



POWERED BY THE MOBILE SPORTS AUTHORITY

THE ULTIMATE
HBCU EXPERIENCE

OFFICIAL SPONSORSHIP PROPOSAL

THE GULF COAST
CHALLENGE

.....

NOVEMBER 12TH
LADD-PEEBLES STADIUM
MOBILE, AL

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POWERED BY



GULF COAST
CHALLENGE

2022 CHALLENGE WEEK

NOVEMBER 9TH-12TH

MOBILE, ALABAMA

LADD-PEEBLES STADIUM



OFFICIAL SPONSORSHIP PROPOSAL

ABOUT THE GULF COAST CHALLENGE

On November 12, 2022, Mobile will welcome two teams to experience The Gulf Coast Challenge. The game will be played between Alabama A&M Bulldogs and Jackson State Tigers. This event will enhance the exposure of HBCUs in this enriched community. The event highlights the community's exclusive interest in HBCUs and the roles that they play in educating aspiring professionals & developing our future leaders.

The Gulf Coast Challenge will attract thousands of fans, alumni, school members and family members from these respected communities. This event also has a goal to raise scholarship funds for the participating schools for years to come. Doing so will help to support the knowledge and experience offered by the discipline, commitment and dedication it takes to be a HBCU student. Fans and alumni from both institutions will be hosted in Mobile for the love of the game, the passion for their team, the fellowship of the alumni and the untapped fun of this flavorful city.

ABOUT MOBILE AND IT'S LOVE OF FOOTBALL

Mobile, one of the oldest cities in the U.S., is a harbor city with the best seafood restaurants, a rich Mardi Gras history and a strong French background. Many do not realize that Mardi Gras actually began in Mobile in 1703, 15 years before it started in Louisiana. The carnival celebration is a city-wide holiday event with masks, beads and great music! Mobile also has a myriad of museums that boast its history and a beautiful waterfront harbor.

For over 100 years, football rivalries have been a staple in our country, and in the city of Mobile. From the Senior Bowl with its rich traditions since 1951, to the Gulf Coast Classic with its 35-year reign, the people of Mobile have become loyal fans of our nation's love of football. More recent bowl games have been the Dollar General Bowl, which started in 1999 as the Mobile Alabama Bowl, and the 5th Quarter Classic that was played in 2016 and 2017.

LADD PEBBLES STADIUM

The game will be played at Mobile's "sports centerpiece" Ladd-Peebles Stadium. For more than 65 years, this stadium has held every bowl game that has come through the city of Mobile. With 40,000 seats to fill and tailgating real estate around the stadium, the Gulf Coast Challenge will become an amazing and long standing tradition.



OFFICIAL SPONSORSHIP PROPOSAL

**WEDNESDAY,
NOVEMBER 9**

**College
and Career Fair:**
9:30am-1pm

**Presidential
Reception:**
3pm (Invitation Only)

Kickoff Concert
Cathedral Square,
Downtown Mobile
6pm

**THURSDAY,
NOVEMBER 10**

**Business
Networking
Reception**
6pm

**FRIDAY,
NOVEMBER 11**

Team Luncheon
11:30am - 1pm

**2nd Line
Team Parade**
Downtown Mobile
6pm

Step Show
6:30 pm

GCC Concert
7pm

**SATURDAY
NOVEMBER 12
GAME DAY!**

**Gulf Coast
Challenge Parade:**
10am

**Tailgating GCC Tent
Ladd-Peebles Stadium:**
12noon - 3pm

**Mardi Gras
"Second Line"
into Stadium:**
3:30pm

GAME KICKOFF: 4PM



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GULF COAST CHALLENGE COMMITTED SUPPORTERS



University of Alabama A&M
& Jackson State University



ALABAMA STATE LEGISLATORS

Vivian Figures - State Senator
Barbara Drummond - State House
Napolean Bracy - State House
Adline Clark - State House



COUNTY COMMISSION

Commissioner Connie Hudson
Commissioner Merceria L. Ludgood
Commissioner Jerry Carl



