



EVENT SPONSORSHIP PROPOSAL





LONE STAR FOOTBALL EXPO

A Texas-sized event, the **LONESTAR FOOTBALL EXPO** is projected to be one of the largest talent showcases in Texas.

ABOUT THE EVENT

Top athletes from all over Texas come together to demonstrate their skills and abilities in a one of a kind skills competition. That's practically all of Texas high school football talent in one place!

- July 12-13 (AM) Youth Football & Cheerleading Camp
- July 12-13 (PM) High School Skills Competition (i.e. QB Passing Attack, WR Speed Kills Challenge)
- July 14 Texas Shootout 7v7 Tournament (High School Division, Men's Elite, Men's Rec, and Coed)
- July 15 Texas Shootout 7v7 Tournament (High School Division, Men's Elite, Men's Rec, and Coed)

GOAL
4 FIELDS....40 TEAMS....400 CAMPERS

www.lonestarfootballexpo.com

ABOUT US

Who - The Field (Lone Star Football Expo)

Event Date- July 12-15, 2018

Location - Gosling Sports Fields 4055 Marisco Place, The Woodlands, TX 77384

Mission - Host an event at the highest quality so every player, coach, parent and fan can experience and celebrate Texas football as a community

Goals - Host an entertaining event, partner with great companies, achieve the whole community concept, contribute to local non-profit organizations to impact lives for the better

Core Values - Integrity , Service to others, and Pursuing excellence

SHOWCASE YOUR COMPANY

... and connect with the community.

IT'S A WIN-WIN.

Sponsoring the Lone Star Football Expo event provides you the unique opportunity to connect with the community, to build brand awareness, and show your company's support of our future: our youth!

Each event reaches a different key audience segment and provides a fun, competitive, entertaining and engaging way for you to "wow" clients, vendors, and employees. Feel good about supporting our local youth. Helping people, changing lives.

WE'LL FIND THE RIGHT FIT.

Looking for an opportunity to be part of a Texas size event near the 4th largest city in the United States? To put your company name in front of hundreds of enthusiastic individuals? Want to show your employees and investors your dedication to our community? Consider a sponsorship at the **LONE STAR FOOTBALL EXPO**.

Or are you looking for a one-of-a-kind opportunity to make a big impression? If you want to be part of the fun, a Training Zone sponsorship is right for you.

Promote your business in a very visible Training Zone! Mascots or other costumes are welcome, obstacle and activities themes, swag with your logo, product samples, apparel, backpacks, footballs, wristbands or whatever you want to promote your business!

Get your name in front of local athletes, parents, and coaches. Reward your employees and show your clients how amazing you really are. Associate your name with Texas football and youth development while supporting our local/state youth athletes.

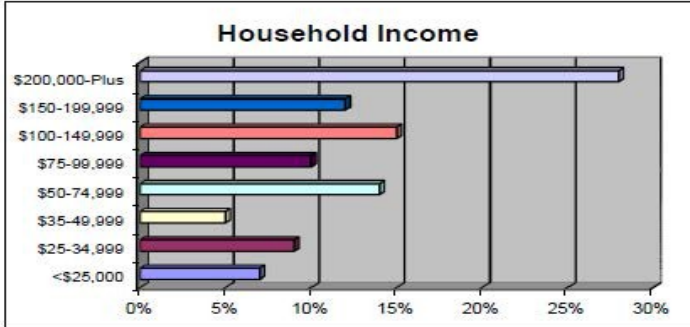
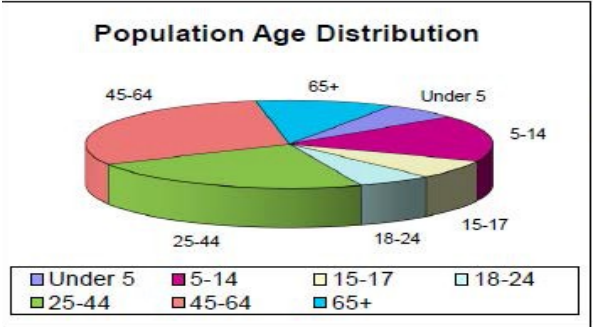
Demographics- Houston

