



Save
the
Date

JANUARY 17 - 19, 2025

**SERC-NAHRO MLK
Basketball Tournament
& Cheer Competition**

COLUMBIA, SC



August 30, 2024

Dear Community Partner,

Columbia Housing is extremely excited to announce that we will be hosting the 31st Annual Southeastern Regional Council (SERC) Martin Luther King, Jr. Basketball tournament and Cheer Competition, January 17 – 19, 2025. SERC is comprised of housing authorities from Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia. The 2024 Tournament saw over 500 youth from across the region participate in this important event.

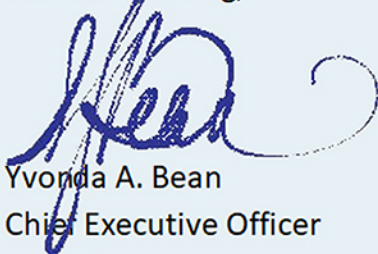
For over three decades, this enrichment activity has tremendously impacted the lives of youth living in low-income public housing throughout the southeast. This occasion not only provides a chance for the youth to showcase their remarkable athletic abilities but also offers a weekend of cultural experiences and educational opportunities.

We are writing today to ask for your support in putting on the tournament. Please review the enclosed sponsorship levels and help us welcome the 2025 participants in true South Carolina style. The weekend will not only include 2 days of competition but will feature a Sneaker Ball, college and university tours, guest speakers and much more.

We kindly ask that you make your contribution or commitment by October 30, 2024 by returning the enclosed pledge form or by making your donation online at www.columbiahousing.org/SERCMLKtheCHway.

Thank you in advance for your consideration and support. We are looking forward to providing the participants with a great weekend and exposure to many new things.

Yours in Housing,

A handwritten signature in blue ink, appearing to read 'Yvonda A. Bean', with a decorative flourish at the end.

Yvonda A. Bean
Chief Executive Officer
Columbia Housing

SLAM DUNK LEVEL

1 available

\$20,000

As the Slam Dunk Level Sponsor, you will be providing a significant level of support for the tournament, banquet and weekend activities. Your organization's name will headline all marketing and promotional materials. You will also receive:

- A table for 8 at the Sneaker Ball to be held Saturday, January 18, 2025.
- Website and social media recognition.
- 1 full page color ad in the printed tournament program.
- Opportunity to present trophy to tournament winner.

TIP OFF LEVEL

3 available

\$10,000

As a Tip Off Level Sponsor, your contribution will directly fund the tournament costs like venue rental, equipment and staff to run the event. Your organization's name will be included in all marketing and promotional materials. You will receive the following:

- A table for 8 at the Sneaker Ball to be held Saturday, January 18, 2025.
- Website and social media recognition.
- 1 full page color ad in the printed tournament program.

LAYUP LEVEL

5 available

\$5,000

As a Layup Level Sponsor, your contribution will directly fund registration fees for participating teams across the Southeast. Your organization's name will be included in all marketing and promotional materials. You will receive the following:

- A table for 8 at the Sneaker Ball to be held Saturday, January 18, 2025.
- Website and social media recognition.
- Half page color ad in the printed tournament program.

FREE THROW LEVEL

5 available

\$2,500

As a Free Throw Level Sponsor, your contribution will directly fund registration fees for participating teams across the Southeast. You will receive the following:

- 4 tickets for the Sneaker Ball to be held Saturday, January 18, 2025.
- Website and social media recognition.
- Half page color ad in the printed tournament program.

BANK SHOT LEVEL

10 available

\$1,000

At the Bank Shot Level Sponsor, you will be supporting various activities throughout the tournament weekend. From snacks for the players to printed programs, your sponsorship will make the details happen. Your organization's name will headline all marketing and promotional materials. You will also receive the following:

- 4 seats at the Sneaker Ball to be held Saturday, January 18, 2025.
- Website and social media recognition.
- Quarter page color ad in the printed tournament program.

T-SHIRT SPONSOR

30 available

\$500

T-Shirt Sponsors will have their logo featured on the back of the official tournament t-shirt that each registered participant will receive as part of their registration.

TOURNAMENT FRIEND

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If you would like to support the event and make a donation of any amount, please visit columbiahousing.org/SERCMLKtheCHway to participate. Every dollar will go to the tournament and is tax deductible.

SPONSORSHIP FORM

COMPANY NAME: _____ PRIMARY CONTACT: _____

ADDRESS: _____

EMAIL: _____ PHONE: _____

_____ SLAM DUNK SPONSOR (\$25,000)

Please make checks out to: SC Affordable Housing Initiative (SCAHI) and note SERC MLK in the notes field. You may also pay online by scanning the QR code below.

_____ TIP OFF SPONSOR (\$10,000)



_____ LAYUP SPONSOR (\$5,000)

All donations are tax deductible.

_____ FREE THROW SPONSOR (\$2,500)

Please submit press-ready artwork by December 10, 2024.

For any other questions regarding sponsorships or to make your donation or sponsor payment online, please email SERCMLKtheCHway@columbiahousing.org.

_____ BANK SHOT SPONSOR (\$1,000)

_____ T-SHIRT SPONSOR (\$500)

Thank you to all sponsors for making this incredible opportunity possible for the youth that will participate!