



August 8, 2024

Dear Partner:

We cordially invite you to be a part of the **Fred Leonard State Farm Hometown Showdown 2024** held Friday, October 11, 2024 when the Marion Patriots will be at home to face the West Memphis Blue Devils. Before the big game, come hang out at the official **JR&K Printing Tailgate Party** beginning at 4:30pm until the start of the game at 7pm. You can expect great food, music, and games for the entire family. Performing before the game will be the **official "Hometown" DJ, DJ BIG RAWD!** There will also be a LIVE pre-game show brought to you by the **Junto Podcast** that will provide insight on this classic high school rivalry.

2024 makes the 7th year of the Hometown Showdown's existence. During this time, our mission has been to highlight the importance of education and showcase school spirit while building a sense of community. This year our team is excited to announce the creation of the inaugural **Hometown Showdown Scholarship!** These scholarships will be awarded to Marion and West Memphis High School graduating seniors who apply and are selected by our committee. We also plan to partner with both school districts to support **Teacher Appreciation** activities geared toward recognizing our local educators who work so hard inside the classroom. We will continue to support **ASU Mid-South** as the college continues to provide education and training for all of Crittenden County. These initiatives will fully be funded by event proceeds.

To ensure the success of this event, we are inviting local businesses and community organizations to become official tailgate sponsors. What a great way to promote your business to the 12,000+ people in attendance and watching the game online via live stream! Perks include advertisement, official tailgate gear, and tailgating space. Please see the attached sponsorship application for more details.

For more information on the Fred Leonard State Farm Hometown Showdown 2024, log onto our official event website <http://www.hometownshowdownar.com/> and social media platforms. Thank you for your commitment to OUR community!

Sincerely,

Fred Leonard

Fred Leonard, Chairman
Fred Leonard State Farm Hometown Showdown 2024

Michael Chesney

Michael Chesney, Chairman
JRK Printing Tailgate Party

CALENDAR OF EVENTS

September 11

Fred Leonard State Farm Hometown Showdown Kick-Off Party [**INVITATION ONLY**]
Loco's Café & Event Center
2921 HWY 77 Suite 4 Marion, AR 72364
Time: 5pm-7pm

October 8

Fred Leonard State Farm Hometown Showdown Media Day [**INVITATION ONLY**]
ASU Mid-South
2000 W. Broadway West Memphis, AR
Time: 11:30am-1pm

Special Guest: Byron Hatch – Chief Operating Officer | College Football Playoffs

October 11

JRK Printing Tailgate Party
Southern Bancorp Stadium
1 Patriot Way Marion, AR
Time: 4:30pm-6:45pm

October 11

Fred Leonard State Farm Hometown Showdown
Southern Bancorp Stadium
1 Patriot Way Marion, AR
Time: 7pm

SPONSORSHIP LEVELS

Presenting Sponsor - \$5,000 | AR Army Natl. Guard

- Logo on all official marketing pieces
- Recognition at ALL official events
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- 1 Pre-Game Show Guest Invitation
- Tailgate Concierge Service
- 20'x 20' premium tailgate space
- 8 Tailgate VIP Lounge Passes
- 8 Official tailgate t-shirts
- 2 PA announcements
- 8 Game Tickets
- Unlimited Social media recognition

Pre-Game Sponsor - \$3,000 | Marion A&P

- Logo on Pre-game Show flyer, Game Day poster and t-shirt
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- 1 Pre-Game Show Guest Invitation
- Tailgate Concierge Service
- 20'x 20' premium tailgate space
- 8 Tailgate VIP Lounge Passes
- 8 Official tailgate t-shirts
- 2 PA announcements
- 8 Game Tickets
- 4 Social media recognitions

Tailgate VIP Lounge Sponsor - \$2,500 | WM A&P

- Logo on Tailgate VIP Lounge signage, Game Day poster and t-shirt
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 20'x 20' premium tailgate space
- 8 Tailgate VIP Lounge Passes
- 8 Official tailgate t-shirts
- 2 PA announcements
- 8 Game Tickets
- 4 Social media recognitions

Senior Scholarship Sponsor - \$2,500 | Mike Ford

- Logo on the Game Day poster + t-shirt
- Name on scholarship application and assist with scholarship presentation
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 20'x 20' tailgate space upgrade
- 8 Tailgate VIP Lounge Passes
- 8 Official tailgate t-shirts
- 2 PA announcements
- 8 Game Tickets
- 4 Social media recognitions

Teacher Appreciation Sponsor - \$2500 Robert Thorne Jr.

