



# SPONSORSHIP PROPOSAL

**FALL  
2023**



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# 2022 UTAH TOP 50 ELITE LEAGUE CHAMPIONS



## ABOUT US

Created by Brian Allfrey, Eric Johnson and James Ballstaedt, the Utah Top 50 is the premier basketball event company in Utah. All three partners have over 20 years experience coaching high level basketball and running events of all kind.

Utah Top 50 Events are Premium, Unique Events that provide an unrivaled experience for Utah Athletes and their families.

The purpose of this League is to give the top high school players in Utah the opportunity to participate in a highly competitive league of their peers leading into the basketball season. Participating in team open gyms does not provide the competition required for these players to improve, they need to compete against the best. Along the way, it became the #1 exposure event to college coaches in Utah.

Since the 2021 launch of the Boy's Utah Top 50 Elite League, our events have grown every year. In 2022 Utah Top 50 expanded with the Girls Utah Top 50 and the Boys NXT event for 9th - 11th grade players. We held our Championship Night in the Delta Center, courtesy of the Utah Jazz.

Our NEW Events for 2023:

- Girls Top 50 is expanding to a full 6 game league
- Girls NXT event
- Boys NXT event will add 6th-8th Grade Players
- Elite Cheer Showcase
- Idaho Top 50 Boys Elite League

We are excited to partner with you on these amazing 2023 events.



**WHERE UTAH'S BEST COMPETE  
& BRANDS CONNECT WITH NEW  
CUSTOMERS AND FAMILIES**





# EVENT SCHEDULE



## UTAH TOP 50 COACHING CLINIC 8/29/23

This event is OPEN TO ALL COACHES (High School, Club, & Youth)

This clinic will feature 5-6 College Coaches from Utah Schools, including Eric Duft (Weber State), Todd Phillips (UVU), Kyle Taylor (SLCC) and Cody Fueger (BYU). Learn from Utah's TOP COLLEGE COACHES as they each present on topics that make their teams successful. Gain knowledge and insight as you prepare for your upcoming season.

**Schedule Time:** 6PM-10PM



## UTAH TOP 50 BOYS ELITE LEAGUE 9/5/23 - 10/31/23

Created for Utah's Best High School Basketball Players to prepare for the upcoming season, the Utah Top 50 Boys Elite League is the pre-eminent league for High School Players. Our Selection Committee invites the top 50-60 players to participate in a 6 game league held at SLCC.

This league allows the best players to compete against each other in the time between the summer club basketball and high school basketball season. They participate to sharpen their skills and for the national exposure to college coaches that this event provides.

**TUES. & THURS. NIGHTS** 6-10PM  
9/5, 9/12, 9/21, 9/26, 10/3, 10/10, 10/17, 10/31



## UTAH TOP 50 NXT GIRLS SHOWCASE 9/9/23

For girls basketball players in the 7th - 12th Grades (Class of 2024 - Class of 2030), Utah Top 50's NXT High Potential Showcase is designed to give players striving to improve their game a place to learn from college coaches, compete in games, and ultimately gain exposure. This is a great event to be evaluated by our selection committee as well as coaches & media. Compete against top talent as you prepare for your high school season.

**Schedule Time:** 9AM-7PM



## UTAH TOP 50 ELITE CHEER SHOWCASE 10/10/23 - 10/30/23

- New this year is the Utah Top 50 Elite Cheer Showcase.
- Best Cheerleaders invited to participate. Expecting 200+ Cheer athletes and their families to participate.
- Cheer Athletes receive an exclusive, custom performance gear and Utah Top 50 Swag.
- Multiple performances at two different performance nights, plus practice sessions with college cheerleaders

**POTENTIAL PERFORMANCE NIGHTS**

**TUESDAY** 6PM-10PM - 10/10, 10/17, 10/24, 10/31  
**THURSDAY** 6PM-10PM - 10/12, 10/19



## UTAH TOP 50 GIRLS ELITE LEAGUE 9/28/23 - 10/31/23

Created for Utah' & Idaho's Best HS Girls Basketball Players to pre[are fpr the upcoming season,he Utah Top 50 Girls Elite League is the pre-eminent league for High School Players. Our Selection Committee invites the top 50-60 players to participate in a 6 game league held at SLCC.

