



KICK & ROLL CLASSIC

WHAT IS IT?

George Kiel's Kick & Roll Classic 3-On-3 Basketball Event is a sneaker-themed basketball event and festival that creatively and uniquely brings the world of footwear, hoops and charity together to life. This is our generation's Hoop It Up 3 X 3 but with a sneaker twist and for an amazing, noteworthy cause. Imagine a state-of-the-art, multi-court facility filled with friendly competition, the widest and craziest array of footwear, tons of vendors, some of the most delicious food trucks in each host city, the latest tunes from our in-house DJ, celebrities on hand serving as sneaker judges and selecting participants for our sneaker-themed awards and YOU converging for an amazing cause.

WHY DOES IT EXIST?

Our founder George Kiel (founder of coiski.com and former Editor-In-Chief of NiceKicks.com and host of the "Sneak Peek" and "Kicks On Court Weekly" Youtube video series) and the minds behind the Kiel Colon Cancer Foundation host Kick & Roll Classic 3-on-3 Basketball Event to raise awareness for colon cancer – a disease that took Kiel's mother in March of 2014. The event is dedicated to educate the public about colon cancer, honor colon cancer survivors, encourage a healthy, active lifestyle, advocate for appropriate screening measures and generate revenue for colon cancer research.

HISTORY OF THE KICK & ROLL CLASSIC

The inaugural Kick & Roll Classic was held in Austin, Texas on July 12th 2014 with over 400 attendees. Participants and spectators received a face-to-face education about the disease at our "Code Blue" colon cancer education booths. A number of sponsors, such as the Josh Childress Foundation, Under Armour and KIND Healthy Snacks, benefitted greatly from the combination of the sneaker industry, the charity world and basketball enthusiasts colliding at the event. Also, our media associates, such as SLAM Magazine, Complex Magazine and various NBA players, helped spread the word.

During the summer of 2015, we hosted our second Kick & Roll Classic back in Austin (more than 700 attendees). We held a "Never Too Young" colon cancer awareness panel to educate attendees about the disease's increased rate in adolescence and young adults.

In 2016, the Classic grew exponentially. We hosted 830+ attendees and participants, over 100 vendors and some of Austin's most established food trucks. 3X NBA Slam Dunk Champion Nate Robinson served as our special guest and judge of our first ever dunk contest. Also, the government-assisted Colon Cancer Alliance selected the Kick & Roll Classic as an official stop on their nationwide "Big Colon" tour.

Just under 1,000 persons attended the 2017 Kick & Roll Classic, including celebs, Bun B and Trinidad James. The Colon Cancer Alliance, again, chose our event as an official "Big Colon" tour stop.





KIEL COLON CANCER FOUNDATION

KICK & ROLL CLASSIC

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$20,000

- "Presented by" will preface your business logo on all materials
 - Logo, dedicated link and banner ad on website
 - Signage and verbal recognition at venue (must provide)
 - 10 entry tickets to event
 - Vendor table at highest traffic location at event
 - Inclusion in swag and participant bags
 - Social media promotion (tags, links, RTs)
 - Dedicated blog post about your business
 - Email dedicated to your business

PLATINUM SPONSOR - \$10,000

- Logo and listing of organization as sponsor on online and printed materials (brochures, flyers, emails, signature)
 - Five entry tickets
- Vendor table (first come, first served basis)
- Social media promotion (tags, links, RTs)
 - Skyscraper ad on website

GOLD SPONSOR- \$5,000

- Business name listed on all promotional items
 - Three entry tickets to Kick & Roll Classic
- Vendor table near first games of tournament
 - Opportunity to pass out flyers at event

BRONZE SPONSOR- \$1,000

- Name listed on website as sponsor
 - Opportunity for signage at event
- Three entry tickets to Kick & Roll Classic 2017.

VENDOR SPONSOR- \$100-\$200

- Varies by market

**Custom sponsorships are available and can be tailored to your business' marketing goals and budget.*