HOUSTON METRO POPULATION CHANGE BY COUNTY, 7/1/15 to 7/1/16				
County	2015 Population	2016 Population	# Change	% Change
Austin	29,548	29,758	210	0.7
Brazoria	345,661	354,195	8,534	2.5
Chambers	38,768	39,899	1,131	2.9
Fort Bend	713,849	741,237	27,388	3.8
Galveston	321,538	329,431	7,893	2.5
Harris	4,533,341	4,589,928	56,587	1.2
Liberty	79,696	81,704	2,008	2.5
Montgomery	536,434	556,203	19,769	3.7
Waller	48,630	50,115	1,485	3.1
Totals	6,647,465	6,772,470	125,005	1.9%
Source: U.S. Bureau of the Census				

Demographics- The Woodlands, TX

1. POPULATION		
Total		114,625
Persons Per Household		2.70
Occupied Dwellings		42,508
Median Age		38.8
2. ADULT AGES		
Total Adults		82,971
18 – 24		9%
25 – 34		13%
35 – 44		19%
45 – 54		25%
55 – 64		18%
65 - 74		9%
75-Plus		7%
3. CHILDREN		
Households with Children		44.1%
Total Children		31,654
Under 5		20%
5 – 8		19%
9 – 14		38%
15 – 17		23%
4. HOUSEHOLD PERSONS		
Average		2.70
1		22%
2		26%
3		20%
4-Plus		32%
5. HOUSEHOLD INCOME		
Median		\$111,327
Under \$25,000		7%
\$25 - \$34,999		9%
\$35 - \$49,999		5%
\$50 - \$74,999		14%
\$75 - \$99,999		10%
\$100 - \$149,999		15%
\$150 - \$199,999		12%
\$200,000-Plus		28%

Sources: Interfaith, US Census Bureau and The Woodlands Development Company



LONE STAR FOOTBALL EXPO

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor (2).....\$10,000

- Check “Prize” Presenter
 - Access to mailing list/database
 - Company Banner- primary positioning at the entry of the event
 - Company logo signs at all hydration areas
 - Inclusion on all media and PR outreach and Post- Event Recap
 - Largest information booth of all vendors (promotional items, business advertising, and opportunity for exposure) and reserved parking space
 - Sponsor product samples and promotional items included in camp participants’ bags (200-500)
 - The Event Title: “Lone Star Football Expo, presented by “Your Company Name” in print, online media, posters, banners, and all other advertising and marketing materials
 - Logo on event marketing material
 - Company logo printed on back of camp shirts, located above all sponsors in largest size
 - Highlight video on your business in designated section of our website and all social media accounts
 - Company logo in top position (largest size) on our website, Facebook page and marketing materials, with link to sponsor’s website; social media mentions twice weekly
 - Company name announced throughout the event and during the awards ceremony
 - 4 VIP Meet and Greet Passes
- ❖ Personalized benefits to be negotiated



Platinum Sponsor \$5,000

- Company Banner- near entrance
- Company logo signs on 4 hydration stations
- 2nd largest information booth (promotional items, business advertising, and opportunity for exposure) and reserved parking space
- Sponsor product samples and promotional items included in camp participants' bags (200-500)
- Logo on event marketing material
- Company logo printed on back of camp shirts, located above all sponsors in 2nd largest font
- Article about your company on our website
- Company logo on our website and Facebook page, with link to sponsor's website; social media mentions
- Company name announced during the awards ceremony
- 2 VIP Meet and Greet Passes

Gold Sponsor \$2,500

- Company Banner- near entrance
- Company logo signs on 2 hydration stations
- Sponsor table in the vendor area (promotional items, business advertising, and opportunity for exposure)
- Sponsor product samples and promotional items included in camp participants' bags (200-500)
- Logo on event marketing material
- Company logo printed on back of camp shirts, located above silver and bronze sponsors
- Company logo on our website with link to sponsor's website; Facebook mentions
- Company name announced during the awards ceremony





