



# Lexington African-American Sports Hall of Fame

## SPONSORSHIP PROPOSAL

CENTRAL BANK CENTER  
LEXINGTON, KY

SEPTEMBER 23, 2023

# LEXINGTON AFRICAN-AMERICAN SPORTS HALL OF FAME



## *Dear Partners & Prospective Sponsors,*

The Lexington African-American Sports Hall of Fame Inaugural Induction Ceremony and Gala was a star-studded success!. The red-carpet, black-tie affair drew more than 1,000 people from across the city, state, and country to get a glimpse of 22 of Lexington's most beloved sports icons, along with two trailblazing basketball teams and their cheerleaders who helped put Lexington on the sports and cultural map all around the world.

Our inaugural class of hall of famers included Olympians, world champions, Super Bowl champions, World Series winners, All-Pros, NCAA Final Four champions, All-Americans, All-Staters, and more. The gala was hosted by University of Kentucky greats Jack Givens and James Lee, who led the Wildcats to the 1978 NCAA Final Four Championship. These two UK folk heroes were also inducted as part of the inaugural 2022 class of hall of farmers.

Lexington Mayor Linda Gorton and Kentucky Governor Andy Beshear sent congratulatory videos as well as proclamations honoring the hall of fame. University of Kentucky Athletic Director Mitch Barnhart also sent a video thanking eight of our hall of famers for their outstanding contributions to Big Blue Nation. Several other local and state government officials and dignitaries also came to help celebrate Lexington's sports royalty.

Also at the gala, LAASHOF awarded three supplemental college scholarships worth \$4,150 each to three local scholar-athletes who had earned partial sports scholarships and needed additional funds to pursue their academic, athletic, and career goals.

As we gear up for our second LAASHOF Induction Ceremony and Gala, we invite your company to be a part of a groundbreaking cultural celebration that brings together Lexingtonians of all ages, races, and walks of life. You can help by supporting our three-part mission, which includes the following:

- hosting an annual hall of fame induction ceremony and gala,
- awarding supplemental college scholarships to scholar-athletes to help them reach their academic, athletic, and career goals, and
- establishing a Lexington African-American Sports Hall of Fame Museum to preserve and commemorate the contributions African-Americans have made to Lexington's rich sports history.

We look forward to hearing how your corporation can take part in the 2023 LAASHOF Induction Ceremony and Gala, slated for September 23. The attached sponsorship packet includes suggested levels of giving and how your corporation can benefit from supporting the Lexington African-American Sports Hall of Fame.

Kind Regards,

*Bobby & Jennifer Jones*  
LAASHOF Founders



# \$20,000 PRESENTING SPONSOR

Company name included in the title of the event-Lexington African-American Sports Hall of Fame presented by (Sponsor's name)

Exclusive to one sponsor

Two complimentary VIP tables for 20 guests and 2 complimentary drink tickets per VIP guest

Check presentation during event

Logo on step-and-repeat

Branding and speaking opportunity for up to 3 minutes by company representative during ceremony

Product or promo item included in gift bag

Public recognition in Founders' remarks

Logo featured as the Presenting Sponsor throughout the event and mention in press releases and social media promotions.

Logo displayed on LAASHOF's website



## \$10,000 PLATINUM SPONSOR

One complimentary VIP table for 10 guests and 2 complimentary drink tickets per VIP guest

Branding and speaking opportunity for up to 1 minute by company representative during ceremony

Logo on step-and-repeat

Product or promo item included in gift bag

Public recognition in Founders' remarks

Logo featured as a Platinum Sponsor throughout the event and mention in press releases and social media promotions.

Logo displayed on LAASHOF's website



## \$5,000 GOLD SPONSOR

Five complimentary VIP tickets and 2 complimentary drink tickets per VIP guest

Logo featured as a Gold Sponsor throughout event and mention in press releases and social media promotions.

Product or promo item included in gift bag

Logo displayed on LAASHOF's website



## \$2,500 SILVER SPONSOR

Two complimentary VIP tickets and 2 complimentary drink tickets per VIP guest

Logo featured as a Silver Sponsor throughout event and mention in press releases and social media promotions.

Logo displayed on LAASHOF's website

# 2023 Lexington African-American Sports Hall of Fame

## Sponsorship Registration Form

Please complete this form and email to info@laashof.com or mail to the address listed below. Thank you for your consideration and for helping us to meet our goal. We look forward to connecting with you soon.

Company Name

Contact Person

Address

City                      State                      Zip

Phone

Email

Please make check payable to: Lexington African-American Sports Hall of Fame  
1588 Leestown Rd.  
Ste. 130-312  
Lexington, KY 40511

Credit Card Number

Expiration Date                      Security Code

Name on Card

Signature

Your generous donation is tax-deductible.

### Sponsorship Levels

- Presenting Sponsor (\$20,000)**
- Platinum Sponsor (\$10,000)**
- Gold Sponsor (\$5,000)**
- Silver Sponsor (\$2,500)**