



2023 SPONSORSHIP PACKAGE

THE CLASSIC



'IOLANI SCHOOL

OVERVIEW

The brainchild of Glenn Young '59, the 'Iolani Prep Classic was founded in 1983 after Coach Young's talented 1982-83 team had a humbling tournament experience in Las Vegas. Upon their return, Coach Young began plans to bring top mainland teams to Hawai'i, to provide our local players and coaches with the kind of competition that 'Iolani had faced in Nevada. Since its founding, the 'Iolani Classic has grown to become one of the nation's most premier tournaments, with participation from some of the country's most well-known programs, including Oak Hill, St. Anthony's, Fairfax, La Lumiere, Montrose Christian, Flint Hill Prep, Rice (N.Y.), DeMatha, Findlay Prep, Montverde and many others. Today, this can't-miss holiday event draws thousands annually and has the attention of avid high school basketball fans throughout the country.



2022 BY THE NUMBERS

REPORTING PERIOD 12/1 - 12/31



ONLINE

Total Story Count: 103

Total Audience: 6,248,309,477

Total Ad Value: \$3,228,741

Total Publicity Value: \$9,686,223

BROADCAST (Local)

Total Story Count: 77

Total Audience: 1,589,197

Total Ad Value: \$25,445

Total Calc Ad Value: \$54,062

Total Publicity Value: \$162,193

SOCIAL MEDIA

1,401 mentions on social media between Dec. 1-31, 2022.

Impressions: The number of times our content was displayed to users.

Engagements: Reactions, Comments, Shares, Saves, Post Link Clicks, Other Post Clicks, Other Engagements

Engagement Rate Per Impression: The number of times users engaged with your content as a percentage of impressions. This indicates how engaged people are with our brand.



2,169

IMPRESSIONS

144

ENGAGEMENTS

6.6%

ENGAGEMENT RATE
PER IMPRESSIONS



1,115,508

IMPRESSIONS
(up 32,689.8%)

21,320

ENGAGEMENTS

♥ LIKES: 20,036

🗨️ COMMENTS: 243

👉 SHARES: 193

📌 SAVES: 848

1.9%

ENGAGEMENT RATE
PER IMPRESSIONS

2,150

PROFILE ACTIONS
(up 1,967.3%)



2023 CONFIRMED TEAMS

Girls - December 7-9

- 'Iolani School
- Kamehameha Schools Kapālama
- Waiākea High School
- Clovis West High School (CA)
- Sidwell Friends School (MD)
- Sierra Canyon School (CA)

Boys - December 18-22

- 'Iolani School
- Kaimuki High School
- Kamehameha Schools Kapālama
- Mid-Pacific Institute
- Moanalua High School
- Christ the King High School (NY)
- DeMatha Catholic High School (MD)
- Oak Ridge High School (FL)
- Pace Academy (GA)
- St. John Bosco High School (CA)
- The Master's Academy (FL)
- Vashon High School (MO)



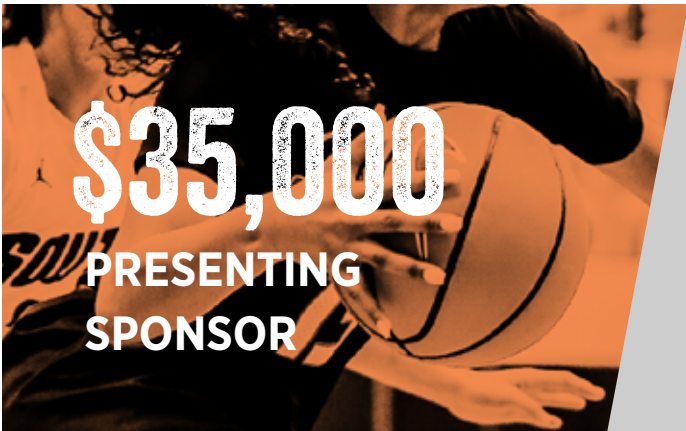
Scan the QR to view 2022 highlights.



