



# Florida Classic Battle of the Bands Presenting Sponsorship Platform

Presented by:





**2009 Florida Classic  
Battle of the Bands Presenting Sponsorship**

*The HBCU Classic of all Classics... where all game proceeds benefit educational opportunities for deserving students*

**OVERVIEW**

On November 21, 2009 Florida Citrus Sports (FCS) will produce its annual HBCU match-up, the Florida Classic. The Florida Classic is America's #1 HBCU football game. With an annual attendance of over 60,000 fans it is the most popular HBCU game of the year.

Among the events leading up to the game, the Battle of the Bands highlights the Florida Classic's weekend-long festivities. Over 15,000 fans pack the Orlando Arena to view the top marching bands from across the Southeast. The Battle will feature 10 high schools performing marching band classics as well as current top 40 hits. The main attraction of the day are performances by the Marching 100 of Florida A&M University and the Marching Wildcats from Bethune-Cookman University.

**DEMOGRAPHICS**

The Florida Classic, alongside its ancillary events, is the foremost multicultural sports marketing opportunity in the nation. A precise look at the demographics the weekend of events delivers are highlighted below:

**AGE**

- § 8% 18 and under
- § 21% 19-29
- § 14% 30-39
- § 24% 40-49
- § 32% 50+

**OCCUPATION**

- § 15% Student
- § 13% Blue-collar business
- § 12% Teacher/Professor
- § 12% Retired
- § 11% Service/retail/hotel

**CURRENT LIVING SITUATION**

- § 23% Single on own
- § 23% Married with children
- § 16% Married children grown
- § 14% Single with parents

**GENDER**

- § 51% Male
- § 49% Female

**HOUSEHOLD INCOME**

- § 18% Under \$25,000
- § 26% \$25,000-\$49,000
- § 22% \$50,000-\$74,000
- § 17% \$100,000-\$199,000

**COUNTY OF ORIGIN**

- § 23% Orange County
- § 77% outside Orange County

**SPENDING ESTIMATES**

- § \$4,090,000 Accommodations
- § \$2,820,000 Restaurant & Bar
- § \$1,590,000 Retail clothing
- § \$1,300,000 Fuel, parking
- § \$1,120,000 Other entertainment



## 2009 Florida Classic Battle of the Bands Presenting Sponsorship Benefits

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General Sports Alliances is presenting the opportunity to become an integral part of the Florida Classic and become the Presenting Sponsor of the Battle of the Bands exhibition. The following highlights the benefits your company would receive:

### SIGNAGE

Your company will receive well-appointed signage throughout the Orlando Arena during the Battle of the Bands. The following outlines the specific signage you will receive:

- § Lower bowl wrap inclusion
- § Two (2) mezzanine level banners
- § Two (2) video board promotional spots

In addition to the Battle of the Bands signage at Orlando Arena, your company will also receive prominent signage during the Florida Classic game.

- § Two (2) mezzanine level logo placements
- § Two (2) PA announcements
- § One (1) jumbotron promotional spots
- § Two (2) minutes of LED messaging

### PROMOTIONS

Your company will receive promotional support and presence throughout the Florida Classic weekend of events. Specifically, you will be entitled to the following:

- § One (1) on-field promotion during the Battle of the Bands
- § Ability to conduct on-site marketing promotions at any official Florida Classic event
- § One (1) 10 x 10 FanFare display

### CATEGORY EXCLUSIVITY

Your company will be the Presenting Sponsor of the Battle of the Bands and subsequently will be an Official Corporate Partner of the Florida Classic. All Official Partners will receive category exclusivity and your company will be promoted as so throughout the Florida Classic and Battle of the Bands.

### HOSPITALITY

Your company will receive the following hospitality benefits:

- § 50 tickets to the Battle of the Bands
- § 50 tickets to the Florida Classic
- § 50 Florida Classic pre-game hospitality passes
- § One (1) tables to the Scholarship Luncheon (10 seats)

### INTERNET

Your company will receive exposure on the Florida Classic webpage which will include:

- § Rotational skyscraper banner ad on Battle of the Bands-specific page
- § Rotational skyscraper banner ad on the Florida Classic game-specific page
- § Inclusion in sponsor loop rotation on all pages, including web homepage



## 2009 Florida Classic

### Battle of the Bands Presenting Sponsorship Benefits (con.)

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#### ADVERTISING

All marketing, advertising and ticket sales promotions executed by FCS will include the reference of your company as the Presenting Sponsor of the Battle of the Bands amounting to over \$50,000 worth of media tags.

#### COLLATERALS

As an Official Partner and specifically the Battle of the Bands Presenting Sponsor, your company will receive inclusion in the following collaterals:

- § One (1) Battle of the Bands program ad
- § One (1) Florida Classic program ad

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As the Presenting Sponsor of the Battle of the Bands, your company will receive valuable recognition across a highly sought after demographic. Your company will also be granted Official Partner status at the Florida Classic game providing additional significant exposure. The following outlines the term and fee associated with the opportunity:

#### TERM

3 years

#### FEE

\$75,000 per year with a 3% escalator beginning in year two

For questions or additional information, please contact:

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