the Circle City Classic® website homepage

### Branding/Marketing (In Stadium)

- 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 event

### Tickets & Hospitality

- One (1) suite for the Circle City Classic® event
- Ten (10) guest suite credentials
- Twenty-five (25) \$30 event tickets
- Two (2) invitations to the Classic VIP Sponsor Reception
- One (1) table seating ten (10) at Coaches Luncheon

## SPONSOR- \$75,000

### Branding/Marketing

- 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® Event Program
- Logo & link prominently displayed on the Circle City Classic® website homepage

### Branding/Marketing (In Stadium)

- Two (2) 30 second video commercials (provided by sponsor in 16:9 HD Format)
- Two (2) 5-10 word public address announcements

### Tickets & Hospitality

- One (1) suite for the Circle City Classic® event
- Fifteen (15) \$30 event tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

# CLASSIC GAME SPONSORSHIP

## HALFTIME PERFORMANCE - \$50,000

### Branding/Marketing

- 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 Event Program
- Logo & link prominently displayed on the Circle City Classic® website homepage

### Branding/Marketing (In Stadium)

- Two (2) :30 second video commercials (provided by sponsor in 16:9 HD Format)
- Company name and/or logo displayed on ribbon board during Entertainment Performance
- Two(2) 5-10 word public address announcements
- Two (2) field banners

### Tickets & Hospitality

- One (1) suite during the Circle City Classic® event
- Ten (10) \$30 event tickets
- One (1) table seating ten at the Coaches Luncheon
- Two (2) invitations to the Classic VIP Sponsor Reception

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

### Branding/Marketing

- 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 Event Program
- Logo & link prominently displayed on the Circle City Classic® website homepage

### Branding/Marketing (In Stadium)

- 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

### Tickets & Hospitality

- One (1) suite during the Circle City Classic® event
- Fifteen (15) \$30 event tickets
- One (1) table seating ten at the Coaches Luncheon
- Two (2) invitations to the Classic VIP Sponsor Reception

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

### Branding/Marketing

- One (1) full page color advertisement in the Classic
- 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

### Branding/Marketing (In Stadium)

- Two (2) Executions during the event with Name and Logo displayed
- Twenty (20) Name & logo links to historic
- :30 sec. video & audio presentations of past Circle City Classic's

### Tickets & Hospitality

- Two (2) guest suite credentials
- Four (4) \$20 event tickets
- Four (4) invitations to the Classic VIP Sponsor Reception

## INSTANT REPLAY - \$20,000

### Branding/Marketing

- One (1) full page color advertisement in the Classic
- Logo & link prominently displayed on the Circle City Classic® website

### Branding/Marketing (In Stadium)

- Four (4) 5-10 word public address announcements
- Name and Logo displayed with the instant replay during the Classic

### Tickets & Hospitality

- Eight (8) \$50 event tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

# CLASSIC GAME SPONSORSHIP

## GAME PROGRAM- \$20,000

### Branding/Marketing

- One (1) full page color advertisement in the Classic Event Program
- Logo & link prominently displayed on the Circle City Classic® website

### Branding/Marketing (In Stadium)

- Four (4) 5-10 word public address announcements

### Tickets & Hospitality

- Four (4) guest suite credentials
- Eight (8) \$20 event tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

## KICK FOR CASH SPONSORSHIP- \$20,000

### Branding/Marketing

- Name included in the title of the event
- Company name included in television and radio advertisements
- Logo & link prominently displayed on the Circle City Classic® website homepage

### Branding/Marketing (In Stadium)

- One (1) full page color advertisement in the Classic Event Program
- Four (4) 5-10 word public address announcements

### Tickets & Hospitality

- Two (2) guest suite credentials
- Four (4) \$20 event tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

## COUNTDOWN TO CLASSIC "CLOCK" SPONSORSHIP- \$20,000

### Branding/Marketing

- One (1) full page color advertisement in the Classic Event Program
- Company name and Logo framed around the "Countdown to the Classic Clock" on the Circle City Classic® Website
- Social Media campaigns driving users to the "Countdown to the Classic Clock"

### Branding/Marketing (In Stadium)

### Tickets & Hospitality

- Two (2) guest suite credentials
- Four (4) \$20 event tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

## END ZONE SPONSOR- \$15,000

### Branding/Marketing

- One (1) full page color advertisement in the Classic Event Program
- Logo & link prominently displayed on the Circle City Classic® Website and radio advertisements

