



Event Overview

www.cornholecup.com

The Louisville Cornhole Cup presented by Republic Bank is a double-elimination cornhole tournament with a targeted registration of 500 people (250 two-person teams) and an extended audience of family, friends, and tailgaters. 2010 Cornhole Cup tournament will be held at Waterfront Park at the Brown Forman Amphitheater area.

Teams compete for first, second, and third place in their respective divisions. Experienced division winners receive \$500 and a trophy; 2nd place winners receive \$250; and third place receives \$100. Recreational division first, second, and third place winners win gift certificates.

In addition to the tournament, a "Kid's Area" will offer face painting, activities and corn hole boards for play by younger attendees.

All proceeds from the Louisville Cornhole Cup benefit the Ronald McDonald House Charities of Kentuckiana. RMHCK provides a home away from home for families of seriously ill children receiving healthcare in Louisville by offering love, strength and support, just when families need it most.

The mission of the Ronald McDonald House Charities of Kentuckiana is to provide a "home away from home" for families of children receiving healthcare at area medical facilities while also lending support to other organizations who aid children.

2010 Sponsorship Opportunities

1. Exclusive Title Sponsor - \$7,500 SOLD

- Exclusive event naming rights in all sponsored and paid promotions (i.e. The Louisville Cornhole Cup, sponsored by COMPANY and Ronald McDonald House Charities of Kentuckiana).
- Five (5) team registrations for employee and promotional giveaways
- Prominent logo presence on all of the following:
 - Billboard (location not determined) for two months
 - Promotional materials (2000+ event fliers, 200+ event posters, and pre-registration reminder postcards), jumbo tournament brackets, press releases and event signage
 - 400+ event t-shirts, distributed to players and sold at event
- Verbal recognition as event sponsor and delivery of branding message at event kick-off, during breaks, and during event.
- 8' display table to conduct on-site giveaways or contests for contestants/crowd, recruit employees, etc.
- COMPANY promotional incentive or coupon distributed in every registration packet (COMPANY must provide necessary quantity of promotional item)
- 1/4 page advertisement in RMHCK Newsletter
- Listing on post-event McDonald's trayliner throughout the McDonald's Kentuckiana Co-Op. Over 90,000 trayliners will be produced.
- Logo and link on www.rmhc-kentuckiana.org and www.cornholecup.com .

2. Presenting Sponsor - \$5000

- Rights to the Louisville Cornhole Cup 2009 team registration database – mailing addresses.
- Co-naming support rights to event (The Louisville Cornhole Cup, sponsored by Republic Bank with support from COMPANY)
- Prominent logo presence on:
 - Promotional materials (2000+ event fliers, 200+ event posters, and pre-registration reminder postcards), jumbo tournament brackets, press releases and event signage
 - 400+ event t-shirts, distributed to players and sold at event
 - on-site promotions signage (3' x 5' banner or COMPANY provided)
- Four (4) free team event registrations for employee and/or promotional giveaways
- 1/4 page advertisement in RMHCK Newsletter
- 8' display table to conduct on-site giveaways for contestants/crowd, recruit employees, etc.
- COMPANY promotional incentive or coupon distributed in every registration packet (COMPANY must provide necessary quantity of promotional item) in goody bags.
- Logo and link on www.rmhc-kentuckiana.org and www.cornholecup.com .

3. T-Shirt Sponsor \$2,500

- Company logo on sleeve of 400+ event t-shirts
- Three (3) free team registrations for employee and/or promotional giveaways
- Logo on promotional materials (2000+ event fliers, 200+ event posters, and pre-registration reminder postcards), jumbo tournament brackets, press releases and event signage
- 8' display table to conduct on-site giveaways or contests for contestants/crowd, recruit employees, etc.
- COMPANY promotional incentive or coupon distributed in every registration packet (COMPANY must provide necessary quantity of promotional item) in goody bags.
- Logo and link on www.rmhc-kentuckiana.org and www.cornholecup.com .

4. Experienced Division Sponsor - \$1,500

- Exclusive naming rights to area and ability to hang signage in area (location and size pre-approved by RMHCK)
- Two (2) free team registrations for employee and/or promotional giveaway
- Recognition on on-site event sponsor signage
- Ability to distribute COMPANY promotional incentive, coupon and/or flier to contestants in goody bags.
- Logo and link on www.rmhc-kentuckiana.org and www.cornholecup.com .

5. Recreational Division Sponsor - \$1,500

- Exclusive naming rights to area and ability to hang signage in area (location and size pre-approved by RMHCK)
- Two (2) free team registrations for employee and/or promotional giveaway
- Recognition on on-site event sponsor signage
- Ability to distribute COMPANY promotional incentive, coupon and/or flier to contestants in goody bags.
- Logo and link on www.rmhc-kentuckiana.org and www.cornholecup.com .

6. Kid's Area Sponsor - \$500

- Exclusive naming rights to area and ability to hang signage in area (location and size pre-approved by RMHCK)
- One (1) free team registrations for employee and/or promotional giveaway
- Recognition on on-site event sponsor signage
- Logo on registration signage and on back of 400+ event t-shirts, distributed to players and sold at the event.
- Ability to distribute COMPANY promotional incentive, coupon and/or flier to contestants in goody bags.

6. Team Sponsor - \$250

- One (1) free team registration for employee and/or promotional giveaway
- Recognition on on-site event sponsor signage
- Name 400+ event t-shirts, distributed to players and sold at the event.
- Ability to distribute COMPANY promotional incentive, coupon and/or flier to contestants in goody bags.

CONTACT INFORMATION:

To inquire about sponsorship opportunities listed here, contact:

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About Ronald McDonald House Charities of Kentuckiana:

Ronald McDonald House Charities of Kentuckiana is a non-profit organization that was built to provide a "Home Away From Home" for families of children hospitalized or undergoing outpatient treatment in the Louisville area. Opened on September 10, 1984, Ronald McDonald House and Ronald McDonald Family Rooms are a place where parents can break away from the hospital environment, have support of other families and ease some of the stress associated with a child's illness. It is a place where families can feel at home, cook their meals, watch TV, read, do their laundry and enjoy the comfort of a warm and friendly environment.