This league allows the best players to compete against each other to sharpen their skills and for the national exposure to college coaches that this event provides

**THURSDAY NIGHTS** 6PM-10PM  
9/28, 10/12, 10/19 & TUES. 10/31





## UTAH TOP 50 NXT (6<sup>TH</sup>-8<sup>TH</sup>) 10/21/23 & 10/24/23

For boy's basketball players in the 2028, 2029 and 2030 Classes, Utah Top 50's NXT High Potential Showcase is designed to give players striving to improve their game a place to learn from college coaches, compete in games, and ultimately gain exposure. This is a great event to be evaluated by our selection committee as well as coaches & media. Compete against top talent as you prepare for your high school season.

**Schedule Time:**  
Saturday 9AM-6PM  
Monday 6PM-10PM



## UTAH TOP 50 NXT (9<sup>TH</sup>-11<sup>TH</sup>) 10/21, 10/24, & 10/31

For boys basketball players in the 2025, 2026 and 2027 Classes, Utah Top 50's NXT High Potential Showcase is designed to give players striving to improve their game a place to learn from college coaches, compete in games, and ultimately gain exposure. This is a great event to be evaluated by our selection committee as well as coaches & media. Compete against top talent as you prepare for your high school season.

**Schedule Time:**  
Saturday 9AM-6PM  
Mondays 6PM-10PM



## IDAHO TOP 50 BOYS ELITE LEAGUE TBD

A 2023 expansion introducing the Top 50 Elite League for Idaho Boys High School Basketball Players.

Held in Boise, this league allows the best players to compete against each other in the time between the summer club basketball and high school basketball season. They participate to sharpen their skills and for the national exposure to college coaches that this event provides.

**Schedule Time:** TBD

# EVENT CALENDAR

## UTAH TOP 50 COACHES CLINIC

AUGUST 29, 2023

SALT LAKE COMMUNITY COLLEGE

## UTAH TOP 50 COMBINE (BOYS & GIRLS)

SEPTEMBER 5 & 12, 2023

SALT LAKE COMMUNITY COLLEGE

## UTAH TOP 50 NXT - GIRLS 6<sup>TH</sup>-12<sup>TH</sup> GRADE

SEPTEMBER 9, 2023

SALT LAKE COMMUNITY COLLEGE

## UTAH TOP 50 BOYS ELITE LEAGUE

SEPTEMBER 21 - OCTOBER 31, 2023

SALT LAKE COMMUNITY COLLEGE

## UTAH TOP 50 GIRLS ELITE LEAGUE

SEPTEMBER 28 - OCTOBER 31, 2023

SALT LAKE COMMUNITY COLLEGE

## UTAH TOP 50 NXT - BOYS 6<sup>TH</sup>-8<sup>TH</sup> GRADE

OCTOBER 21 & 24, 2023

10/21 COPPER HILLS, 10/23 SLCC

## UTAH TOP 50 NXT - BOYS 9<sup>TH</sup>-11<sup>TH</sup> GRADE

OCTOBER 21, 24 & 31, 2023

10/21 COPPER HILLS, 10/23 SLCC

## UTAH TOP 50 CHAMPIONSHIP NIGHT

OCTOBER 31, 2023

SALT LAKE COMMUNITY COLLEGE

SUBJECT TO DATE AND LOCATION CHANGE (BASED ON ARENA AVAILABILITY)

## IDAHO TOP 50 BOYS ELITE LEAGUE - TBD



# BRAND SPONSORS



UTAH TOP 50 BRAND SPONSORS ARE FEATURED AT ALL UTAH TOP 50 EVENTS. UTAH TOP 50 DELIVERS A PREMIUM, AFFLUENT AUDIENCE IN SEVERAL KEY DEMOGRAPHICS. WE REACH ACROSS THE AGE SPECTRUM FROM AGE 12-65+ DELIVERING TEENS, PARENTS AND GRANDPARENTS, INDEXING HIGHER WITH FEMALE HOUSEHOLD DECISION MAKERS.