### Branding/Marketing (In Stadium)

- One (1) END ZONE COVER with Name and Logo displayed

### Tickets & Hospitality

- Four (4) \$30 event tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

## MIXJAM CAM- \$10,000

### Branding/Marketing

- One (1/2) full page color advertisement in the Classic Event Program
- Logo & link prominently displayed on the Circle City Classic Website

### Branding/Marketing (In Stadium)

- Four (4) 5-10 word public address announcements
- Two (2) Executions during the event with Name and Logo displayed

### Tickets & Hospitality

- Four (4) \$20 event tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

# CLASSIC GAME SPONSORSHIP

## TAILGATE PRESENTING - \$25,000

### Branding/Marketing

- 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® Event Program
- Logo/link prominently displayed on the Circle CityClassic® website

### Branding/Marketing (In Stadium)

- Two (2) 5-10 word public address announcements

### Tickets & Hospitality

- Eight (8) guest suite credentials Thirty (30) \$30 event tickets Thirty (30) \$20 event tickets
- Two (2) invitations to the Sponsor VIP Reception

## SPONSOR - \$17,500

### Branding/Marketing

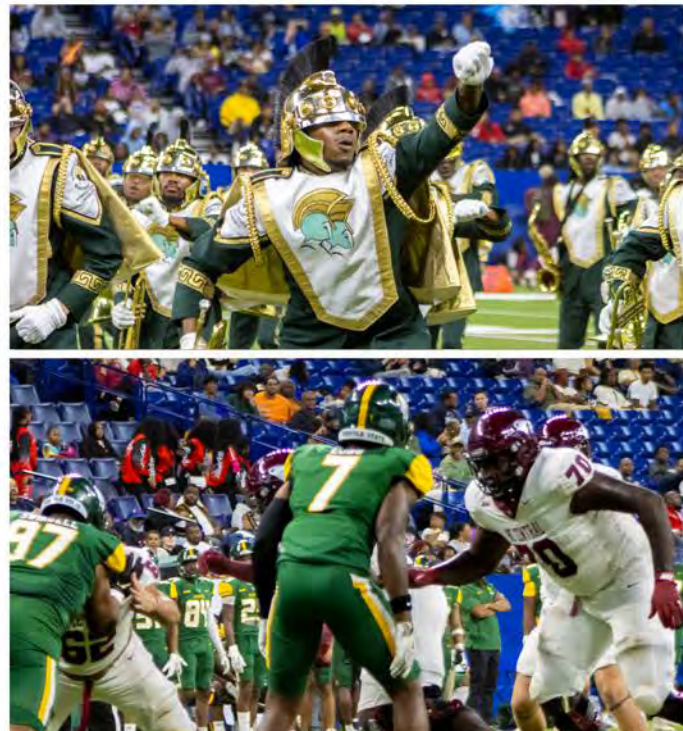
- Name/logo included on event signage One (1) 10x10 space during Classic Tailgate
- One (1) full page color advertisement in the Circle City Classic® Event Program
- Link from Circle CityClassic® website to company website

### Branding/Marketing (In Stadium)

- Two (2) 5-10 word public address announcements

### Tickets & Hospitality

- Thirty (30) \$30 event tickets
- Thirty (30) \$20 event tickets
- Two (2) invitations to the Sponsor VIP Reception



# PARADE SPONSORSHIP

## TITLE SPONSOR- \$100,000

### Branding/Marketing

- 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® Event Program
- Logo and link prominently displayed on the Circle City Classic® website home page

### Branding/Marketing (In Stadium)

- 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)

### Tickets & Hospitality

- One (1) suite during the Circle City Classic® event
- Ten (10) guest suite credentials
- Twenty (20) \$30 event tickets
- One (1) table seating ten at the Classic Coaches Luncheon
- Four (4) invitations to the Classic VIP Sponsor Reception

## PRESENTING SPONSOR- \$75,000

### Branding/Marketing

- 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® Event Program
- Logo & link prominently displayed on the Circle City Classic® website home page

### Branding/Marketing (In Stadium)

- Six (6) banners displayed along the parade route

### Tickets & Hospitality

- One (1) entry in the Parade
- One (1) suite during the Circle City Classic® event
- Thirty-five (35) \$30 event tickets
- Twenty (20) \$20 event tickets
- One (1) table seating twenty at the Classic Coaches Luncheon
- Four (4) invitations to the Classic VIP Sponsor Reception

## SPONSOR- \$50,000

### Branding/Marketing

- One (1) 10x10 space during the Classic Tailgate
- One (1) full page color advertisement in the
- Circle City Classic® Event Program
- Logo & link prominently displayed on the Circle City Classic® website home page

### Branding/Marketing (In Stadium)

- Two (2) 5-10 word public address announcements
- Two (2) 3x12 banners along the parade route