MAYOR OF MOBILE

Sandy Stimpson
CITY COUNCIL
Councilman Cory Penn
Councilman William Carroll

Councilman C.J. Small, Jr.
Councilman Ben Reynolds
Councilman Joel Daves
Councilman Scott Jones
Councilwoman Gina Gregory

GULF COAST CHALLENGE COMMITTED SPONSORS





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OFFICIAL SPONSORSHIP PROPOSAL

MARKETING

MOBILE - BATON ROUGE - BIRMINGHAM - HUNTSVILLE
MEMPHIS - JACKSON - ATLANTA - NEW ORLEANS

TELEVISION

REGIONAL MOBILE CABLE PARTNERSHIP

RADIO

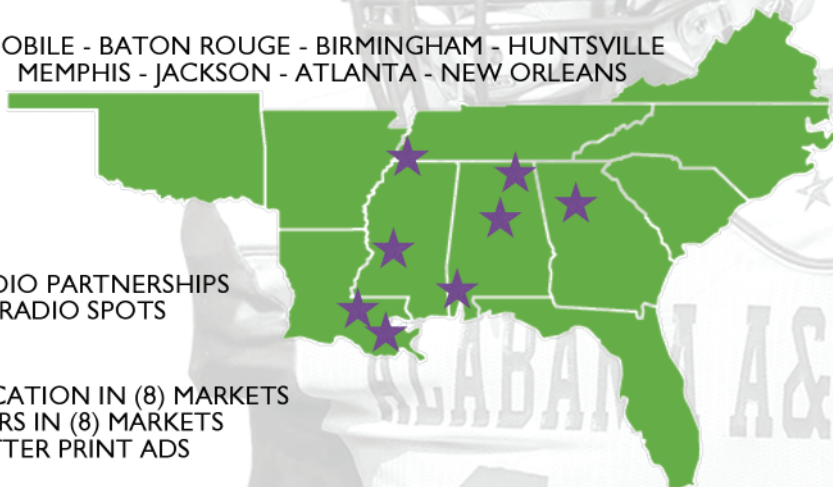
NATIONAL AND LOCAL RADIO PARTNERSHIPS
IN (8) MARKETS OVER 2,300 RADIO SPOTS

PRINT

AFRICAN AMERICAN PUBLICATION IN (8) MARKETS
PALM CARDS/EVENT POSTERS IN (8) MARKETS
SCHOOL/ALUMNI NEWSLETTER PRINT ADS

GRASSROOTS

STREET TEAM DISTRIBUTION IN (8) MARKETS



GULF COAST CHALLENGE DEMOGRAPHICS



GULF COAST POPULATION
1,105,595



MEDIAN AGE:
39 YEARS OLD



FEMALE POPULATION - 48.4%
MALE POPULATION - 51.6%



AVERAGE HH INCOME:
\$50,536



WHITE COLLAR WORKFORCE: 52.8%
BLUE COLLAR WORKFORCE: 47.2%

SOCIAL MEDIA



GULF COST CHALLENGE WEBSITE
EMAIL BLAST
FACEBOOK (100K VIEWS/REACH)
WEBSITES PARTNERS (MEDIA PARTNERS & HBCU PRIDE NATION)
INSTAGRAM



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OFFICIAL SPONSORSHIP PROPOSAL

TITLE SPONSOR \$125,000 (1 AVAILABLE)

