

SPONSORSHIP PROPOSAL

A PROPOSAL BY
BEHIND IT ALL, LLC

PROJECT
THE BALL-N-BUILD
BASKETBALL TOUR

WHERE BASKETBALL BEATS
YOUTH HOMELESSNESS!

Thank you for considering us!

Statistics show that approximately 1 million to 1.7 million homeless youth have runaway or have been asked to leave their homes. The Ball-n-Build Basketball Tour is dedicated to changing these odds and I write to invite you to join our fight to end youth homelessness by sponsoring our event, which supports Rap Up Hunger's lifesaving mission to conquer youth living in distressed conditions, and with no place to live.

The Ball-n-Build Basketball Tour is set to launch April 2019 in Las Vegas, NV with stops in St. Louis, Atlanta, Los Angeles, Philadelphia, Miami, New Orleans, Charlotte, New York, Japan, UK, France, Germany, Houston, Dallas, and Hawaii. Proceeds and product donations will be given to support our selected nonprofit organizations, including Rap Up Hunger, that will help us to achieve our mission. If you need additional information/facts on Rap Up Hunger, please contact Edward Gregory. I've enclosed materials that describe the event and available sponsorship levels. It is my hope that we can count on your commitment to help us attain our fundraising goal of \$150,000.

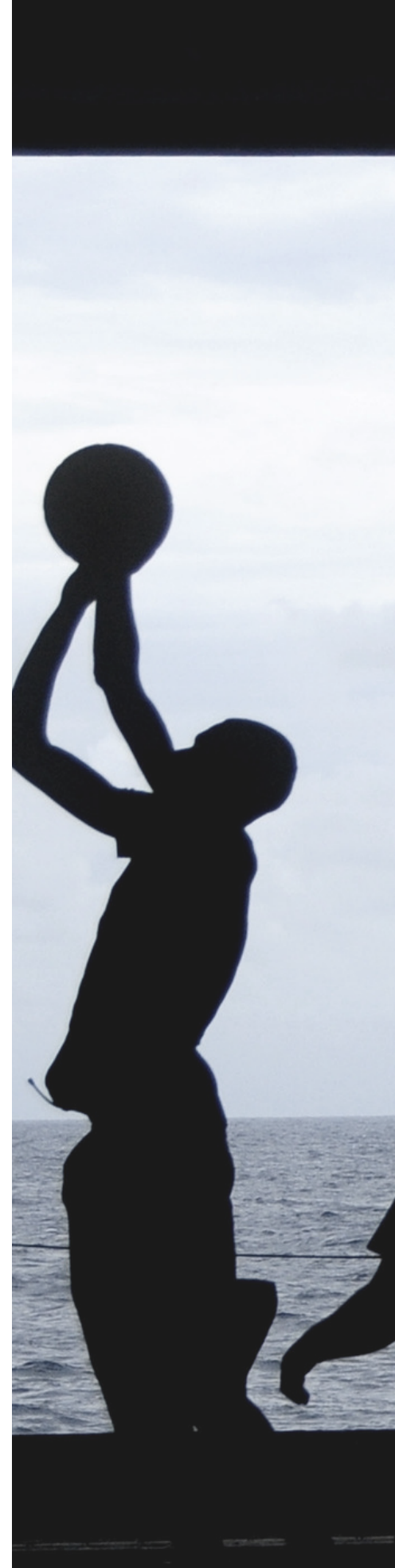
Since 2010, I have been committed to one mission: providing young people that are homeless or living in distressed conditions a safe haven to get the proper support, counsel and resources available today while developing tomorrow's solutions through our programs and events. Your support will help bring us closer to a world without youth homelessness.

On behalf of The Ball-n-Build Basketball Tour Committee, myself, and most importantly, the thousands of young homeless people in the city of Las Vegas and worldwide who benefit from our efforts, I want to thank you for your consideration. If you have any questions please contact me at 267-596-7330 or visit our event website at www.andsommo.com.

Regards,

Edward Gregory Jr.

Edward Gregory Jr.,
Executive Director



PROJECT PROPOSAL

RAP UP HUNGER
AND SOMMO

PROJECT TITLE

The Ball-n-Build Basketball Tour

DESCRIPTION

The Ball-n-Build Basketball Tour is kicking off its premier amateur and celebrity basketball tour tryouts May 2019 to select top players. The tour hosts 3-on-3 basketball events throughout the US called Ball-n-Build Events. These events kickoff in late May in Las Vegas, and guarantees each team three games in a round robin format, held on weekends. May and finishing mid Aug. The winning team in each state will compete in the final round championship held in Las Vegas, NV.

Proceeds will go to benefit the BIA Foundation, Rap Up Hunger, Dress for Success Southern Nevada, HELP of Southern Nevada, Nevada Partnership for Homeless Youth, STREET Teens, Planet Mike Earth Youth Organization, and Youth Emergency Services.

OBJECTIVE

The Tour needs sponsors and product donors to promote both the sponsored events.