### Tickets & Hospitality

- One (1) entry in the Parade
- Twenty-five (25) \$30 event tickets
- Four (4) invitations to the Classic VIP Sponsor Reception



# PARADE SPONSORSHIP

## GRAND MARSHALL PRESENTING- \$20,000

### Branding/Marketing

- One (1) entry in the Parade
- One (1) full page advertisement in the Circle City Classic® Event Program Recognition during Coaches Luncheon
- Logo & link prominently displayed on the Circle City Classic® website homepage

### Branding/Marketing (In Stadium)

- Four (4) banners displayed along the parade route
- Opportunity to be introduced with the Parade Grand Marshal during the Classic
- Photo opportunity with selected Parade Grand Marshal

### Tickets & Hospitality

- Ten (10) guest suite credentials
- Twenty-five (25) \$30 event tickets
- Four (4) invitations to the Classic VIP Sponsor Reception

## PEP RALLY PRESENTING- \$20,000

### Branding/Marketing

- 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 Event Program
- Logo prominently displayed on the Circle City Classic® website

### Branding/Marketing (In Stadium)

- One (1) :30 second video commercials (provided by sponsor preferably in 16:9 HD Format)
- One (1) 5-10 word public address announcement

### Tickets & Hospitality

- Ten (10) \$20 event tickets
- Two (2) invitations to the Classic VIP Sponsor Reception

## PEP RALLY SPONSOR- \$15,000

### Branding/Marketing

- Name /logo included on event signage
- Opportunity for corporate executive to introduce the award recipient during the Classic Event
- One (1) full page color advertisement in the Circle City Classic® Event Program
- Logo/link prominently displayed on the Circle City Classic® website

### Branding/Marketing (In Stadium)

- One (1) :30 second video commercials (provided by sponsor preferably in 16:9 HD Format)
- One (1) 5-10 word public address announcement

### Tickets & Hospitality

- Ten (10) \$30 event tickets
- Two (2) invitations to the Sponsor VIP Reception
- One (1) table seating ten (10) at the Coaches Luncheon

## MAJOR TAYLOR AWARD- \$10,000

### Branding/Marketing

- Name and/or logo included on event signage
- One (1) full page color advertisement in the Circle City Classic® Event Program
- Link from Circle City Classic® website to company website



# CORONATION SPONSORSHIP

## CORONATION PRESENTING- \$50,000

### Branding/Marketing

- 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® Event Program
- Logo/link prominently displayed on the Circle City Classic® website

### Branding/Marketing (In Stadium)

- Two (2) 5-10 word public address announcements
- Opportunity to be introduced with the queen and her court during the Circle City Classic® event

### Tickets & Hospitality

- Twenty (20) tickets to attend the Coronation Twenty (20) \$30 event tickets
- Two (2) invitations to the Sponsor VIP Reception

## CORONATION SPONSOR- \$25,000

### Branding/Marketing

- Name/logo included on event signage
- One (1) full page color advertisement in the Event Program
- Link from Circle City Classic® website to company website

### Branding/Marketing (In Stadium)

### Tickets & Hospitality

- Ten (10) tickets to attend the Coronation Ten (10) \$30 event tickets
- One (1) invitation to the Sponsor VIP Reception



# COACHES LUNCHEON SPONSORSHIP

## TITLE SPONSOR- \$50,000

### Branding/Marketing

- Name and/or logo included on event signage
- Opportunity for corporate executive to be seated at the dais during the Classic Coaches Luncheon
- 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 during the multi-media presentation during the Classic Coaches Luncheon
- Logo prominently displayed on the Circle City Classic® website homepage
- Link from Circle City Classic® website to company website

### Branding/Marketing (In Stadium)

- Two (2) :30 second video commercials (Provided by sponsor preferably in HD Format)
- Four (4) 5-10 word public address announcements

### Tickets & Hospitality

- 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

## PRESENTING SPONSOR- \$25,000

### Branding/Marketing

- Name and/or logo included on event signage
- Opportunity for corporate executive to be seated at the dais during the Classic Coaches Luncheon
- 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 during the multi-media presentation during the Classic Coaches Luncheon
- Logo prominently displayed on the Circle City Classic® website
- Link from Circle City Classic® website to company website

### Branding/Marketing (In Stadium)

- One (1) :30 second video commercials (Provided by sponsor preferably in HD Format)
- One (1) 5-10 word public address announcement

### Tickets & Hospitality

- One (1) table seating ten at the Classic Coaches Luncheon
- Ten (10) \$30 game tickets
- Two (2) invitation to the Sponsor VIP Reception