- **Exclusive logo placement at:**
 - The College and Career Fair
 - Gulf Coast Challenge Presidential Reception
 - Gulf Coast Challenge Luncheon
 - Composite Logo on 20 – Yard Line
 - Logo inclusion on all shared corporate sponsorship banners
 - 20 X 20 Activation Footprint
 - Up to four (4) field level A- Frame signs on Ladd Field
 - Logo placement on official Gulf Coast Challenge website
 - Logo placement on press releases
- **Promotional Mentions**
 - One (1) on field promotion during the Gulf Coast Challenge Game
 - Eight (8) PA announcements (10 seconds each)
 - Four (4) video board (15 seconds each) OR Two (2) commercials (30 seconds each) during the Gulf Coast Challenge Game
 - Right to present scholarship check during the Gulf Coast Challenge Game
 - Title Sponsor on all tv advertisement
 - Title Sponsor on all radio advertisement
 - Logo placement on official Gulf Coast Challenge website, e-card and e-banners
 - Logo placement on all school and alumni marketing materials
- **Complimentary Tickets**
 - 10 invitations to the Presidential Reception
 - 10 invitations to the Business Reception
 - 10 VIP passes to Kickoff Concert
 - 10 premium game day parking passes
 - 100 general admissions tickets to Gulf Coast Challenge Game
- **Gulf Coast Challenge Game Day Suite**
 - One (1) private suite
 - Thirty- Five (35) suite passes
- **Other Items**
 - One (1) spot in the Gulf Coast Challenge Parade
 - One (1) vendor space at the college and career fair
 - Full-page ad in 2020 Souvenir Booklet
 - Promotional interview (radio and tv) with Gulf Coast Challenge Executive
 - Inclusion on push notifications leading to the game
 - Sponsored post on live social media feed



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OFFICIAL SPONSORSHIP PROPOSAL

PRESENTING SPONSOR \$75,000 (1 AVAILABLE)

- **Exclusive logo placement at:**
 - The College and Career Fair
 - Gulf Coast Challenge Presidential Reception
 - Gulf Coast Challenge Luncheon
 - Logo inclusion on all shared corporate sponsorship banners
 - Logo placement on official Gulf Coast Challenge website
 - Logo placement on press releases
- **Promotional Mentions**
 - Six (6) PA announcements (10 seconds each)
 - Presenting Sponsor on all tv advertisement
 - Presenting Sponsor on all radio advertisement
 - Logo placement on official Gulf Coast Challenge website
 - Logo placement on all school and alumni marketing materials
- **Complimentary Tickets**
 - 10 invitations to the Presidential Reception
 - 10 invitations to the Business Reception
 - 10 VIP passes to Kickoff Concert
 - 10 premium game day parking passes
 - 75 general admissions tickets to Gulf Coast Challenge Game
- **Gulf Coast Challenge Game Day Suite**
 - One (1) private suite
 - Twenty (25) suite passes
- **Other Items**
 - One (1) spot in the Gulf Coast Challenge Parade
 - One (1) vendor space at the college and career fair
 - Full-page ad in 2020 Souvenir Booklet
 - Acknowledgement on Gulf Coast Challenge social media pages



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OFFICIAL SPONSORSHIP PROPOSAL

OFFICIAL SPONSOR \$50,000 (2 AVAILABLE)

- **Exclusive logo placement at:**
 - The College and Career Fair
 - Gulf Coast Challenge Presidential Reception
 - Gulf Coast Challenge Luncheon
 - Logo inclusion on all shared corporate sponsorship banners
 - Logo placement on official Gulf Coast Challenge website
- **Promotional Mentions**
 - Six (6) PA announcements (10 seconds each)
 - Sponsor Tags on all tv advertisement
 - Sponsor Tags on all radio advertisement
 - Logo placement on official Gulf Coast Challenge website
- **Complimentary Tickets**
 - 10 invitations to the Presidential Reception
 - 10 invitations to the Business Reception
 - 10 VIP passes to Kickoff Concert
 - 10 premium game day parking passes
 - 20 VIP Tent Village Passes
 - 50 general admissions tickets to Gulf Coast Challenge Game
- **Gulf Coast Challenge Game Day Suite**
 - One (1) private suite
 - Twenty (20) suite passes
- **Other Items**
 - One (1) spot in the Gulf Coast Challenge Parade
 - One (1) vendor space at the college and career fair
 - Half page ad in 2020 Souvenir Booklet
 - Acknowledgement on Gulf Coast Challenge social media pages



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OFFICIAL SPONSORSHIP PROPOSAL

