



SPONSORSHIP OPPORTUNITIES



MARCH

28

OVERTOWN YOUTH CENTER

Gibson Park 401 NW 12th St • Miami, FL 33136



OVERTOWN
YOUTH
CENTER
Expose | Inspire | Enrich
Empower





To Whom it May Concern:

I hope this letter finds you well. My name is Tina Brown, Executive Director of the Overtown Youth Center (OYC). I am contacting you on behalf of Alonzo Mourning to request your sponsorship of our upcoming 6th Annual Zo's Hoop-Law Madness Basketball Tournament, hosted by Alonzo Mourning at Gibson Park in Miami, FL on Saturday, March 28, 2020.

Zo's Hoop-Law Madness is an annual fundraising event designed to provide an opportunity for South Florida law firms to unite with corporate sponsors, business leaders and others in the community to make a difference in the lives of our children.

We are requesting your company's support so that we may continue providing cutting-edge program services at no cost to the youth and families residing in the Overtown community. Included in this package you will find the different levels of sponsorship opportunities available for you to choose from. Please understand that your contribution will provide endless opportunities for youth with limited resources.

The Ovetown Youth Center was established in January 2003 to provide young people and their families a safe haven and a place to nurture transformation. In an area plagued by socio-economic challenges, OYC is an oasis of hope. The agency enhances young people's academic skills, encourages their participation in positive extracurricular activities, provides them with health and nutritional services, and develops the skills necessary to lead productive and successful lives; all while receiving the love and attention of caring and committed adults. You can learn more about our organization by visiting our website at www.overtownyouth.org.

Kind Regards,

A handwritten signature in black ink, appearing to read "Tina Brown".

Tina Brown
Executive Director
Overtown Youth Center



OVERTOWN YOUTH CENTER

Join the madness in Overtown at Alonzo Mourning's 3-on-3 charity basketball tournament, which brings law firms in South Florida together to compete for a cause. Each team will compete to become champions for charity. The spirit of this fun-filled day is a testament to the commitment of South Florida's legal community to make a difference. The real winners of the competition will be students from at-risk communities who have the opportunity to receive services from the Overtown Youth Center.



SATURDAY • MARCH 28, 2019

REGISTRATION 7 AM

GAMETIME 9 AM - 3 PM

OVERTOWNYOUTH.ORG



GIBSON PARK

401 NW 12th St • Miami, Florida 33136



Your support of Zo's Hoop-Law Madness allows us to continue to be an economic empowerment hub that offers complimentary services to youth and families



MAKE A DIFFERENCE

The Overtown Youth Center offers a comprehensive and holistic set of services to over 1,500 youth and families annually in the Overtown community and surrounding areas. OYC consists of five high quality, structured service components; in-school support services, after-school program services, parent program and post-high school services. The program offers life-skills, homework assistance, mentoring, tutoring, wrap-around services, and an array of enrichment activities to help develop a well-rounded child. Comprehensive enrichment services to keep youth engaged include; art, music, photography, spoken word, culinary, recreation, STEM-focused activities and a plethora of exposure opportunities. OYC's goal is to ensure that 100% of its students become positive contributing citizens.



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Your generous support of the Overtown Youth Center's 6th Annual Zo's Hoop-Law Madness will ensure that OYC continues to fulfill its mission of inspiring and empowering youth and families to reach their full potential.

Alonzo Mourning and the Zo's Hoop-Law Madness committee, Overtown Youth Center Board of Directors, staff, volunteers students and their families THANK YOU for your kind and generous support. We look forward to a long and fruitful partnership with you.