An Internet Presence: The tour needs an e-commerce web site.

Event Promotion: The tour needs a web site, digital and local marketing, and printed promotional materials to promote the events.

Event Staff: The tour needs pre, onsite and post event production team.

Meals/Travel/Lodging: The team and staff need meals, lodging, and busfare while traveling during tour.

Cost effective: The tour needs a professional and affordable solution.

OPPORTUNITY

Rap Up Hunger has the opportunity to work with its donors to host a project that will help young people in need of shelter and housing, provide team building skills, physical training, and health and wellness activities.

SOLUTION

To host a series of basketball tournaments, entertainment events and youth development programs in efforts to promote and put an end to youth homelessness.

TOUR LOGISTICS

CATEGORY

Target Market

Positioning Statement

Price Strategy

Distribution

Marketing Research

STRATEGY

Male and female ages 18 and above who are interested in sports

We aim to use basketball to empower young people and enrich their lives

Offer up to 50% off to sponsors and up to 10% off to attendees

Events will be held in seven cities, kicking off in Las Vegas and ending in Las Vegas with the championship game

Conduct attendee surveys and identify new market opportunities

TOUR LOCATIONS:

St. Louis, Atlanta, Los Angeles, Philadelphia, Miami, New Orleans, Charlotte, New York, Japan, UK, France, Germany, Houston, Dallas, and Hawaii.



ABOUT THE TOUR

EMPOWERING OUR YOUNG PEOPLE



570K

Followers
as of Feb 2019



20K

Followers
as of Feb 2019



1.1M

Total reactions
as of Feb 2019



40K

Average daily views
as of Feb 2019

CONTACT

SITE www.andsommo.com

EMAIL andsommo@gmail.com

PHONE 267-596-7330

SOCIALS @andsommo

ABOUT COMPANY

AndSommo is committed to promoting growth, self belief, team building and overall self betterment of families, and individuals, through the usage of sporting events, skills training, seminars, and outreach initiatives.



INCOME

The average household income is \$110,000.

AGE

The average attendees are aged between 18 years and 38 years old.

GENDER

On average, there are 30% women and 70% men in attendance.

EDUCATION

The average high school and college graduates are 65%, with about 70% professionals.

SPONSORSHIP LEVELS

We work with our partners to create custom sponsorship programs that specifically target the tools and opportunities that will drive the most impact for your brand and your unique marketing and sales objectives. Some of the many sponsorship assets and opportunities we offer include: branding and naming, consumer engagement, radio & advertising, tv commercial, digital marketing, email and social media marketing.

”COLLABORATION WITH OTHER BUSINESSES AND MEDIA INFLUENCERS WILL HELP PUSH FORWARD ENGAGEMENT.”

If you would like to customize your sponsorship opportunity, we would be more than happy to schedule a call to discuss your specific needs.

\$25K

BALL-N-BUILD SPONSOR

1- 15sec TV Commercial inclusion
Social media posting to all networks
Logo on event website
Sponsor mention in radio marketing campaign
Logo on step and repeat banner
Product placement in gift bags
4 Sponsor banners
Full page ad in event program
20 x 20 vendor booth space
12 Event Tickets
Inclusion in all (10) 30 sec TV ads

TEAM SPONSOR \$15K

Social media posting to all networks
Logo on event website
Sponsor mention in radio marketing campaign
Logo on step and repeat banner
Product placement in gift bags
2 Sponsor banners
Full page ad in event program
10 x 10 vendor booth space
8 Event Tickets
(1) Inclusion in 30 sec TV ad

\$10K

3-ON-3 SPONSOR

Social media posting to all networks
Logo on event website
Sponsor mention in radio marketing campaign
Logo on step and repeat banner
1 Sponsor banner at event site
Half page ad in event program
8x8 vendor booth space
6 Event Tickets

ANDSOMMO SPONSOR \$5K



Social media posting to all networks
Logo on event website
4 Event tickets
Half page ad in event program
8x8 vendor booth space

FULL PAGE \$500
HALF PAGE \$250
1/4 PAGE \$125



ADS.

ADVERTISING

MARKET YOUR BUSINESS THROUGH OUR EVENTS



MORE

VENDOR BOOTH \$250
GIFT BAG PLACEMENT \$350
EMAIL DISTRIBUTION \$500
RADIO ANNOUNCEMENT \$250
SOCIAL MEDIA POSTING \$500
30-SEC TV ADVERTISEMENT \$800



CUSTOM.

WE CAN ALSO CUSTOMIZE
YOUR SPONSORSHIP TO
BEST SERVE YOUR
BUSINESS NEEDS.

andsommo.com

NONPROFIT ORGANIZATIONS

PROCEEDS WILL DIRECTLY BENEFIT THE FOLLOWING NONPROFIT ORGANIZATIONS:



*Thank
you*

**Rap Up Hunger
AndSommo**

*Helping to resolve homelessness
among young people.*