- Logo on the Game Day poster + t-shirt
- Recognition during teacher appreciation activities
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 20'x 20' tailgate space upgrade
- 8 Tailgate VIP Lounge Passes
- 8 Official tailgate t-shirts
- 2 PA announcements
- 8 Game Tickets
- 4 Social media recognitions

Half-Time Sponsor - \$2000 | CEMS

- Logo on the Game Day poster + t-shirt
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 20' x 20' tailgate space upgrade
- 8 Tailgate VIP Lounge Passes
- 8 Official tailgate t-shirts
- 2 PA announcements (1 at half-time)
- 8 Game Tickets
- 4 Social media recognitions

Game Ball Sponsor - \$1,500 | FPT

- Logo on the Game Day poster + t-shirt
- Logo on game ball and field appearance
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 15'x 15' tailgate space upgrade
- 6 Tailgate VIP Lounge Passes
- 6 Official tailgate t-shirts
- 2 PA announcements
- 6 Game Tickets
- 2 Social media recognitions

Coin Toss Sponsor - \$1,500 | Fidelity Bank

- Logo on the Game Day poster + t-shirt
- Logo on game coin and field appearance for coin toss
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 15'x 15' tailgate space upgrade
- 6 Tailgate VIP Lounge Passes
- 6 Official tailgate t-shirts
- 2 PA announcements
- 6 Game Tickets
- 2 Social media recognitions

Media Day Sponsor- \$1,500 | Athlete's NeXus

- Logo on the Game Day poster + t-shirt + Media Day flyer
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 15'x 15' tailgate space upgrade
- 6 Tailgate VIP Lounge Passes
- 6 Official tailgate t-shirts
- 2 PA announcements
- 6 Game Tickets
- 2 Social media recognitions

Offensive MVP Sponsor – \$1500 | Baptist Hospital

- Logo on the Game Day poster + t-shirt
- Logo on OMVP trophy
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 15'x 15' tailgate space upgrade
- 6 Tailgate VIP Lounge Passes
- 6 Official tailgate t-shirts
- 2 PA announcements
- 6 Game Tickets
- 2 Social media recognitions

Defensive MVP Sponsor -\$1,500 Quality Flooring

- Logo on the Game Day poster + t-shirt
- Logo on DMVP trophy
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 15'x 15' tailgate space upgrade
- 6 Tailgate VIP Lounge Access
- 6 Official tailgate t-shirts
- 2 PA announcements
- 6 Game Tickets
- 2 Social media recognitions

Kid's Corner Sponsor - \$1,500 | Children's Dental

- Logo on the Game Day Poster + t-shirt
- Logo on Kid's Corner signage
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 15'x 15' tailgate space upgrade
- 6 Tailgate VIP Lounge Passes
- 6 Official tailgate t-shirts
- 2 PA announcements
- 6 Game Tickets
- 2 Social media recognitions

Beverage Sponsor - \$1,500 | Whey Good Protein

- Logo on the Game Day poster + t-shirt
- Official beverage of the Showdown
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 15'x 15' tailgate space upgrade
- 6 Tailgate VIP Lounge Passes
- 6 Official tailgate t-shirts
- 2 PA announcements
- 6 Game Tickets
- 2 Social media recognitions

DJ Sponsor - \$1,500 | EAFHC

- Logo on the Game Day poster + t-shirt
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 15' x 15' tailgate space upgrade
- 6 Tailgate VIP Lounge Passes
- 6 Official tailgate t-shirts
- 2 PA announcements
- 6 Game Tickets
- 2 Social media recognitions

Dealership Sponsor - \$1,500 | Ford of WM

- Logo on the Game Day poster + t-shirt
- Official dealership of the Showdown
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- Tailgate space for up to 2 vehicles
- 6 Tailgate VIP Lounge Passes
- 6 Official tailgate t-shirts
- 2 PA announcements
- 6 Game Tickets
- 2 Social media recognitions