## STUDENT ATHLETE AWARDS PRESENTATION- \$15,000

### Branding/Marketing

- Name and/or logo included on event signage
- Opportunity for corporate executive to assist with the award presentation during the Classic Coaches Luncheon
- Opportunity for corporate executive to be introduced during the Classic Coaches Luncheon
- Link from Circle City Classic® website to company website

### Branding/Marketing (In Stadium)

- 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 prominently displayed on the Circle City Classic® website

### Tickets & Hospitality

- Twenty-five (25) \$30 game tickets
- One (1) table seating ten at the Classic Coaches Luncheon
- Two (2) invitations to the Sponsor VIP Reception

## SPONSOR- \$10,000

- Name and/or logo included on event signage
- Recognition during the multi-media presentation during the Classic Coaches Luncheon
- Link from Circle City Classic® website to company website

- One (1) full page color advertisement in the Circle City Classic® Game Program
- Logo prominently displayed on the Circle City Classic® website

- Five (5) tickets to the Classic Coaches Luncheon
- Five (5) \$30 game tickets
- Two (2) invitations to the Sponsor VIP Reception

# EDUCATION DAY SPONSORSHIP

## TITLE SPONSOR- \$50,000

### Branding/Marketing

- Name included in title of the event
- Name and logo on all printed signage for the Circle City Classic® Education Day Party
- Logo on all social media and advertising for the Circle City Classic® Education Day Party
- Logo and link on Circle City Classic® Website

### Branding/Marketing (In Stadium)

- One :30 second video commercial shown a minimum of two times during the Circle City Classic®
- Four (4) public announcements during the Circle City Classic®
- Logo on all Lucas Oil Stadium monitors
- Full-page ad in the Circle City Classic® event guide

### Tickets & Hospitality

- Premium exhibit space in the Circle City Classic® Education Day Party
- Six (6) premium tickets to the Circle City Classic® game
- Ten (10) general admission tickets to the Circle City Classic® game

## PRESENTING SPONSOR- \$25,000

### Branding/Marketing

- Name and logo on all printed signage for the Circle City Classic® HBCU Talent Day
- Logo on all social media and advertising for the Circle City Classic® HBCU Talent Day
- Logo and link on Circle City Classic® Website
- Half-page ad in the Circle City Classic® event guide

### Branding/Marketing (In Stadium)

- Four (4) public announcements during the Circle City Classic® HBCU Talent Day
- Logo on all Lucas Oil Stadium monitors including Saturday for Classic game

### Tickets & Hospitality

- Premium exhibit space in the Circle City Classic® Education Day Party
- Six (6) premium tickets to the Circle City Classic® game

## SPONSOR- \$10,000

### Branding/Marketing

- Name and logo on all printed signage for the Circle City Classic® Education Day Party
- Logo on all social media and advertising for the Circle City Classic® Education Day Party
- Logo and link on Circle City Classic® Website

### Branding/Marketing (In Stadium)

- Two (2) public announcements during the Circle City Classic®
- Logo on all Lucas Oil Stadium monitors including Saturday for Classic game

### Tickets & Hospitality

- Premium exhibit space in the Circle City Classic® Education Day Party
- Four (4) premium tickets to the Circle City Classic® game

## CONTRIBUTING SPONSOR- \$5,000

### Branding/Marketing

- Logo and link on Circle City Classic® Website

### Branding/Marketing (In Stadium)

- Two (2) public announcements during the Circle City Classic®
- Logo on all Lucas Oil Stadium monitors including Saturday for Classic game

### Tickets & Hospitality

- Free exhibit space in the Circle City Classic® Education Day Party
- Four (4) premium tickets to the Circle City Classic® game

# TALENT DAY (CAREER FAIR) SPONSORSHIP

## TITLE SPONSOR- \$50,000

### Branding/Marketing

- Name included in title of the event
- Name and logo on all printed signage for the Circle City Classic® HBCU Talent Day
- Logo on all social media and advertising for the Circle City Classic® HBCU Talent Day
- Logo and link on Circle City Classic® Website
- Full-page ad in the Circle City Classic® event guide

### Branding/Marketing (In Stadium)

- One :30 second video commercial shown a minimum of two times during the Circle City Classic® game
- Four (4) public announcements during the Circle City Classic® HBCU Talent Day
- Logo on all Lucas Oil Stadium monitors including Saturday for Classic game

### Tickets & Hospitality

- Premium exhibit space in the
- Circle City Classic® HBCU Talent Day
- Six (6) premium tickets to the Circle City Classic® game
- Ten (10) general admission tickets to the Circle City Classic® game
- One (1) table of ten (10) to the
- Circle City Classic® Coaches Luncheon

