



James Bowie High School



Dear [name of business/name of contact at business]:

This last year has taken a toll on our community, but it's been especially hard on our young athletes. The Bowie Lady Dawgs Basketball team has joined forces with Kendra Scott to address the mental health needs of young women in not only Austin but across Texas. We are looking for other organizations to join us in supporting young female athletes as they hone their mental and physical skills on and off the court.

Bowie High School is once again hosting the **BeYOUtiful Classic Tournament** being held in Austin on November 11-13, 2021. The tournament has grown from 8 to 32 teams (13 state ranked and 1 nationally ranked) since 2013 and features over 500 female athletes and coaches including many McDonald's All-American nominees and players. Approximately 2,000 spectators join the tournament each year to cheer on top basketball talent from across the state. Unfortunately, the pandemic prevented last year's tournament from being held, so this year promises to be better than ever!

The theme of the tournament is Mental Health Matters, and Kendra Scott has signed on as our title sponsor. The tournament is designed to bring awareness to mental health in young female athletes and spotlight mental health organizations that offer resources including the National Alliance on Mental Illness (NAMI), the Jed Foundation, and Active Minds. The tournament aims to reach as many female athletes as we can with the message that they are not alone, people care, and there is help and support available. The name of the tournament says it all, "Be You," "Be Beautiful," and will feature Kendra Scott as our keynote speaker at this year's opening ceremony, but also offer other educational topics important to young women including self-image, eating disorders, alcohol and drug abuse, and more. For more information about the tournament, please visit our site at <https://www.beyoutifulclassic.com/>

Given your leadership in our community, we would like to invite you to join us on this exciting journey as a sponsor. There are a variety of opportunities to participate in this tournament, and all sponsorships are tax-deductible. We would be honored to promote your organization and branding on the tournament website and materials (see attached for sponsorship levels and tournament details). Or, if you're ready to join us now, please visit our sponsors page at <https://www.beyoutifulclassic.com/sponsors> to sign up!

I would love to discuss this request further and any other ideas you may have for our work together. My email is [beyoutifulclassic@gmail.com](mailto:beyoutifulclassic@gmail.com) and phone number is 512-762-5684, and I will follow up with you soon.

Sincerely,

Vickie Benson  
Head Coach Bowie Girls Basketball

## Sponsorship Levels

### Title Sponsor - Kendra Scott - \$15,000

- Tournament Naming Rights and First Right of Refusal for Subsequent Years
- Participate in Opening and Closing Ceremonies
- Press Release Announcing Sponsorship and Tournament Details
- Title Sponsor Banner in Main Gym
- Branded Backdrop for Photo Opportunities
- Logo on Tournament Website and Links to Company Website
- Game Day PA Announcements during Half-Time
- Giveaway Contest, e.g., Branded Basketballs for Ticket Holders
- Half-Time Contest, e.g., Half-Court Shot (sponsor to provide prize)
- Social Media Posts Pre-Event, During Event and Post-Event (Twitter, Facebook, Instagram) - at least 10 total
- Full Page in Virtual Program Guide
- 20 Tournament T-Shirts
- 20 Tournament Tickets
- VIP Reserved Seats for Staff and Families including Hospitality Baskets
- Commemorative Award Recognizing Title Status
- VIP Access to Hospitality Rooms
- Free Food and Beverage at Concession Stand

### Most Valuable Player - \$7,000

- Logo on Tournament Website and Links to Company Website
- Company Name on Banner
- Limited Game Day PA Announcements
- Giveaway Contest, e.g., Branded Basketballs for Ticket Holders
- Half-Time Contest, e.g., Half-Court Shot (sponsor to provide prize)
- Social Media Posts Pre-Event, During Event and Post-Event (Twitter, Facebook, Instagram) - at least 10 total
- Full Page in Virtual Program Guide
- 15 Tournament T-Shirts
- 15 Free Tickets
- VIP Reserved Seats for Staff and Families
- Free Food and Beverage at Concession Stands

### Star Point Guard - \$2,500

- Logo on Tournament Website and Link to Company Website
- Company Name on Banner
- Half Page in Virtual Program Guide
- 10 Tournament T-Shirts with Company Logo included on t-shirt
- 10 Free Tickets
- 4 Social Media Posts

### Teammate - \$1,000

- Logo on Tournament Website and Link to Company Website
- Company or Family Name on Banner
- 8 Tournament T-Shirts
- 8 Free Tickets
- 2 Social Media Posts

### Super Fan - \$250

- Company or Family Name on Banner
- 4 Tournament T-Shirts
- 4 Free Tickets