Class Reunion Sponsor - \$1,500

- Logo on the Game Day poster + t-shirt
- 8 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 20'x 20' premium tailgate space
- 12 Tailgate VIP Lounge Passes
- 1 PA announcement
- 1 On the field recognition
- 4 Social media recognitions

Campaign Sponsor - \$1,500 On Hold

- Logo on the Game Day poster + t-shirt
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 15' x 15' tailgate space in prominent area
- 6 Tailgate VIP Lounge Passes
- 6 Official tailgate t-shirts
- 2 PA announcements
- 6 Game Tickets
- 2 Social media recognitions

Social Media Sponsor - \$1,500

- Logo on the Game Day poster + t-shirt
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 15' x 15' tailgate space upgrade
- 6 Tailgate VIP Lounge Passes
- 6 Official tailgate t-shirts
- 2 PA announcements
- 6 Game Tickets
- All Social media posts will end with your corporate hashtag

Touchdown Sponsor - \$1,500 -Right Fiber

- Logo on the Game Day poster + t-shirt
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 15'x 15' tailgate space upgrade
- 6 Tailgate VIP Lounge Passes
- 6 Official tailgate t-shirts
- 2 PA announcements (1 for 1st touchdown)
- 6 Game Tickets
- 2 Social media recognitions

Game Belt Sponsor - \$1,500 Cross Community Church

- Logo on the Game Day poster + t-shirt
- On field appearance for game belt presentation
- 4 Kick-Off Party Invitations
- 4 Media Day VIP Seating
- Tailgate Concierge Service
- 15'x15' tailgate space upgrade
- 6 Tailgate VIP Lounge Passes
- 6 Official tailgate t-shirts
- 2 PA announcements
- 6 Game Tickets
- 2 Social media recognitions

Platinum Sponsor - \$1,000 | Perks Include:

- Name on the official tailgate t-shirt
- Tailgate Concierge Service
- 15' x 15' tailgate space upgrade
- 6 Tailgate VIP Lounge Passes
- 6 Official tailgate t-shirts
- 1 PA announcement
- 6 Game Tickets
- 2 Social media recognitions

Gold Sponsor - \$750 | Perks Include:

- Name on the official tailgate t-shirt
- 15' x 15' tailgate space
- 4 Official tailgate t-shirts
- 4 Game Tickets
- 2 Social media recognitions

Silver Sponsor - \$500 | Perks Include:

- Name on the official tailgate t-shirt
- 10' x 10' tailgate space
- 2 Official tailgate t-shirts
- 2 Game Tickets
- 1 Social media recognition

Bronze Sponsor - \$250 | Perks Include:

- Name on the official tailgate t-shirt
- 10' x 10' tailgate space
- 1 Social media recognition

DISCLAIMER – TERMS ARE SUBJECT TO CHANGE. Sponsors may OPT OUT of tailgating.

Checks or Money Orders May Be Made Payable To:

Achievers Learning Academy (Put *Hometown Showdown Sponsorship* in the Notes section.)

Drop Off or Mail Payment To:

Fred Leonard State Farm | 796 W. Broadway Ave. | West Memphis, AR 72301 | (870) 732-1374

PAYMENT DEADLINE: MONDAY, SEPTEMBER 30, 2024

SPONSOR REGISTRATION FORM

Due on Monday, September 30, 2024

Name of Business/Organization:

Contact Person: _____

Address: _____

Phone: _____

E-mail: _____

Do you plan to utilize the tailgate space provided? Yes ___ No ___

Will you be using a generator? Yes ___ No ___

What time will you set up on October 13? 1st Shift 9am – 12noon ___ | 2nd Shift 2pm – 4pm ___

Circle the food item/s you will grill or house inside your space:

Beans	Chips/Potato Salad	Dessert	Hotdogs	Fish
Chicken	Coleslaw	Hamburgers	Pulled Pork/Chicken	Ribs
Popcorn	Cheese Dip	Juice	Soda	Water
Other: _____				

Sponsor: Presenting (\$5000) ___ Pre-Game Show (\$3000) ___ Tailgate VIP Lounge (\$2500) ___

