



2015 Partnership Program

www.indyblazebasketball.com

Introduction

With all the excitement surrounding the Indiana Blaze, there has never been a better time to become a corporate sponsor of one of the newest and most buzzworthy teams in semiprofessional basketball! We will work with you to create a customized partnership proposal to create mutual brand recognition within the city of Indianapolis. As our brand grows, so shall our strategic partner initiatives. As a valued business in our community, we are excited to grow with you.

The Indiana Blaze offers our sponsors an exciting, family-friendly marketing platform that enhances their reach, image, and recognition. Join us as we take the Indianapolis sports market by storm. Look for us at the Indianapolis Municipal Gardens, on the net, and in the community.

GO BLAZE!

Basketball Development Leagues (BDL)

The BDL basketball league is a semi-professional developmental basketball league with teams in Indiana, Ohio, New York, Pennsylvania, and Virginia. The goal of the league is to offer former high school standouts, college, overseas, and professional players the opportunity to continue their basketball careers and gain exposure at the next level. We prepare players for and provide exposure to other national and international professional level teams.

BDL Member Teams

NEW YORK

New York Patriots
Niagara Falls Fall Stars
Brooklyn Firebirds

OHIO

Cleveland Coyotes

PENNSYLVANIA

Pittsburgh Bullets

INDIANA

Indiana Blaze
Indiana Risers
Central Indiana Rockets



Municipal Gardens & Civic Engagement

Home games for the 2014-2015 season will be played at the Indianapolis Municipal Gardens. The Municipal Gardens has a rich history in the city of Indianapolis. The Gardens are set upon what was once the location of the Indianapolis Canoe Club, a private country club catering to the city's elite. The site was later converted into a prominent local Jazz Club in the 1920s. In its recent years, the Municipal Gardens has housed several Amateur Athletic Union (AAU) champion basketball teams and helped develop former Indiana University standout Eric Gordon and former IUPUI great and current Indiana Pacer George Hill. As members of the community & ambassadors of sport, the Indy Rockets are committed to education and community involvement. To campaign this message, the Indiana Blaze have forged a strategic partnership with the Municipal Gardens and Indy Parks. Likewise, we would love to partner with your organization to bring exciting basketball and civic engagement. For inquiries, please contact indyrockets@gmail.com.



OUR FAN BASE, YOUR CUSTOMER BASE

As the 12th largest city in the United States, Indianapolis is often regarded as the “Amateur Sports Capital of Sports Capital of the World”. With the recent prominence of other minor league teams in the city like the Indianapolis Indians, Indy Eleven, and Indy Fuel, the market is prime for the emergence of a signature minor league basketball team. In the Hoosier state, basketball means a little more than most. We produce an elite standard of basketball talent. Our diehard passion and knowledge of the game comes second to none. Join us as we join the ranks of minor league sports in the basketball capital of the world!

We provide a low-cost alternative to sports entertainment providing fans with an exciting and family friendly environment.

Do you envision spreading your brand beyond the Indianapolis Metropolitan area? The Indiana Blaze, are a member of the BDL which has teams in five states across the Midwest and Eastern Seaboard. As we welcome teams to our city and travel, so shall your business brand.

Why Advertise with the Indiana Blaze?

- **Gain consistent access to a target market**
- **Access our extensive growing social media base for instant & consistent brand exposure**
- **Entertain clients and guests**
- **Support positive community-building initiatives and economic development**

Make an Impression!

In-game Opportunities

Game-day program

Arena signage

Announcer booth

Floor chairs

Backboard signage

Jersey signage

Court logo decals

Fan giveaways

Halftime & post-game show mentions

Digital Marketing

Official website banner

Listing on corporate partners page

Call-to-action ads

Official blog highlights

Social media recognition

Partnership Packages

Our partnership packages include the following which can be customized to fit your needs.

Starter Packages:

BRONZE PACKAGE 2014: \$300

Full page ad in game day program
Logo on team website with link to sponsor's website
One PA announcement during each home game
2 tickets to each home game

SILVER PACKAGE 2014: \$500

Banner displayed at each home game
Full page ad in game day program
Logo on team website with link to sponsor's website
Two PA announcements during each home game
5 tickets to each home game

GOLD PACKAGE 2014: \$1,500

(10 PACKAGES AVAILABLE)

Booth at sponsored home game
Logo on door giveaway item at sponsored home game
Individual PA announcement at sponsored home game
Banner displayed at each home game
Full page ad in game day program
Logo on team website with link to sponsor's website
Two PA announcements during each home game
10 tickets to each home game

PLATINUM PACKAGE 2014: \$5,000 PER PACKAGE

Each package will include the following:

2x4 banner displayed at each home game full page ad in game day program

Logo on team's website with link to sponsor's website 30 game tickets for each home game

PA announcement at home game (minimum 3)

Warm up Uniform Sponsorship: Logo placed on back of Team warm up shirt

Game Day Tickets Sponsorship: Logo placed on home game day tickets

Season Ticket Sponsorship: Logo placed on season tickets

Kids Club Sponsorship: Logo placed on student season tickets

Game Event Sponsorship: game event where 1 fan will be randomly selected to participate in a game event

Media Time-Out Sponsorship: logo placed on giveaway item. During 1 media time-out, per home game, 50 items will be thrown out to fans by "RimRocker Promotional Team".

Reading Club Sponsorship: Logo placed on Reading Club bookmarks. Bookmarks will be delivered to local schools

Website Broadcast Sponsorship: Logo will be placed next to Broadcast Box on the indy blaze website. Sponsor and advertisement will be announced during broadcast of game on website

Travel Gear Sponsorship: Logo placed on team and coaches travel shirts and backpacks

INDIVIDUAL SPONSORSHIP

Full page ad in game day program – \$200

Banner displayed at each home game -\$200

Logo on Team Website with link to sponsor's website – \$200

CONTACT US

If your organization is interested in partnering with the Indiana Blaze for the 2014-2015 season please contact ownership by web, email, or phone.

Web: indyblazebasketball.com

Email: indyblazebasketball@gmail.com

Phone: 317-863-9670



Our Community.

Our Team.