SPONSORSHIP

Thank you for your consideration of supporting the 'Iolani Prep Classic. The tournament's success depends on the support of donors and sponsors in order to perpetuate Coach Glenn Young's vision of exposing Hawai'i athletes and teams to the best high school basketball in the country!





\$35,000
PRESENTING SPONSOR

- » Naming Rights ('Iolani Classic Presented by XXXX)
- » Acknowledgment during PA Announcements
- » Full page ad in 'Iolani Classic Program
- » Ten (10) All-Tournament Passes
- » Autographed Basketball
- » Large Banner in Lower Gym
- » Logo on 'Iolani Classic Website
- » Four (4) Reserved Parking Passes
- » Logo Wall Placement (Media Room)
- » Ten (10) Passes to the Hospitality Room
- » Upgraded 'Iolani Classic Merchandise Package



\$10,000
ALL-TOURNAMENT TEAM PRESENTING SPONSOR

- » Naming Rights ('Iolani Classic All-Tournament Team Presented by XXXX)
- » Acknowledgment during PA Announcements
- » Full page ad in 'Iolani Classic Program
- » Six (6) All-Tournament Passes
- » Autographed Basketball
- » Large Banner in Lower Gym
- » Logo on 'Iolani Classic Website
- » Two (2) Reserved Parking Passes
- » Logo Wall Placement (Media Room)
- » Six (6) Passes to the Hospitality Room
- » Upgraded 'Iolani Classic Merchandise Package



\$10,000
3-POINT AND DUNK CONTEST PRESENTING SPONSOR

- » Naming Rights ('Iolani Classic 3-Point/Dunk Contest Presented by XXXX)
- » Acknowledgment during PA Announcements
- » Full page ad in 'Iolani Classic program
- » Six (6) All-Tournament Passes
- » Autographed Basketball
- » Large Banner in Lower Gym
- » Logo on 'Iolani Classic Website
- » Two (2) Reserved Parking Passes
- » Logo Wall Placement (media room)
- » Six (6) passes to the Hospitality Room
- » Upgraded 'Iolani Classic Merchandise Package



\$10,000
SHARP SHOOTER AWARD PRESENTING SPONSOR

- » Naming Rights ('Iolani Classic Sharp Shooter Award Presented by XXXX)
- » Acknowledgment during PA Announcements
- » Full page ad in 'Iolani Classic program
- » Six (6) All-Tournament Passes
- » Autographed Basketball
- » Large Banner in Lower Gym
- » Logo on 'Iolani Classic Website
- » Two (2) Reserved Parking Passes
- » Logo Wall Placement (media room)
- » Six (6) passes to the Hospitality Room
- » Upgraded 'Iolani Classic Merchandise Package

*Sponsorship levels and dollars are subject to change pending local or national broadcast partnerships. **10% discount applies to sponsors who agree to a 3-year commitment.

\$6,000

**PLATINUM LEVEL
SPONSOR**

- » Acknowledgment during PA Announcements
- » Full page ad in 'Iolani Classic Program
- » Four (4) All-Tournament Passes
- » Large Banner in Lower Gym
- » Logo on 'Iolani Classic Website
- » Two (2) Reserved Parking Passes
- » Logo Wall Placement (Media Room)
- » Four (4) Passes to the Hospitality Room
- » 'Iolani Classic Merchandise Package

\$4,000

**BLACK LEVEL
SPONSOR**

- » Acknowledgment as Black Level Sponsor during PA Announcements
- » Full page ad in 'Iolani Classic Program
- » Four (4) All-Tournament Passes
- » Large Banner in Gym
- » Logo on 'Iolani Classic Website
- » Two (2) Reserved Parking Passes
- » Four (4) Passes to the Hospitality Room
- » 'Iolani Classic Merchandise Package

\$2,000

**RED LEVEL
SPONSOR**

- » Acknowledgment as Red Level Sponsor during PA Announcements
- » Half page ad in 'Iolani Classic Program
- » Two (2) All-Tournament Passes
- » Small Banner in Gym
- » Logo on 'Iolani Classic Website
- » Guaranteed Non-Reserved Parking Pass (1 car)
- » Two (2) Passes to the Hospitality Room
- » 'Iolani Classic Merchandise Package

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