Silver Sponsor..... \$1,000

- Company logo signs on 1 hydration station
- Sponsor information booth
- Sponsor product samples and promotional items included in camp participants' bags (200-500)
- Company logo printed on back of camp shirts, located above bronze sponsors
- Company logo on our website and Facebook mentions
- Company name announced during the awards ceremony

Bronze Sponsor \$500

- Sponsor information booth
- Sponsor product samples and promotional items included in camp participants' bags (200-500)
- Company logo printed on back of camp shirts
- Company logo on our website and Facebook mentions
- Company name announced during the awards ceremony

In-Kind and Custom Sponsor..... Variable

In-kind sponsorship is also a great option. You receive the same benefits as a cash sponsorship up to the value of your donation. We could use items such as football equipment, food, bottled water, printing, advertising, and camp participant bag items. Items we could give as prizes, including gift packages, tickets or certificates for services or merchandise, are also appreciated.

Have fun with promoting your business at a very visible Training Zone -the center of entertainment! This is a great opportunity to make contact with a variety of potential clients. Participants compete and have fun in a series of football related activities and competition. Contact Brian at lonestarfootballexpo@gmail.com for more details.

MEDIA REACH

Each event provides wide exposure through a variety of media outlets and marketing channels. Please use the table below as a basic guide of the types of advertising, public and community relations opportunities afforded by an event sponsorship. *

**Refer to your sponsor contract for specific recognition opportunities and requirements. Each sponsor should provide a high-quality color and black-and-white logo (.EPS or vector logos preferred) to LSFE at lonestarfootballexpo@gmail.com with appropriate time to meet print and placement deadlines. Final pieces will be presented for sponsor approval before going to print.*

LONE STARFOOTBALLEXPO	
E-mails	Minimum 4 (list size approximately 1,000 subscribers)
Print Advertising	Dave Campbell's Texas Football Magazine Conroe Courier, Houston Chronicle
Social Media	Facebook 200+ followers, Instagram 400+ followers
Posters	50 distributed locally
Postcards	5,000+ distributed across 2 counties
Event Signage	Banners, hydration station logos, entry



www.lonestarfootballexpo.com

713.732.2700

SPONSORSHIP FORM



Please fill out this form to confirm your chosen sponsorship package. Completed forms can be returned to, Marq Dansby, Sponsorships Manager at marq@lonestarfootballexpo.com or 281.235.8614. Please contact us with any questions. **CONTACT INFORMATION:**

Company Name

Contact Person

Once we receive your completed sponsorship form, LSFE staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Contact E-mail Address

Contact Phone Number

Address

City/State/Zip Code

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to lonestarfootballexpo@gmail.com. All materials will be sent for your approval before going to print.

Authorized Signature

PAYMENT INFORMATION:

____ Please send me an invoice

____ I have enclosed a check made payable to The Field

THANK YOU FOR SUPPORTING LONESTARFOOTBALLEXPO AND HELPING SHOWCASE TEXAS' FOOTBALL TALENT!

SPONSORSHIP PACKAGES:

LONE STAR FOOTBALL EXPO

____ \$10,000 Presenting Sponsor

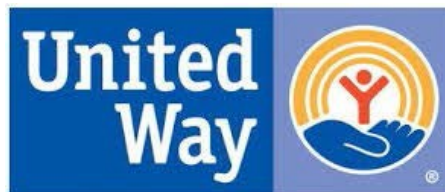
____ \$5,000 Platinum Sponsor

____ \$2,500 Gold Sponsor

____ \$1,000 Silver Sponsor

____ \$500 Bronze Sponsor

____ \$_____ Other (please specify):



United Way of Greater Houston

A PORTION OF OUR PROCEEDS WILL BE DONATED TO THE UNITED WAY'S HARVEY RELIEF FUND.

\$ _____
Total Sponsorship Cost

Signature

Date