

# Jamaica High School Sporting Network Inc.



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

*Fostering Education Through Sports*

## **Sponsorship Opportunities**

For

The Fourth Annual South Florida Jamaica High School's Alumni Soccer  
and Netball Tournament

## Event Summary

The **Jamaica High School Alumni Soccer and Netball Tournament** provides a top-class, two-day sporting event that attracts a wide cross-section of Jamaican nationals, other Caribbean-Americans and soccer and netball lovers nationwide. The event, which is held on Labor Day weekend each year, has proven to be a highly competitive and heavily supported Caribbean sporting event, and is regarded as the premiere South Florida alumni sporting competition. The event benefits, charitable causes both local and international.

This JHSASN event features Alumni from Jamaica's top high schools, most of whom participated in Jamaica's inter-secondary schools soccer and netball competitions. With over forty (40) schools participating over previous tournaments, and overwhelming requests from interested entrants, the 2012 installment of **the Jamaica High School Alumni Soccer and Netball Tournament** is shaping up to be the largest to date.

The tournament will be held at its newly contracted home, the Lauderhill Sports Complex. The complex features two full-sized soccer playing fields and a netball court with enough space to host over 7,000 patrons. Additionally, the Greater Ft. Lauderdale Convention & Visitors Bureau (CVB) has entered into a three year agreement with the JHSASN, this partnership will assist in making a footprint in developing key programs that support Caribbean culture, while working to build the Soccer and Netball tournament into the preeminent Labor Day Sports and Entertainment Activity

The Jamaica High School Alumni Soccer and Netball Tournament not only creates a platform for alumni to relive their competitive experiences, but presents an opportunity for companies and organizations to promote their goods and services in the lucrative Caribbean-American market.

## Project Details

### Leverage Your Corporate Contribution

With the Jamaica High School Alumni Soccer and Netball Tournament sponsorship, you are guaranteed an opportunity to reach the larger Caribbean community. The event, which has grown exponentially, pulled in an estimated 3,500 patrons last year, up from the first installment which drew some 1,500 sports fans. In fact, the tournament was moved from the Fort Lauderdale Stadium to the Lauderhill Sports Complex to accommodate the growing number of patrons.

As a sponsor of the Jamaican High Schools Alumni Soccer and Netball Tournament, the event will put the spotlight on your company and

- Expand your reach in the lucrative Caribbean-American market
- Increase demand for your goods/services
- Increase awareness of your company
- Identify your company with an admired culture and lifestyle
- Enhance your company's role in the community
- Impact your bottom line

Outlined below is the promotional campaign that will be implemented:

**Radio** – Promotions will begin eight (8) weeks prior to the event on the following radio stations:

- **Florida:** HOT 105, Power 96, 99 Jams, WAVS 1170AM; 97.1FM, 101.9FM, 95.9FM
- **Jamaica:** Irie FM, ZIP 103 FM, Hitz FM, FAME FM
- **Atlanta:** Blazin FM, WRFG Radio
- **Tri-State Area:** (New York/New Jersey/ Connecticut) Irie Jam Radio, Link Up Radio, Red Hot Radio

**Print Media** – Promotions will begin (12) weeks prior to the event

Ads will be placed in the following publications:

- Jamaica Observer (Jamaica)
- The Gleaner (Jamaica)
- The Star (Jamaica)
- National Weekly (Broward & Palm Beach, Miami-Dade)
- New Times (Miami)
- New Times (Fort Lauderdale)

**Web** – Banners will be prominently displayed on the following websites:

- [www.jhsasn.com](http://www.jhsasn.com)
- [www.caribunitedfc.com](http://www.caribunitedfc.com)
- [www.lauderhill-fl.gov](http://www.lauderhill-fl.gov)
- [www.sunny.org/](http://www.sunny.org/)
- [www.jaasf.info](http://www.jaasf.info)
- [www.Yardflex.com](http://www.Yardflex.com)
- [www.iriefm.com](http://www.iriefm.com),
- [www.caribcasttv.com](http://www.caribcasttv.com),
- [www.partyspree.com](http://www.partyspree.com),
- [www.hrhtv.com](http://www.hrhtv.com)
- [www.partyinc.com](http://www.partyinc.com).

**Flyers/Posters** – Promotional flyers (100,000) and Poster (10,000) distributed and displayed in high visibility locations in the Tri-Sate Area (New York/New Jersey/Connecticut), Atlanta and Florida.