## PLATINUM SPONSORSHIP **SOLD**

Official Uniform Supplier.

Official logo placement on back of Utah Top 50 Player T-Shirts

Official Logo placement on screen for all streaming broadcast.

Sponsor of the All League Teams.

Official Permanent logo placement on Live-Stream Games & Performances.

Two video commercials per game on the Live-Stream.

- Minimum of 30 games = 60 commercials.

Two 15 Second Advertisement Reads per game, read by the announcers on the Live-Stream. during each game.

- Minimum of 30 games = 60 advertising reads.

Logo Placement on:

- All Event Signage
- Social Media
- Utah Top 50 Website

Option to setup a 10x10 exhibit booth or table at all Top 50 events.

Two Promotional Email Blasts to Utah Top 50 Events and Families.

Event passes for company representatives.

# \$15K

## MVP SPONSORSHIP

Official Rotating Logo Placement on Live-Stream Games & Performances.

Two video commercials per game on the Live-Stream.

- Minimum of 30 games = 60 commercials.

Two 15 Second Advertisement Reads per game, read by the announcers on the Live-Stream. during each game.

- Minimum of 30 games = 60 advertising reads.

Logo Placement on:

- All Event Signage
- Social Media
- Utah Top 50 Website

Option to setup a 10x10 exhibit booth or table at all Top 50 events.

Two Promotional Email Blasts to Utah Top 50 Events and Families.

Event passes for company representatives.

# \$5K

## ALL STAR SPONSORSHIP

Official Rotating Logo Placement on Live-Stream Games & Performances.

One video commercial per game on the Live-Stream.

- Minimum of 30 games = 30 commercials.

One 15 Second Advertisement Read per game, read by the announcers on the Live-Stream. during each game.

- Minimum of 30 games = 30 advertising reads.

Logo Placement on:

- All Event Signage
- Social Media
- Utah Top 50 Website

Option to setup a 10x10 exhibit booth or table at all Top 50 events.

One Promotional Email Blast to Utah Top 50 Events and Families.

Event passes for company representatives.

# \$3K

## STARTER SPONSORSHIP

Official Rotating Logo Placement on Live-Stream Games & Performances.

One 15 Second Advertisement

Read per game, read by the announcers on the Live-Stream. during each game.

- Minimum of 30 games = 30 advertising reads.

Logo Placement on:

- All Event Signage
- Social Media
- Utah Top 50 Website

One Promotional Email Blast to

Utah Top 50 Events and Families.

Event passes for company representatives.

