

## About the Classic

The Lakeshore Classic is a regional family-oriented event focusing its activities on raising educational awareness and drawing on the parallels between sports participation and academic achievement to encourage the region's youth to follow a path for success.

## A 12-Year Successful Run

- Increased yearly attendance to 7,000 people.
- Welcomed college teams from Central State University, Fisk University, Tuskegee University, and University of Michigan, Dearborn.
- High school basketball teams from throughout Indiana and Illinois participating, in a "Border Battle" challenge.
- Corporate events featuring prominent guest speakers including:
  - **Gregg Popovich**, San Antonio Spurs head coach and region native.
  - **Gene Keady**, Purdue University head coach, retired.
  - **Bob Love**, retired Chicago Bulls star player.
  - **Bryce Drew**, Valparaiso University Head Coach & 1994 Mr. Indiana Basketball
  - **Jesse White**, Illinois Secretary of State; Founder, Jesse White Tumbling Team.
  - **Oscar "Big O" Robertson**, NBA All Star and 2-time NBA World Champion
  - Dr. Dick Barnett.**
  - **Ulysses "Junior" Bridgeman**, former NBA Star and successful businessman.
  - **Lloyd McClendon**, former Manager of the Pittsburg Pirates & Seattle Mariners.
  - **David J. Johns**, Executive Director White House Initiative on Educational Excellence for African Americans, Washington, DC.
  - **Mike Huff**, VP of Baseball/Fast Pitch for the Chicago White Sox Major League Baseball Team and former outfielder.
  - **LaTroy Hawkins**, 1991 graduate of Gary West Side High School. Distinguished 21 year career in Major League Baseball.
  - **Kenny Lofton**, Star Major League Baseball Player from East Chicago, Indiana.

## Lakeshore Classic Regional Advisors

Councilman Charlie Brown

Senator Ed Charbonneau

Vic DeMeyer, Consultant

Dr. Danita Johnson Hughes, Edgewater Health

Senator Lonnie Randolph

Senator Eddie Melton

Dave Ryan, Lakeshore Chamber of Commerce

## Lakeshore Classic Planning Committee

Michael Radbel, Main Sporting Goods

Dr. Danita Johnson Hughes, Edgewater Health

Mike LaBroi, Mike LaBroi Entertainment

McKinley Jelks, Sr., Lakeshore Classic

Beverly Harbour, GEMS Network

Cheryl Scott-Fields, GEMS Network

Janice Bowden, Gary Chamber of Commerce

Chuck Hughes, Gary Chamber of Commerce



The Lakeshore Classic event was established by the Gary Chamber of Commerce under the direction of Executive Director Charles "Chuck" Hughes.

The Gary Chamber of Commerce is a voluntary organization of citizens who are investing time and money in a community development program-working together to improve the economic, civic, and cultural well being of the area.

[www.garychamber.com](http://www.garychamber.com)



## West Side Leadership Academy High School

[www.garychamber.com](http://www.garychamber.com)

**Lakeshore Classic  
November 26-27, 2021**

# CASH SPONSORSHIP BROCHURE

"The Lakeshore Classic showcases the love of the game and it expresses a dedication to kids and the community. The focus on academics, character development and fitness is what distinguishes the

Lakeshore Classic from similar events. To build upon its past success, the Classic needs an assist from you. Join me in supporting this premier event.



~ Gregg Popovich,  
Region native and Four-time  
NBA Championship Coach of  
the San Antonio Spurs.

# CASH SPONSORSHIP OPPORTUNITIES

## Signature Sponsor—\$35,000

- 40 two-day tickets, good for all games.
- Naming Rights to Lakeshore Classic.
- Most prominent name/logo placement on all printed materials related to event promotion.
- 1 Full-page ad your choice on back or inside front cover program book (first come, first serve).
- Most prominent name/logo placement on event website with hyperlink.
- Booth/Display space at College/Vendor Fair.
- Additional banner display (sponsor provides) in high traffic areas.
- B/W logo on t-shirts given to players, guest and sold at the event.
- Opportunity to provide giveaway items for “goodie bags given to players, guest and attendees.
- Public recognition at start of days’ game activities and throughout each day.
- Opportunity to provide flyer/coupon insert inside event program (provided by sponsor no later than Nov. 1)
- Opportunity to present award to invited celebrity guest.
- Opportunity to provide prizes for promotional contests (e.g. free throw contest, three-point shot contest, etc.)
- Verbal recognition at Corporate Luncheon..
- 1 VIP Table (10 guests) at Corporate Luncheon.
- Corporate Recognition Plaque.

For more information or to sign on as a cash sponsor contact the Gary Chamber of Commerce at 219.885.7407, [chughes@garychamber.com](mailto:chughes@garychamber.com) or [jbowden@garychamber.com](mailto:jbowden@garychamber.com)



## Full Court Shot Sponsor—\$15,000

- 35 two-day tickets, good for all games.
- Premier name/logo placement on all printed materials related to the event promotion.
- 1 Full-page ad in souvenir program book.
- Name/logo placement on event website with hyperlink.
- Name/logo placement on signage for the event.
- Booth/Display space at College/Vendor Fair.
- B/W logo on t-shirts given to players, guest and sold at the event.
- Opportunity to provide giveaways for “goodie bags” given to all players, guest and attendees..
- 1 Premier Table (10 guests) at Corporate Luncheon.
- Verbal recognition at Corporate Luncheon.
- Verbal recognition throughout games.
- Corporate Recognition Plaque.

## Half Court Shot Sponsor—\$10,000

- 25 two-day tickets, good for all games.
- Name/logo placement on all printed materials related to event promotion.
- 1/2 page ad in souvenir program book.
- Name/logo placement on event website with hyperlink.
- Booth/Display space at Vendor Fair.
- B/W logo on t-shirts given to all players, guest and sold at the event.
- Opportunity to provide giveaways for “goodie bags” given to all players, guest and attendees.
- VIP Seating (8 guests) at Corporate Luncheon.
- Verbal recognition at Corporate Luncheon.
- Verbal recognition throughout games.
- Corporate Recognition Plaque.

## Slam Dunk Sponsor—\$5,000

- 15 two-day tickets, good for all games.
- Name/logo placement on all printed materials related to event promotion.
- 1/4 page ad in souvenir program book.
- Name/logo placement on event website.
- Booth/Display space at Vendor Fair.
- B/W logo on t-shirts given to players, guest and sold at the event.
- Opportunity to provide giveaways for “goodie bags” given to all players and guest .
- Opportunity to provide giveaways to attendees.
- 6 Tickets to Corporate Luncheon
- Verbal recognition at Corporate Luncheon.

## Three-Point Shot Sponsor—\$2,500

- 10 two-day tickets, good for all games.
- Name/logo placement on some printed materials related to event promotion.
- 1/4 page b/w ad in souvenir program book.
- Name/logo listed on event website.
- Opportunity to provide giveaways for “goodie bags” given to all players and guest.
- 4 Tickets to Corporate Luncheon
- Verbal recognition at Corporate Luncheon

## Fast Break Sponsor—\$1,000

- 5 two-day tickets, good for all games.
- Name/logo placement on some printed materials related to event.
- 1/4 page b/w ad in souvenir program book.
- Opportunity to provide giveaways for “goodie bags” given to all players and guest.
- 2 Tickets to Corporate Luncheon.
- Corporate Recognition Certificate.

## Student Block Tickets

Buy a block of tickets to donate to students or support your favorite school for 2-days of games. Call (219) 885-7407 for details.

- **\$300 - 30 students**
- **\$400 - 40 students**
- **\$500 - 50 students**

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