



August 15, 2023

Dear Partner:

We cordially invite you to be a part of the **Fred Leonard State Farm Hometown Showdown 2023** held Friday, October 13, 2023 when the West Memphis Blue Devils will be at home to face the Marion Patriots. 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.

2023 makes the 6th 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. You can expect great food, music, and games for the entire family. Performing live this year before the game will be the **official DJ of the Arkansas Razorbacks, DJ Derrick!** There will also be a LIVE pre-game show brought to by the **Junto Podcast** that will provide insight on this classic high school rivalry.

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. The funds raised will benefit the West Memphis and Marion School Districts and ASU Mid-South. Please see the attached sponsorship application for more details.

For more information on the Fred Leonard State Farm Hometown Showdown 2023, 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 2023

Michael Chesney

Michael Chesney, Chairman
JR&K Printing Tailgate Party

CALENDAR OF EVENTS

September 12

Fred Leonard State Farm Hometown Showdown Kick-Off Party
Tru by Hilton West Memphis
1400 N 18th Street | West Memphis, AR
Time: 5pm-7:30pm
Invite Only

October 10

Fred Leonard State Farm Hometown Showdown Media Day
Powered by The Athletes NeXus
ASU Mid-South
2000 W. Broadway Ave. | West Memphis, AR
Time: 11:30am-1pm
Invite Only

October 13

JR&K Printing Tailgate Party
Hamilton-Schultz (Practice Field)
501 W Broadway | West Memphis, AR
Time: 4:30pm-6:45pm

October 13

Fred Leonard State Farm Hometown Showdown
West Memphis Blue Devils vs. Marion Patriots
Hamilton-Schultz Field
501 W Broadway | West Memphis, AR
Time: 7pm

SPONSORSHIP LEVELS

Title Sponsor - \$5000

Fred Leonard State Farm

Presenting Sponsor

\$2500 | Perks Include:

- Logo on the Kick-Off Party Flyer
- Kick-Off Party Invitations (4)
- Media Day VIP Seating (4)
- Pre-game show guest invitation
- Tailgate Concierge service
- 20' X 20' premium tailgating space
- Tailgate VIP Lounge wrist bands (8)
- Official tailgate t-shirts (8)
- 2 PA announcements
- Game Tickets (8)
- Prominent logo placement on all marketing pieces and social media

Tailgate Sponsor - \$4000

JR&K Printing

Pre-Game Show Sponsor

\$2500 | Perks Include:

- Pre-game Show “powered by” logo
- Kick-Off Party Invitations (4)
- Media Day VIP Seating (4)
- Pre-game show guest invitation
- Tailgate Concierge service
- 20' X 20' premium tailgating space
- Tailgate VIP Lounge wrist bands (8)
- Official tailgate t-shirts (8)
- 2 PA announcements
- Game Tickets (8)
- Prominent logo placement on all marketing pieces and social media

Half-time Sponsor

\$2000 | Perks Include:

- Kick-Off Party Invitations (4)
- Media Day VIP Seating (4)
- Pre-game Show guest invitation
- Tailgate Concierge service
- 20' X 20' premium tailgating space
- Tailgate VIP Lounge wrist bands (8)
- Official tailgate t-shirts (8)
- 2 PA announcements
- Game Tickets (8)
- Prominent logo placement on all marketing pieces and social media

Media Day Sponsor – Athlete’s NeXus

\$1500 | Perks Include:

- Logo on Media Day Flyer
- Kick-Off Party Invitations (4)
- Media Day VIP Seating (4)
- Tailgate Concierge service
- 15' X 15' tailgating space
- Tailgate VIP Lounge wrist bands (6)
- Official tailgate t-shirts (6)
- 2 PA announcements
- Game Tickets (6)
- Prominent logo placement on all marketing pieces and social media

Coin Toss Sponsor – Fidelity Bank

\$1500 | Perks Include:

- Logo on game coin
- Kick-Off Party Invitations (4)
- Media Day VIP Seating (4)
- Tailgate Concierge service
- 15' X 15' tailgating space
- Tailgate VIP Lounge wrist bands
- Official tailgate t-shirts (6)
- 2 PA announcements
- Game Tickets (6)
- Prominent logo placement on all marketing pieces and social media

Game Ball Sponsor – Fenter PT

\$1500 | Perks Include:

- Logo on the official game ball
- Kick-Off Party Invitations (4)
- Media Day VIP Seating (4)
- Tailgate Concierge service
- 15' X 15' tailgating space
- Tailgate VIP Lounge wrist bands (6)
- Official tailgate t-shirts (6)
- 2 PA announcements
- Game Tickets (6)
- Prominent logo placement on all marketing pieces and social media

Game Belt Presentation Sponsor

\$1500 | Perks Include:

- Recognition during belt presentation
- Kick-Off Party Invitations (4)
- Media Day VIP Seating (4)
- Tailgate Concierge service
- 15' X 15' tailgating space
- Tailgate VIP Lounge wrist bands (6)
- Official tailgate t-shirts (6)
- 2 PA announcements
- Game Tickets (6)
- Prominent logo placement on all marketing pieces and social media

Offensive MVP Sponsor

\$1500 | Perks Include:

- Logo on Offensive MVP trophy
- Kick-Off Party Invitations (4)
- Media Day VIP Seating (4)
- Tailgate Concierge service
- 15' X 15' tailgating space
- Tailgate VIP Lounge wrist bands (6)
- Official tailgate t-shirts (6)
- 2 PA announcements
- Game Tickets (6)
- Prominent logo placement on all marketing pieces and social media

Defensive MVP Sponsor

\$1500 | Perks Include:

