

MO BOY

LLC.

MAKE A DIFFERENCE ... and have fun doing it.

Mo Boy LLC, The Brandon Wood Foundation, BraMar Marketing and Eating A2Z present the 6th Annual Mo Boy Summer Fest on August 3rd-4th, 2019 at Studebaker Park in Kokomo, In.

This two-day event will feature:

- 5 on 5 Open Basketball Tournament
- 15-Team Cornhole Tournament
- Raffles/Games
- Health Education
- Live DJ/Performances
- Food/Beverages/Merchandise
- Guest Speakers
- Kidz Zone

Sponsoring the 6th Annual Mo Boy Summer Fest event provides your company with the unique opportunity to connect with the Howard County community, to build brand awareness, and to show your company's support for an important cause: the kids!

Mo Boy CEO Brandon Wood, Mo Boy President PJ Majors and BraMar Marketing CEO Anthony Wood expect over 500 attendees over the weekend and the participation of 15 basketball teams in the tournament. Over 20 different vendors will offer a wide variety of food, beverages and merchandise options. The event sponsors will be featured on BraMar Marketing and Mo Boy LLC's sponsor pages and social media outlets.

A portion of ALL event proceeds will benefit The Brandon Wood Foundation, a nonprofit that is dedicated to the promotion and development of young people in achieving their full physical, intellectual, and social potentials. As individuals, they are encouraged to become responsible citizens and members of their local, national and international communities.

Please review attached document with available levels of sponsorship. If interested in sponsorship, please call Brandon Wood at (480) 469-2483 or PJ Majors at (765) 670-9141.



GUIDE. MOTIVATE. INSPIRE



Sponsorship Opportunities

- **Platinum \$1,000 (1 available)**
 - Banner displayed by main stage
 - Sponsor provides the banner a week before event - ANY SIZE
 - Full-page, color advertisement in the Mo Boy SF program
 - Distribution of 1,000 event programs
 - Select locations and during event (if received by June 1st, 2019)
 - Name/Logo in Premier Sheet Insert and Mo Boy SF souvenir shirts
 - Daily Announcements (8x) – Event MC
 - 10 Kokomo SF souvenir shirts
 - 10 Mo Boy LLC brand shirts
 - Sponsor will have the opportunity for on-site presence at event
 - Two (2) FREE vendor spaces
 - Sponsor will have the opportunity to present award and pitch - 2/day
 - Sponsor logo/name
 - Event sponsor page with links to sponsor website
 - Official Kokomo SF program
 - Placards/Yard Signs throughout the event footprint (10x)
 - Exclusivity as Premier Sponsor

- **Gold \$500 (2 available)**
 - Banner displayed by main stage
 - Sponsor provides the banner a week before event - ANY SIZE
 - One half-page, color advertisement in the Kokomo SF program
 - Distribution of 1,000 event programs
 - Select locations and during event (if received by Jun 1st, 2019)
 - Name/Logo in Premier Sheet Insert and Kokomo SF souvenir shirts
 - Daily Announcements (4x) – Event MC
 - 10 Kokomo SF souvenir shirts
 - 10 Mo Boy LLC brand Shirts
 - Sponsor will have the opportunity for on-site presence at event
 - One (1) FREE vendor spaces
 - Sponsor will have the opportunity to present pitch – 1 per day
 - Sponsor logo/name
 - Event sponsor page with links to sponsor website
 - Official Kokomo SF program
 - Placards/Yard Signs throughout the event footprint (5x)

- **Silver \$375 (10 available)**

- Banner displayed on event grounds
 - Sponsor provides the banner a week before event - ANY SIZE
- ¼ -page, color advertisement in the Kokomo SF program
 - Distribution of 1,000 event programs
 - Select locations and during event (if received by Jun 1st, 2019)
- Name/Logo in Premier Sheet Insert and Kokomo SF souvenir shirts
- Daily Announcements (2x) – Event MC
- 5 Kokomo SF souvenir shirts
- 5 Mo Boy LLC brand shirts
- Sponsor logo/name
 - Event sponsor page
 - Official Kokomo SF program

- **Bronze \$250 (10 available)**

- Banner displayed on event grounds
 - Sponsor provides the banner a week before event - ANY SIZE
- ¼ -page, color advertisement in the SF program
 - Distribution of 1,000 event programs
 - Select locations and during event (if received by Jun 1st, 2019)
- Name in Premier Sheet Insert and Kokomo SF souvenir shirts
- Daily Announcements (1x) – Event MC
- 2 Kokomo SF souvenir shirts
- 2 Mo Boy LLC brand shirts
- Sponsor logo/name
 - Event sponsor page
 - Official Kokomo SF program

- **Friends \$150 (10 available)**

- 1 Kokomo Summer Fest Souvenir shirt
 - 1 Mo Boy LLC Brand Shirt
 - Sponsor name
 - Event sponsor page
 - Official Kokomo SF program
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If you are interested in being a part of the 6th Annual Kokomo Summer Fest please visit our website, www.moboyllc.com or contact Brandon Wood at (480) 469-2483 or Precious Majors at (765) 670-9141 for additional information.

Sponsorship Commitment: High resolution logo artwork (.eps, .pdf and .gif).

Print ready artwork for program advertisement (5" w x 4" h. 300 dpi, CMYK, and in .pdf or .tif format.)

Prior Event Information - Our Audience is Your Audience

OVERVIEW

For the past five summers, Mo Boy LLC and BraMar Marketing have hosted their annual Summer Fest event at Foster/Studebaker Parks located in Kokomo, Indiana. The two-day event has featured a 10-15 Team Men's Basketball Tournament, Cornhole Tournament, Live DJ/Performances, Kidz Zone, Food/Beverage/Merchandise Vendors, Guest Speakers and FAMILY FUN!!!!!!!!!!

The annual Mo Boy Summer Fest event has provided sponsors the unique opportunity to connect with a small but loyal Kokomo/Howard County community, to build brand awareness and to show their support of an important cause: the kids!

ALL event proceeds benefited The Brandon Wood Foundation, a nonprofit that is dedicated to the promotion and development of young people in achieving their full physical, intellectual, and social potentials.

STATISTICS

- Two-day event
- 500-750 attendees per event
- 10-15 teams competing with over 125 players
- Sponsor page received over 1300 views during event
- Social Media Reach: Mo Boy LLC/TBWF/Brandon Wood on Facebook: post reach of more than 3,500 and has more than 1,500 likes on Twitter/IG: post reach of more than 12,000 followers.
- 3+ states represented by festival attendees (IN-MI-OH)
- Primarily families with children ages 0-13 years old, active seniors, and young couples
- Attendees: socially active, enjoy travelling, possess above average income and tend to have a college degree or higher
- 50,000+ impressions on geo-targeted digital ads
- 1,000+ event posters & rack cards displayed throughout Howard County
- 20,000+ social media connections (Facebook, Twitter, Instagram, Snap Chat)
- 15,000+ average marketing dollars budgeted per event
- 13,000+ active Facebook followers
- 1 great marketing idea

