



**MISSION  
VISION  
PARTNER**  
TWO ARE BETTER THAN ONE

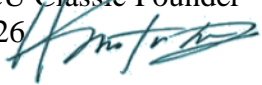
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**MEMORANDUM**

**To:** 2024 Louisville Bats HBCU Classic Supporter

**From:** Henry Snorton, III, President, MVP, LLC  
Louisville Bats HBCU Classic Founder  
Mobile: 270-839-3426 

**Date:** Wednesday, February 21, 2024

I would like to invite you to join us, the Louisville Bats and Louisville Slugger Field, for the unique opportunity to be a part of the **"Inaugural" Louisville Bats HBCU Classic** Saturday, March 23rd, 2024.

The Louisville Bats HBCU Classic is a win-win value event with limited branding opportunities, nevertheless countless memorable experiences. The Louisville Bats and Louisville Slugger Field are excited to announce this event is *free to attend* as part of their **2024 Season Open House**.

Did you know the Bats average attendance boasts over 5,000 fans? Imagine the addition of Kentucky State University and Morehouse College's national alumni, HBCU supporters, baseball fanatics, small business, career, and educational vendors, students, and the greater Louisville community. This "Inaugural" event promises to be phenomenal for all parties involved.



**Tri-State Office Locations**

|  |  |   |
|--|--|---|
| 1101A South Main St.<br>Hopkinsville, Kentucky 42240 | 318 Main St.<br>Evansville, Indiana 4770 | 4500 Bowling Blvd. #100<br>Louisville, Kentucky 40207 |
|--|--|---|

*Build, Buy or Franchise... the STARTUP GURU is here for you.*

Our partnership branding models produce return for you, offering email and social media marketing to **tens of thousands** of stakeholders, radio and online advertisements, in-game interactions and mentions, digital displays, exposure, luxury seating experiences, and more. All this while supporting the greater Louisville community and Kentucky’s underserved HBCUs. Your support for Kentucky’s HBCUs will be on full display.

**Time is of essence!** Act now to secure one of the partnership opportunities for your organization outlined on the following two (2) pages or visit <https://www.eventbrite.com/e/louisville-bats-hbcu-classic-tickets-837967502357>. If you have questions or require any additional information, please feel free to give me, this Classics’ founder, KSU alumni, and “*Startup Guru*” Henry Snorton III a call at 270-839-3426.

In closing, I founded this event and fostered mutually beneficial relationships with key partners such as yourself to support my alma mater Kentucky State University. In the fall of 2023, the US Department of Education and USDA Secretaries jointly sent a [letter](#) informing Governor Beshear that state legislators have underfunded KSU, Kentucky’s 1890 land grant institution for the past 30 years. And KSU’s baseball field underwent significant storm damage preventing the team from competing on its home field to date. *With your support, this “Inaugural” Louisville Bats HBCU Classic powers KSU’s baseball team return home!*

***NOW LET’S PLAY BALL!***



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**“Inaugural” Louisville Bats HBCU Classic Partnership & Sponsor Opportunities**Title Sponsor      *Louisville Bats*

|   | <b>\$25K<br/>Presenting<br/>(Grand Slam)<br/>Sponsor<br/>(1)</b> | <b>\$10K<br/>Platinum<br/>(Home Run)<br/>Sponsor<br/>(1)</b> | <b>\$8K<br/>Gold<br/>(Triple)<br/>Sponsor<br/>(2)</b> | <b>\$5K<br/>Silver<br/>(Single)<br/>Sponsor<br/>(Unlimited)</b> |
|---|--|--|---|---|
| Luxury Owner’s Suite  | 1*   | 1*   | 1*  |   |
| Social media weekly branding post                                       | 4  | 3  | 2   | 1   |
| In-person recognition during middle innings with mascots                | 5  | 3  | 1   |   |
| Branding on website   | √  | √  | √   | √   |
| “Throws Out the First Pitch”  | √  |  |   |   |
| Branding on email marketing   | √  | √  | √   | √   |
| Leads 7 <sup>th</sup> Inning stretch “Take Me Out to the Ballgame” song | √  |  |   |   |
| Digital messaging between innings                                       | 9  | 7  | 5   | 1   |
| Digital messaging on Louisville Slugger Field                           | 5  | 3  | 2   | 1   |
| Name mentioned after each “Strikeout”                                   |  | √  |   |   |
| Name mentioned after each “Home Run”                                    |  | √  |   | 1   |
| Vendor/Exhibit Booth  | 2  | 2  | 1   | 1   |
| Souvenir Booklet Ad   | <b>Centerfold</b>  | Inside cover   | <b>Full Page</b>                                      | <b>Half Page</b>  |
| Luxury VIP Party Suite Tickets  |  |  |   | 10*   |
| Souvenir Louisville Slugger Mini-Bats promotional with logo             | √  | √  |   | √   |
| Branded promotional item  | √  | √  | √   |   |

\*Includes food and refreshments  
Vendor/Exhibit booth includes table and chair(s)

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**Additional “Inaugural” Louisville Bats HBCU Classic Partnership Opportunities****In-Game Sponsorship Opportunities** (*Public Announcer and digital display promotional*)

|       |  |
|-------|--|
| \$500 | Coaches Timeout Sponsor (1)  |
| \$500 | Banner behind seating on fencing (3) <i>*must provide banner/signage</i> |
| \$500 | Stolen Base Sponsor (1)  |
| \$250 | Pitcher’s or Catcher’s Pick-off Sponsor                                  |

**Three (3) Great Vendor Spaces Curbside Louisville Slugger Field**

|         |  |
|---------|--|
| \$1,500 | Main St. vendor demonstration space (2) (100x20+)          |
| \$500   | Main & Preston St. vendor demonstration space (1) (50X50+) |

**Luxury Game Suites & VIP Tickets**

|         |   |
|---------|---|
| \$2,000 | Owner’s Clubhouse (6) (Accommodates up to 35) <ul style="list-style-type: none"> <li>• Includes food and soft drinks</li> <li>• Name or logo recognized on digital signage</li> </ul> |
| \$100   | Party Suite Access (Only 50 available) <ul style="list-style-type: none"> <li>• Includes food and soft drinks</li> </ul>  |

**Amazing Vendor/Exhibit Booth Spaces – Concourse Louisville Slugger Field**

|       |  |
|-------|--|
| \$500 | High infield traffic vendor space (9) (12x12+) |
| \$350 | Infield vendor space (12x12+) (26)             |
| \$250 | Outfield vendor space (12x12+) (10)            |
| \$500 | Alumni Area Sponsor ( <i>Designated</i> )      |

**Commemorative Ad Book**

| Type of “Ad”                    | Cost of “Ad” |
|---------------------------------|--------------|
| Inside Cover (full page)        | \$1000       |
| Across Inside Cover (full page) | \$1000       |
| Back Cover (full page) (sold)   | \$1500       |
| Inside Back Cover               | \$750        |
| Centerfold (2 full pages)       | \$2500       |
| Full Page                       | \$500        |
| Half Page                       | \$300        |
| Quarter Page                    | \$200        |

*Partial proceeds benefit Kentucky’s HBCUs: Kentucky State University, Simmons College, and visiting team Morehouse College.*

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