



*Ready to make a lasting impact through the power of sports?*

# BIGGER THAN BASKETBALL

## -- Sponsorship Guide --

# Saturday, July 19, 2025

## Seymour Middle School





## ► About Bigger Than Sports

Bigger Than Sports provides student-athletes in underserved communities with educational resources and guidance during their final year of high school. Through their youth-mentoring-youth model, students build post-graduation plans in a space that feels authentic, relatable, and empowering, guiding them toward a successful future beyond just the dream of going pro.

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## ► About Project Purple

Project Purple is a non-profit organization empowering the fight against pancreatic cancer. Our unwavering commitment is fueled by the pursuit of raising awareness, driving crucial research, and providing aid for patients who are battling this disease.

Project Purple has invested more than \$3.5 million in research, establishing the world's largest high-risk consortium for genetic mutations linked to pancreatic cancer. They're also dedicated to alleviating the financial burden so patients can focus on their recovery. Their Patient Financial Aid program has helped over 1,350 families with daily living and medical expenses, providing over \$1,150,000 in patient aid.

## ► Project Purple's Reach

Project Purple has ambassadors and in-person events in several states and countries every year, as well as virtual events with a worldwide audience. The Project Purple Podcast, with 100,000 plays and counting, is the largest pancreatic cancer-focused podcast in the world, and they have a following on every major social media platform. This allows your sponsorship to reach a broad audience, in addition to website and in-person advertisement presence at their events.



run4projectpurple



run4purple



projectpurple



projectpurple4pc



@project\_purple



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**4,000,000+**

Accounts  
Reached via  
Social Media

**35,000+**

Social Media  
Followers

**100,000+**

Podcast  
Audio Plays

**155,000+**

YouTube  
Views

**16,000+**

YouTube Hours  
Watched



## ► Bigger Than Sport's Reach

Bigger Than Sports is a rapidly growing Gen Z-led movement that has already made a major impact in just five months. We are deeply rooted in communities, hosting tournaments and events that unite students, athletes, parents, and spectators for a common cause. Our events don't just bring people together, they inspire change and create opportunities. With a strong presence on social media and in local communities, we're on the verge of explosive growth, making this the perfect time to join us and make a lasting impact.



**150,000 +**  
Social Media  
Views



**350 +**  
Monthly  
Newsletter  
Subscribers



**275+ Athletes**  
Impacted  
Through Our  
Tournaments

# ► Sponsorships

| Sponsorship Level                                            | Advertising on Day                                                                                      | Advertising on Media                                                                                                       | Additional Materials                                                                                                                                                                        |
|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Title Sponsor<br>(1 Available)<br>\$4,000                    | Logo on 4 A-Frames, brackets, and materials.<br><br>Proudly Supported by [Company Name] on a banner     | Logo featured on main website.<br><br>Logo on event and registration advertisements.<br><br>Dedicated Post on Social Media | Bigger Than Sports x Project Purple Basketball Tournament brought to you by [Sponsor Name]<br><br>Proudly supported by [Sponsor Name] on back of T - Shirt<br><br>Section in our Newsletter |
| Gold Sponsor<br>(1 Available)<br>\$2,000                     | Logo on 2 A-Frames, brackets, and materials.<br><br>Proudly Supported by [Company Name] on a banner     | Logo featured on main website.<br><br>Logo on event and registration advertisements.<br><br>Dedicated Post on Social Media | Proudly supported by [Sponsor Name] on back of T - Shirt<br><br>[Company Name] Championship Court with banner or signage<br><br>Section in our Newsletter                                   |
| Hat Sponsor<br>(1 Available)<br>\$2,000                      | Logo on brackets, and materials.                                                                        | Logo featured on main website.<br><br>Logo on event and registration advertisements<br><br>Dedicated Post on Social Media  | Logo on hats for all players.<br><br>Section in our Newsletter                                                                                                                              |
| Food Sponsor<br>(1 Available)<br>\$700<br>Or Catering Option | [Company Name's] Food Station Signage                                                                   | Logo featured on main website.<br><br>Logo on event and registration advertisements.<br><br>Dedicated Post on Social Media | Section in our Newsletter                                                                                                                                                                   |
| Basket Sponsor<br>(4 Available)<br>\$500                     | [Company Name] Basket with banner or signage                                                            | Dedicated Post on Social Media                                                                                             | Section in our Newsletter                                                                                                                                                                   |
| Corporate Sponsor<br>\$300                                   | Proudly Supported by [Company Name] on a Signage                                                        | Dedicated Post on Social Media                                                                                             | Section in our Newsletter                                                                                                                                                                   |
| Supporter Sponsor<br>\$100                                   | Name of a family member or friend to remember/ honor on a memorial Signage.Name of family that supports | Dedicated Post on Social Media                                                                                             | N/A                                                                                                                                                                                         |



# ► Sponsorship Form

## Company Information:

Company Name: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

Company Website: \_\_\_\_\_

## Contact Information:

Main Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_



**For More Information: [lwaite@biggerthansportsco.org](mailto:lwaite@biggerthansportsco.org) 412 - 290 - 1096**