Senior Scholarship Sponsor (\$2500) ___ Teacher Appreciation Sponsor (\$2500) ___ Half-time (\$2000) ___

Coin Toss (\$1500) ___ Game Ball (\$1500) ___ Media Day (\$1500) ___ Offensive MVP (\$1500) ___

Defensive MVP (\$1500) ___ Kid's Corner (\$1500) ___ Beverage (\$1500) ___ DJ (\$1500) ___

Dealership (\$1500) ___ Class Reunion (\$1500) ___ Social Media (\$1500) ___ Campaign (\$1500) ___

Social Media (\$1500) __ Touchdown (\$1500) __ Game Belt (\$1500) __

Platinum (\$1000) __ Gold (\$750) __ Silver (\$500) __ Bronze (\$250) __

Amount: _____ Check __ Money Order __ Make check payable to: **Achievers Learning Academy**

Drop Off/mail payment & registration: **Fred Leonard State Farm 796 W. Broadway Ave.
West Memphis, AR 72301**

In the space below, list the # of T-shirts and sizes

Presenting, Pre-Game Show, Tailgate VIP, Senior Scholarship, Teacher Appreciation & Half-time
Sponsors = 8 T-shirts

Game Ball, Coin Toss, Media Day, OMVP, DMVP, Kid's Corner, Beverage, DJ, Dealership, Class Reunion,
Campaign, Social Media, Touchdown, Game Belt, & Platinum Sponsors = 6 T-shirts

Gold = 4 T-shirts

Silver = 2 T-shirts



Tailgate Party Rules

1. **Sponsorship Fees:** See **Sponsorship Registration Form**
2. **Sponsorship Payment:** See **Sponsorship Registration Form**. Full payment is due no later than Monday, September 30.
3. **Tailgate Location:** All tailgate activity will be held inside Southern Bancorp Stadium.
4. **Tailgate Set up:** Set up times will be announced on September 30.
5. **Tent and Grill Size:** All tents must be the size (or less) of the space designated within the sponsorship purchased. All grills must stay within the allotted tailgate space. Failure to comply will result in disqualify from the tailgate area.
6. **Clear Bag Policy:** Marion School District does adhere to a clear bag policy. Each sponsor will receive a copy of this policy prior to the day of the event.
7. **Sponsorship Welcome Packet and T-Shirt Pick-Up:** TBA
8. **Contacts:** *Sponsorships* – Grandon Gray 901-550-6896 and *Tailgate Location & Logistics* – Bradly Moore 870-630-7209

Frequently Asked Questions

1. **Can food be served in our tailgate area?** We encourage sponsors to bring grills/cookers on-site.
2. **Can items be sold or donations taken inside our tailgate space?** Nothing can be sold that will conflict with what the JR&K Printing Tailgate is doing. **All activity must be approved ON or BEFORE September 30.**
3. **Is electricity available for our area?** Electricity will be limited. Generators may be used, however, will need to be away from the crowd. The Committee must be notified 7 days BEFORE the tailgate if you are using a generator.
4. **What will be provided at the Tailgate Party on October 11?** A 20'x20' for select sponsors), 15'x15', or 10'x10' tailgate space will be provided. Participants will need to ensure that all supplies such as tents, tables, etc., fit in your assigned space.
5. **Will tailgate spaces be numbered?** Yes, each sponsor will have assigned spaces and must present their assigned tailgate credentials (will be inside a Welcome packet) to have access to their space. Tailgate staff will be onsite to assist.
6. **Will I have access to all areas at the tailgate site?** All sponsors and tailgate participants will have access to all areas with the exception of the VIP Tailgate Lounge which can be accessed by select sponsors. See the Sponsorship Registration Form for more details.

7. **Where can I unload?** Unloading zones will be announced on Monday, September 30. Our staff will coordinate with your point of contact for details.
8. **Where can I park?** Sponsors may park inside any of the allotted Marion High School parking there on campus including near Southern Bancorp Stadium, the Performing Arts Center and in the lots across from the stadium.
9. **Will there be a chance to win prizes?** There will be a contest for the sponsor/s with the most creativity and spirit. Details are forthcoming.