



Sponsorship Package



Meet Coach Fitzgerald

Born in Tokyo, Japan and raised on Lookout Mountain, Georgia, Coach Fitz was introduced to the game early through his father, who coached college basketball for over 40 years. That lifelong influence shaped both his passion for the sport and his commitment to developing young athletes.

Coach Fitz has spent more than two decades building winning programs and mentoring players. He coached in South Florida for 22 years, including 15 years at Coral Springs Christian Academy, where he built the basketball program from the ground up into one of the premier teams in South Florida. In 2013, his team reached the State Championship game, facing a Providence squad led by Grayson Allen (Duke/Utah Jazz).

Now entering his 10th year at Victory Christian Academy, Coach [Last Name] has established the program as one of the strongest in the state. Under his leadership, Victory has earned:

- 3 District Championships
- 3 Elite Eight appearances
- 1 State Runner-Up finish (last season)

With a career record of 559–339, Coach Fitz has not only built a tradition of success but also helped his players succeed at the next level. Most recently, 2024 graduate LJ Cason began his sophomore season at the University of Michigan, continuing the program's legacy of developing talent for college basketball and beyond.



Coach has been married to his wife, Teri, for 32 years. Together, they share a love for traveling to exotic destinations and the joy of raising their eight children.



OUR NEEDS

VICTORY BOYS BASKETBALL

Kevin Brown Memorial Classic (Washington, Illinois)

Flights: $\$500 \times 15 = \$7,500$

Rental Van: $\$200 \times 5 \text{ days} = \$1,000$

Meals 2 per day @ \$10 per person for 5 days (15 people) \$1,500

Total \$10,000

City of Palms (Ft Meyers)

Hotel Stay: $\$150 \times 6 = \900

Meals 2 per day @ \$10 per person for 2 days = \$600

Total = \$1,500

Gear

Travel Suits $\$200 \times 15 = \$3,000$

Backpacks $\$150 \times 15 = \$2,250$

Shooting Shirt $\$35 \times 15 = \525

Total = \$5,775

TOTAL NEEDED = \$17,275



\$10,000



Diamond Sponsor

- Naming Rights: Company logo featured as "Official Title Sponsor" on all event materials, banquet backdrop, and trophy presentations.
- Premium Visibility: Logo placement on team warm-up jackets, banners in gym, and all social media promotions leading up to Game vs Mckeel Dec 16th
- Event Activation: Opportunity to speak at banquet, distribute promotional materials, and run activations at home games.
- Media Coverage: Highlighted in press releases, livestreams, and post-event recap videos shared across platforms.

ROI:

- Direct visibility to 500 + parents, students, and fans at home games.
- Digital impressions from social media posts (estimated reach 25K+).
- Brand tied directly to a state champion team, boosting community goodwill & trust.
- Networking exposure with local leaders and college recruiters in attendance.

\$5,000



Strategic Event Tie-In: Rivalry Game Night

- Game Night Branding: Logo on tickets, flyers, and livestream scoreboard overlay during the biggest rivalry matchup of the season.
- On-Site Presence: Reserved vendor table to hand out coupons, run giveaways, or activate product sampling.
- Social Media Spotlight: 5 dedicated posts leading up to the rivalry game with sponsor mentions.
- Commemorative Recognition: Company name included in post-game highlight reel.

ROI:

- Exposure to 1000+ fans in attendance.
- Immediate customer engagement through coupon redemption and on-site promotions.
- Association with the most talked-about game of the season, guaranteeing high visibility.

\$2,500



Strategic Event Tie-In: Youth Skills Camp / Community Day

- Camp Branding: Logo on camp t-shirts given to all youth participants.
- Recognition: Public thank-you during opening and closing remarks.
- Social Media Mentions: 3 sponsor spotlight posts before and after the camp.
- Networking: Access to connect with families, parents, and local businesses in attendance.

ROI:

- Grassroots community goodwill with 200+ families impacted directly
- Long-term brand loyalty from parents who see sponsor investing in youth.
- Social media reach of 5,000+ impressions from event coverage.

\$1,000



Strategic Event Tie in to rival game vs Mckeel

- Recognition: Logo featured on team travel shirts and listed on website/social media as a Supporting Sponsor.
- Acknowledgment: Mention in team's pre- and post-trip thank-you videos.
- Community Visibility: Business name highlighted in the program recap flyer distributed at school.

ROI:

- Brand association with winning program (state champs traveling to national-level competition).
- Exposure in digital thank-you campaigns (reach 3,000+ locally).
- Cost-effective way to show support while gaining positive brand reputation in the community.

\$500



Strategic Event Tie-In: Local Home Game Recognition

- Game Shoutout: Sponsor announced during halftime at one designated home game.
- Digital Exposure: Logo/name featured in one social media "Thank You to Our Sponsors" post.
- Recognition: Company name included in printed program or digital flyer for that game.

ROI:

- Affordable entry point for small businesses to align with a state championship team.
- Direct visibility to 500-800 fans at the sponsored game.
- Builds community goodwill and positions sponsor for future partnership upgrades (e.g., moving from \$500 → \$1,500 level).