



THE 2025 JACK BENNETT HOLIDAY CLASSIC BASKETBALL TOURNAMENT

SPONSORSHIP OPPORTUNITIES 2025

Join the Rotary Club of Easton as we celebrate the 29th year of the Jack Bennett Holiday Classic Annual Basketball Tournament. The tournament has distinguished itself as one of the region's premier holiday basketball tournaments.

This year's tournament will be held at Easton Area Middle School Gym on Monday, December 29 and Tuesday, December 30, 2025. The games in the main gymnasium will be live-streamed and all sponsors will be featured in a digital event program.

Each year, the tournament features Junior High Boys & Girls teams, Junior Varsity Boys & Girls teams and Varsity Boys & Girls teams. Squads from Easton, Emmaus, Freedom, and Phillipsburg will anchor the event. Over the next few months the balance of the schools will be secured to complete the field of participants.

The tournament is the largest annual fundraising event of the Rotary Club of Easton. The money raised helps to fund the Club's annual service projects and community grants issued by the club and the Easton Rotary Service Foundation, including our Students of the Month awards, Young Person of the Year award, and Teacher of the Year grant. During the past 30 years, this event has supported upwards of \$1 million in community service projects and grants to local nonprofits in the Easton Community.

Your sponsorship enables The Rotary Club of Easton to make positive impacts in the Easton area. Our motto is "Service Above Self" and every member of the club embodies that in everything we do.

We invite you to become a sponsor of the 2025 Jack Bennett Holiday Classic. Please review the additional pages for sponsorship opportunities and benefits.

Event Sponsorship Opportunities



- **Title Sponsor - \$3,250 – Only One Sponsorship Available**
 - Inclusion in Title of Tournament on Front Page of the Digital Program.
 - First Full Page Ad in the Digital Program
 - Prominent Digital Ad on all Live Stream Broadcasts.
 - Banner(s) prominently displayed at all games.
 - Opportunity for Sponsor to place additional retractable banners in common areas
 - Introduction at the beginning of each game.



- **Platinum Sponsor - \$2,000 – Only Two Sponsorships Available**
 - Full Page Ad in the Digital Program.
 - Prominent Digital Ad on Live Stream Broadcasts
 - Banner displayed at all games.
 - Recognition from the P.A. as a Platinum Sponsor

Additional Benefits for these Premium Sponsorship Levels:

- Your organization will be featured throughout the tournament by the announcer.



- **Gold Sponsor: \$1,000**
 - Banner displayed at all games.
 - Recognition from the P.A. as a Gold Sponsor.
 - Listing on the awardees' recognition page(s) in the digital program.
 - Full page ad in the digital program.



- **Silver Sponsor: \$750**
 - Banner displayed at all games.
 - Recognition from the P.A. as a Silver Sponsor.
 - Listing on the awardees' recognition page(s) in the digital program.
 - 1/2 page ad in the digital program.



- **Bronze Sponsor: \$500**
 - Banner displayed at all games

- Listing on the awardees' recognition page(s) in the digital program.
- ¼ page ad in the digital program

Digital Program Sponsorship Opportunities

- Full Page ad in the digital program: \$500
- Half Page in the digital program: \$300
- Quarter Page in the digital program: \$200
- Business Card in the digital program: \$100

Size: Standard Business Card – 8 to a page

Full Color

Format: .eps, .jpg, .tiff, or .pdf (minimum 300 dpi)

Please complete the appropriate ‘Sponsorship Form’ corresponding with the chosen ‘Event’ or ‘Program’ sponsor level.

Thank you for your consideration,
JBHC Tournament Co-Chairs:

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