## PRESENTING SPONSOR- \$25,000

### Branding/Marketing

- Name and logo on all printed signage for the Circle City Classic® HBCU Talent Day
- Logo on all social media and advertising for the Circle City Classic® HBCU Talent Day
- Logo and link on Circle City Classic® Website
- Half-page ad in the Circle City Classic® event guide

### Branding/Marketing (In Stadium)

- Four (4) public announcements during the Circle City Classic® HBCU Talent Day
- Logo on all Lucas Oil Stadium monitors including Saturday for Classic game

### Tickets & Hospitality

- Premium exhibit space in the
- Circle City Classic® HBCU Talent Day
- Six (6) premium tickets to the Circle City Classic® game
- One (1) table of ten (10) to the
- Circle City Classic® Coaches Luncheon

## SPONSOR- \$10,000

### Branding/Marketing

- One (1) 10x10 space during the Classic Tailgate
- One (1) full page color advertisement in the
- Circle City Classic® Event Program
- Logo & link prominently displayed on the Circle City Classic® website home page

### Branding/Marketing (In Stadium)

- Two (2) 5-10 word public address announcements
- Two (2) 3x12 banners along the parade route

### Tickets & Hospitality

- One (1) entry in the Parade
- Twenty-five (25) \$30 event tickets
- Four (4) invitations to the Classic VIP Sponsor Reception

## CONTRIBUTING SPONSOR- \$5,000

### Branding/Marketing

- Logo on the Circle City Classic® website home page

### Branding/Marketing (In Stadium)

### Tickets & Hospitality

- Free exhibit space in the Circle City Classic® HBCU Talent Day
- Two (2) premium tickets to the Circle City Classic® game

# PRESIDENT'S GALA SPONSORSHIP

## TITLE SPONSOR- \$25,000

- Listed as the Title Sponsor
- Logo on the Gala program
- Logo on Video screens at the Gala
- Logo on all marketing and promotional material, both digital and print
- Logo and link on IBE and CCC website
- Meet & Greet with the Gala Entertainers
- 2 Premium tables of 10 at the President's Gala (20 total seats)
- 8-person suite for the CCC football game
- 10 premium \$50 tickets to the CCC football game
- Full page ad in the game program

## PRESENTING SPONSOR- \$15,000

- Listed as the Presenting Sponsor
- Logo on the Gala program
- Logo on Video screens at the Gala
- Logo on all marketing and promotional material, both digital and print
- Logo and link on IBE and CCC website
- 1 Premium table for 10 at the President's Gala
- 4 passes to the President's suite for the CCC football game
- 6 premium \$50 tickets to the CCC football game
- Half page ad in the game program

## CO- SPONSOR- \$10,000

- Listed as the Co-Sponsor
- Listed in the Gala program as a Co-Sponsor
- Logo on all marketing and promotional material, both digital and print
- Logo and link on IBE and CCC website
- 1 Premium table for 10 at the President's Gala

## TABLE SPONSOR- \$5,000

- Listed as a Table Sponsor
- Listed in the Gala program as a Table Sponsor
- Logo on all marketing and promotional material, both digital and print as a Table Sponsor
- Logo on IBE and CCC website
- 1 table for 10 at the President's Gala
- 10 premium \$30 tickets to the CCC football game
- Logo listed in the game program



# YOUTH GAME TICKET SCHOLARSHIP

## 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



## CONTACT US

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This is an exciting time for the Circle City Classic® and there is no better way to get involved than by partnering together as an Official Sponsor. Marketing and media assets are available, including advertising on local parade broadcast, digital assets, in-venue signage, on-site promotions, and access to tickets and hospitality opportunities. If you do not see an opportunity that aligns with your business and/or community objectives, please contact [communications@indianablackexpo.com](mailto:communications@indianablackexpo.com) to schedule a meeting to discuss additional options.



# SCHEDULE OF EVENTS

**SUNDAY, SEPTEMBER 21**

Circle City Classic® Coronation

**WEDNESDAY, SEPTEMBER 24**

Circle City Classic® Praise & Worship

**FRIDAY, SEPTEMBER 26**

Coaches Luncheon  
Circle City Classic® Talent Day  
Circle City Classic® Pep Rally  
Circle City Classic® Presidents Gala

**SATURDAY, SEPTEMBER 27**

Circle City Classic® Parade  
Education Day College Fair  
Business Networking Event  
Circle City Classic® Football Game  
Tailgate & Fan Festival