**Target Market**

- Caribbean-Americans
- Sports and music fans
- Visitors from the Caribbean
- Age Group 14 – 45
- Middle and lower income patrons

## Promotional Return Package

### *Title Sponsor*

#### Product or Category Exclusivity

- 2 Year term
- First Rights to Renew
- Title line and logo displayed on all Flyers and Posters (top front as Title Sponsor)
- Title line in 60 and 30 second Radio Commercials
- Inflatable position display at event.
- 4 Goal Line Banners (2 on each side of Goal Posts)
- 2 Touchline Banners
- One 10' x 10' prime booth
- Name inclusion on Staff Shirt back
- Title line and logo displayed prominently on websites, E-casts, and all press releases
- 20 PA Announcements.
- 1 "Special Contest" at Event
- Title line and logo placement on all print, internet and media material
- 15 complimentary tickets & 5 VIP Parking
- Joint social marketing campaigns prior to event schedule
- Logo placement and Website links on Event Site up to 90 days after event date.
- 20 on-air mentions and 1 Interview during Event Web cast stream and live radio broadcast at each event day

**Total Sponsorship Value \$ 30,000**

**Sponsorship Investment \$ 8,500**

### *Presenting Sponsor*

- Product or Category Exclusivity
- 2 Year term
- First Rights to Renew
- 2 Touchline banners
- Mention in 60 and 30 second Radio Commercials
- Name inclusion on Staff Shirt back
- One 10' x 10' prime booth
- Title line and logo displayed on all posters and flyers (top back as Presenting Sponsor)
- Title line and logo displayed prominently on websites, E-casts, and all press releases
- 10 PA Announcements.
- 1 "Special Contest" at Event
- Title line and logo placement on all print, internet and media material
- 10 complimentary tickets & 3 VIP Parking
- Joint social marketing campaigns prior to event schedule
- Logo placement and Website links on Event Site up to 60 days after event date.
- 15 on-air mentions and 1 Interview during Event Web cast stream and live radio broadcast at 1 event day

**Total Sponsorship Value \$ 20,000**

**Sponsorship Investment \$ 6,500**

### ***Participating Sponsor***

- Official sponsorship status
- One 10' x 10' prime booth
- 2 Touchline banners
- Mention in 60 second Radio Commercials Only
- Name inclusion on Staff Shirt back
- Logo displayed on bottom of posters and flyers
- 10 PA Announcements.
- 1 "Special Contest" at Event
- Title line and logo displayed prominently on websites, E-casts
- Title line and logo placement on all print, internet and media material
- 10 complimentary tickets & 3 VIP Parking
- Joint social marketing campaigns prior to event schedule
- Logo placement and Website links on Event Site up to 30 days after event date.
- 10 on-air mentions and 1 Interview during Event Web cast stream and live radio broadcast at each event day

**Total Sponsorship Value \$ 10,000**  
**Sponsorship Investment \$ 3,500**

### ***In-kind Sponsor***

- Official sponsorship status
- 1 Product Display Table
- Name inclusion on Staff Shirt back
- 1 Banner Ad
- Logo displayed on bottom of posters and flyers
- 10 PA Announcements
- Title line and logo placement on all print, internet and media material
- Title line and logo displayed prominently on websites, E-casts
- 5 complimentary tickets & 2 VIP Parking
- Joint social marketing campaigns prior to event schedule
- Logo placement and Website links on Event Site up to 30 days after event date.
- 10 on-air mentions during Event Web cast stream and live radio broadcast at each event day

### ***Media Sponsor***

- Official sponsorship status
- Name inclusion on Staff Shirt back
- Logo displayed on bottom of posters and flyers
- 1 Banner Ad
- 10 on air ticket giveaways
- 10 PA Announcements
- logo placement on all print, internet and media material
- 5 complimentary tickets & 2 VIP Parking
- Joint social marketing campaigns prior to event schedule

*Your corporate identity will be shared with this event to the fullest extent possible*

### Package Elements

- Sampling opportunities
- Signage at the event
- VIP seating (includes food and beverage)
- Complimentary tickets and VIP Parking
- Ticket distribution location
- Ads in program or other printed material
- Inclusion in publicity
- Inclusion in all placed advertising
- Website exposure
- Staff apparel signage
- Pre- and post attendee research
- Database marketing
- Cross-promotional partnership

We look forward to your sponsorship and participation in this exciting sporting event. This partnership will undoubtedly be a mutually beneficial venture.



International Artist Peter Morgan (Morgan Heritage) Performed Live



Jamaica National Team enjoyed JHSASN competitive tournament in South Florida



Netball players defend their positions



St Mary High School, 2012 Champions

For more information about JHSASN and the Jamaica High School Alumni Soccer and Netball, please visit [www.jhsasn.com](http://www.jhsasn.com) or call 954-683-8660/786-417-1225/305-359-3445.