# \$1.5K



# EVENT SPONSORS

## SPONSOR LOGO ON UNIFORM BACK

- UTAH TOP 50 BOYS ELITE LEAGUE
- UTAH TOP 50 GIRLS ELITE LEAGUE
- UTAH TOP 50 NXT BOYS LEAGUE

CHOOSE ONE FOR \$1,500 OR CHOOSE ALL FOR \$3,500

## WEEKLY RECAP SHOW SPONSOR

- UTAH TOP 50 BOYS ELITE LEAGUE
- UTAH TOP 50 GIRLS ELITE LEAGUE
- UTAH TOP 50 NXT BOYS LEAGUE

CHOOSE ONE FOR \$1,500 OR CHOOSE ALL FOR \$3,500

## HIGHLIGHT VIDEO SPONSOR

- UTAH TOP 50 BOYS ELITE LEAGUE
- UTAH TOP 50 GIRLS ELITE LEAGUE
- UTAH TOP 50 NXT BOYS LEAGUE

CHOOSE ONE FOR \$1,250 OR CHOOSE ALL FOR \$3,000

## PLAYER OF THE WEEK AWARD

- UTAH TOP 50 BOYS ELITE LEAGUE
- UTAH TOP 50 GIRLS ELITE LEAGUE
- UTAH TOP 50 NXT BOYS LEAGUE

CHOOSE ONE FOR \$1,000 OR CHOOSE ALL FOR \$2,500



# EVENT SPONSORS

## COACHES CLINIC GOLD SPONSOR \$1,000

- VENDOR TABLE AT COACHES CLINIC
- LOGO AND SPONSOR INFO IN EVENT AGENDA
- OPTION TO INCLUDE SPONSOR MATERIALS AT REGISTRATION
- TWO PROMOTIONAL EMAIL BLASTS

## COACHES CLINIC SILVER SPONSOR \$500

- LOGO AND SPONSOR INFO IN EVENT AGENDA
- OPTION TO INCLUDE SPONSOR MATERIALS AT REGISTRATION
- TWO PROMOTIONAL EMAIL BLASTS

## ELITE CHEER SHOWCASE GOLD SPONSOR \$1,000

- VENDOR TABLE AT PERFORMANCES
- LOGO ON FLOOR DURING PERFORMANCE
- OPTION TO INCLUDE SPONSOR MATERIALS IN PARTICIPANT GIFT BAG
- TWO PROMOTIONAL EMAIL BLASTS

## ELITE CHEER SHOWCASE SILVER SPONSOR \$500

- LOGO ON FLOOR DURING PERFORMANCE
- OPTION TO INCLUDE SPONSOR MATERIALS IN PARTICIPANT GIFT BAG
- TWO PROMOTIONAL EMAIL BLASTS



# WHY BE A SPONSOR

- **UTAH TOP 50 DELIVERS A PREMIUM, AFFLUENT AUDIENCE IN SEVERAL KEY DEMOGRAPHICS. WE REACH ACROSS THE AGE SPECTRUM FROM AGE 12-65+ DELIVERING TEENS, PARENTS AND GRANDPARENTS, INDEXING HIGHER WITH FEMALE HOUSEHOLD DECISION MAKERS.**
- **BE PART OF A GROWING BRAND: UTAH TOP 50'S FOLLOWING IS GROWING EVERY MONTH, WITH PLANS TO EXPAND INTO ADDITIONAL SPORTS AND REGIONAL MARKETS SOON. GET ON BOARD NOW AND GROW WITH US!**
- **MULTIPLE EVENTS: SHOWCASE YOUR BRAND TO MULTIPLE AUDIENCES, DURING MULTIPLE EVENTS, OVER THE COURSE OF MANY MONTHS.**
- **MARKET & PROMOTE TO AN ENGAGED COMMUNITY: UTAH TOP 50 MAINTAINS A STRONG AND ENGAGED COMMUNITY OF FOLLOWERS, INCLUDING A STRONG AUDIENCE MIX OF BOTH OLDER FEMALE AND MALE AND YOUNGER PEOPLE CONSUMING CONTENT ON A WEEKLY BASIS.**
- **CREATE NEW CUSTOMERS FOR LIFE: POSITIONING YOUR BRAND IN FRONT OF THE TOP UP-AND-COMING STUDENT ATHLETES. MAKE A FAN OUT OF THE ATHLETES AND THEIR FAMILIES NOW, AND YOU'LL HAVE A CUSTOMER FOR LIFE.**
- **ONLINE LIVE STREAMING & MANY OTHER FEATURE OPTIONS: FEATURE YOUR BRAND WITH :60 OR :30 SECOND COMMERCIALS ON OUR LIVE STREAM, PROMINENT LOGO PLACEMENT, AND IN-GAME BRAND MENTIONS. PLUS, FEATURE YOUR BRAND ON OUR WEBSITE OR SOCIAL CHANNELS FOR INCREASED EXPOSURE. WE HAVE MANY DIFFERENT OPTIONS TO SHOWCASE YOUR BRAND!**