\$15,000

DREAM TEAM

- Premier recognition as Presenting Sponsor of the tournament
- Company recognition during media coverage
- Premier logo placement on all event materials and communication pieces
- Premier logo placement on banner in gymnasium on event day
- Company logo prominently displayed on all event material and communication pieces
- Company logo prominently displayed on tournament t-shirts
- Company promotional items and company literature distributed in gift bags to all attendees (provided by sponsor)
- Acknowledgement on OYC's website
- Acknowledgement on OYC's social media outlets
- Premier recognition on social live streaming
- Recognition throughout the day of event as Presenting Sponsor, during announcements
- Company name placement on donor wall. Name placement will be part of the Brick Campaign launched during OYC's Grand Opening Ceremony
- 4 VIP tickets to a Miami Heat game (black out dates apply)
- Photo opportunity with Alonzo Mourning (time restriction applies)

\$10,500

ALL-STAR

- Logo placement on all event materials and communication pieces
- Logo placement on banner in gymnasium on event day
- Company logo on tournament t-shirts
- Company promotional items and company literature distributed in gift bags to all attendees (provided by sponsor)
- Acknowledgement on OYC's website
- Acknowledgement on OYC's social media outlets
- Recognition throughout the day of event during announcement
- Company name placement on donor wall. Name placement will be part of the Brick Campaign launched during OYC's Grand Opening Ceremony





SPONSORSHIP OPPORTUNITIES

\$7,500

SLAM DUNK

- Logo placement on event materials and communication pieces
- Logo placement on banner in gymnasium on event day
- Company logo on tournament t-shirts
- Company promotional items and company literature distributed in gift bags to all attendees (provided by sponsor)
- Acknowledgement on OYC's website
- Acknowledgement on OYC's social media outlets
- Recognition during event announcements

\$3,500

ROOKIE

- Logo placement on event materials and communication pieces
- Logo placement on banner in gymnasium on event day
- Company logo on tournament t-shirts
- Acknowledgement on OYC's social media outlets
- Recognition during event announcements

\$1,500

PRE-SEASON

- Logo placement on event materials and communication pieces
- Logo placement on banner in gymnasium on event day
- Company logo on tournament t-shirts
- Acknowledgement on OYC's social media outlets

\$500

D-LEAGUE

- Logo placement on event materials and communication pieces
- Company logo on tournament t-shirts
- Acknowledgement on OYC's social media outlets

WINNING TEAM

- Trophy Presentation on event day
- Social media and website post for winning team





SPONSORSHIP ACCEPTANCE & ORDER FORM

To accept sponsorship for the 2020 Zo's Hoop-Law Madness Tournament, please complete and return this form to Overtown Youth Center by fax, email or mail as shown below.

RESPONSE DUE MARCH 28, 2020

_____ **DREAM TEAM** (\$15,000)

_____ **SLAM DUNK** (\$7,500)

_____ **PRE-SEASON** (\$1,500)

_____ **ALL-STAR** (\$10,500)

_____ **ROOKIE** (\$3,500)

_____ **D-LEAGUE** (\$500)

COMPANY NAME: _____

CONTACT PERSON: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

CELLULAR: _____ E-MAIL: _____

SOCIAL MEDIA HANDLES

FACEBOOK: @OvertownYouth

TWITTER: @OYCMiami

INSTAGRAM: @OycMiami

CHECK: PAYABLE TO "OVERTOWN YOUTH CENTER"

Mail to: 450 NW 14th Street • Miami, Florida 33136 | Attn: Development Department

Memo: 2020 ZHLM

CREDIT CARD - MASTERCARD | VISA | AMERICAN EXPRESS | PAYPAL (CIRCLE ONE)

CARD NUMBER: _____

EXPIRATION DATE: _____ / _____ SECURITY CODE: _____

NAME ON CARD: _____

SIGNATURE: _____ DATE: _____

Please return this form via fax to (305) 349-1214 or via email to fabiola@overtownyouth.org.

For more information, please contact Yance Torres at (305) 349-1204 x. 228 or
yance.torres@overtownyouth.org

Advertising Instructions: Logos, artwork, ads & content may be emailed to Keturah Strickland at
keturah.strickland@overtownyouth.org in one of the following formats:

eps | .png | .jpg | .pdf • 300 dpi - high resolution

Files must be received by 4:00pm on Friday, March 1, 2020

The total amount of your contribution is tax-deductible. The Overtown Youth Center is a nonprofit organization under section 501(c)(3) of the Internal Revenue Code. www.OVERTOWNYOUTH.org