SUPPORTING SPONSOR \$25,000

- **Exclusive logo placement at:**
 - The College and Career Fair
 - Gulf Coast Challenge Presidential Reception
 - Gulf Coast Challenge Luncheon
 - Logo placement on field signage
 - Logo inclusion on all shared corporate sponsorship banners
 - Logo placement on official Gulf Coast Challenge website
 - Logo placement on press releases
- **Promotional Mentions**
 - Four (4) PA announcements (10 seconds each)
 - Logo placement on official Gulf Coast Challenge website, e-card and e-banners
 - Logo placement on all school and alumni marketing materials
- **Complimentary Tickets**
 - 4 invitations to the Presidential Reception
 - 4 invitations to the Business Reception
 - 4 VIP passes to Kickoff Concert
 - 4 premium game day parking passes
 - 15 VIP Tent Village Passes
 - 25 general admissions tickets to Gulf Coast Challenge Game
- **Gulf Coast Challenge Game Day Suite**
 - One (1) private suite
 - Fifteen (15) suite passes
- **Other Items**
 - One (1) spot in the Gulf Coast Challenge Parade
 - One (1) vendor space at the college and career fair
 - ½ page ad in 2020 Souvenir Booklet
 - Acknowledgement on Gulf Coast Challenge social media pages



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OFFICIAL SPONSORSHIP PROPOSAL

HOST SPONSOR \$15,000

- **Exclusive logo placement at:**
 - The College and Career Fair
 - Gulf Coast Challenge Presidential Reception
 - Gulf Coast Challenge Luncheon
 - Logo placement on field signage
 - Logo inclusion on all shared corporate sponsorship banners
 - Up to four (4) field level A- Frame signs on Ladd Field
 - Logo placement on official Gulf Coast Challenge website
 - Logo placement on all school and alumni marketing materials
- **Promotional Mentions**
 - Two (2) PA announcements (10 seconds each)
 - Logo placement on official Gulf Coast Challenge website, e-card and e-banners
- **Complimentary Tickets**
 - 4 invitations to the Presidential Reception
 - 4 invitations to the Business Reception
 - 4 VIP passes to Kickoff Concert
 - 4 premium game day parking passes
 - 10 VIP Tent Village Passes
 - 15 general admissions tickets to Gulf Coast Challenge Game
- **Gulf Coast Challenge Game Day Suite**
 - One (1) private suite
 - Ten (10) suite passes
- **Other Items**
 - One (1) spot in the Gulf Coast Challenge Parade
 - One (1) vendor space at the college and career fair
 - ½ page ad in 2020 Souvenir Booklet
 - Acknowledgement on Gulf Coast Challenge social media pages



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GCC SPONSORSHIP COMMITMENT FORM

AUTHORIZED PERSON CONTACT DETAILS (Personal)

Name _____

Telephone No. _____ Mobile No. _____

Email Address _____

CONTACT DETAILS (Business)

Company / Business Name _____

Full Address _____

Telephone Number _____ Fax Number _____

Email Address _____

Company Web Address _____

Social Media: Facebook _____ Instagram _____

Twitter _____

SPONSORSHIP LEVEL DESIRED

☐ TITLE SPONSOR
\$125,000 One Available

☐ SUPPORTING SPONSOR
\$25,000

☐ PARADE SPONSOR
\$5,000 Naming Rights

☐ MEDIA PARTNER
\$25,000 One Per Media Outlet

☐ PRESENTING SPONSOR
\$75,000 One Available

☐ HOST SPONSOR
\$15,000 One Available

☐ CONCERT STAGE
\$25,000 Naming Rights

☐ MEDIA SPONSOR
\$10,000

☐ OFFICIAL SPONSOR
\$50,000 Two Available

☐ GOLD SPONSOR
\$5,000 Two Available

☐ CONCERT VIP LOUNGE
\$7,500 Naming Rights

☐ CUSTOMIZED PACKAGE
\$ _____

AUTHORIZED PERSON

SIGNATURE _____ DATE _____

CHECK PAYMENTS

Made Out To: GCB Entertainment
Mailed to: 950 Dauphin Street
Mobile, AL 36604



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