- Logo on Defensive MVP trophy
- Kick-Off Party Invitations (4)
- Media Day VIP Seating (4)
- Tailgate Concierge service
- 15' X 15' tailgating space
- Tailgate VIP Lounge wrist bands (6)
- Official tailgate t-shirts (6)
- 2 PA announcements
- Game Tickets (6)
- Prominent logo placement on all marketing pieces and social media

Kid's Corner Sponsor

\$1500 | Perks Include:

- Signage inside kids area
- Kick-Off Party Invitations (4)
- Media Day VIP Seating (4)
- Tailgate Concierge service
- 15' X 15' tailgating space
- Tailgate VIP Lounge wrist bands (6)
- Official tailgate t-shirts (6)
- 2 PA announcements
- Game Tickets (6)
- Prominent logo placement on all marketing pieces and social media

Beverage Sponsor

\$1500 | Perks Include:

- Beverage recognition at all events
- Kick-Off Party Invitations (4)
- Media Day VIP Seating (4)
- Tailgate Concierge service
- 15' X 15' tailgating space
- Tailgate VIP Lounge wrist bands (6)
- Official tailgate t-shirts (6)
- 2 PA announcements
- Game Tickets (6)
- Prominent logo placement on all marketing pieces and social media

DJ Sponsor

\$1500 | Perks Include:

- Signage near or on DJ booth
- Kick-Off Party Invitations (4)
- Media Day VIP Seating (4)
- Tailgate Concierge service
- 15' X 15' tailgating space
- Tailgate VIP Lounge wrist bands (6)
- Official tailgate t-shirts (6)
- 2 PA announcements
- Game Tickets (6)
- Prominent logo placement on all marketing pieces and social media

Dealership Sponsor

\$1500 | Perks Include:

- Promo vehicle space at all events
- Kick-Off Party Invitations (4)
- Media Day VIP Seating (4)
- Tailgate Concierge service
- 15' x 15' tailgating space
- Tailgate VIP Lounge wrist bands (6)
- Official tailgate t-shirts (6)
- 2 PA announcements
- Game Tickets (6)
- Prominent logo placement on all marketing pieces and social media

Social Media Sponsor

\$1500 | Perks Include:

- All social media posts will be powered by your company
- Kick-Off Party Invitations (4)
- Media Day VIP Seating (4)
- Tailgate Concierge service
- 15' X 15' tailgating space
- Tailgate VIP Lounge wrist bands (6)
- Official tailgate t-shirts (6)
- 2 PA announcements
- Game Tickets (6)
- Prominent logo placement on all marketing pieces and social media

Platinum Sponsor

\$1000 | Perks Include:

- Kick-Off Party Invitations (2)
- Media Day VIP Seating (2)
- Tailgate Concierge service
- 15' X 15' tailgating space
- Tailgate VIP Lounge wrist bands (6)
- Social Media placement
- Name on official tailgate t-shirt
- Official tailgate t-shirts (6)
- 1 PA announcement
- Game Tickets (6)

Gold Sponsor

\$750 | Perks Include:

- 15' x 15' tailgating space
- Social media Placement
- Name on official tailgate t-shirt
- Official tailgate t-shirts (4)
- Game Tickets (4)

Silver Sponsor

\$500 | Perks Include:

- 10' x 10' tailgating space
- Social media Placement
- Name on official tailgate t-shirt
- Official tailgate t-shirts (2)
- Game Tickets (2)

Bronze Sponsor

\$250 | Perks Include:

- 10' X 10' tailgating space
- Social media Placement
- Name on official tailgate t-shirt

DISCLAIMER – TERMS ARE SUBJECT TO CHANGE. Sponsors may opt out of tailgating.

Checks or Money orders can be made payable to:

Achievers Learning Academy
In Care of: Hometown Showdown Sponsorship

Drop off or mail payment to:

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

PAYMENT DEADLINE: MONDAY, OCTOBER 2 (\$50 LATE FEE ASSESSED THEREAFTER)

SPONSOR REGISTRATION FORM

Due on Monday, October 2, 2023

Name of Business/Organization: _____

Contact Person: _____

Address: _____

Phone: _____

E-mail: _____

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

Do you require electricity? 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 Type: Presenting (\$2500) ___ Pre-Game Show (\$2500) ___ Half-time (\$2000) ___ Media Day

(\$1500) ___ Coin Toss (\$1500) ___ Game Ball (\$1500) ___ Belt Presentation (\$1500) ___

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

DJ (\$1500) ___ Dealership (\$1500) ___ Social Media (\$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 796 W. Broadway Ave. West Memphis, AR 72301**

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

(Presenting, Pre-Game Show, & Half-time – 8, Media Day, Coin Toss, Game Ball, Belt, OMVP, DMVP, Kid's Corner, Beverage, DJ, Dealership, Social Media, & Platinum – 6, Gold – 4, Silver – 2)



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, October 2.
3. **Tailgate Location:** All tailgate activity will be held on the practice field between West Memphis High School and the home bleachers of Hamilton-Schultz Field.
4. **Tailgate Set up:** Friday, October 13 from 9am until 12noon (1st Shift) and 2pm until 4pm (2nd Shift). **All sponsors must secure their spots by 4pm.**
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 removal from the tailgate area.
6. **Contacts:** **Sponsorships** – Grandon Gray (901) 550-6896 and **Tailgate Logistics** - Brad Moore at (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 BEFORE October 2.**
3. **Is electricity available for our area?** Electricity will be limited. Generators may be used, but 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 13?** 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 near West Oliver Road to help guide you to your space. If you need assistance, call Brad Moore at (870) 630-7209.
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, October 2. Our staff will coordinate with your point of contact for details.
8. **Where can I park?** Sponsors may park inside any of the allotted West Memphis High School parking there on campus including near Lehr Arena, the Performing Arts Center and potentially in the lots near the practice field.
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.
