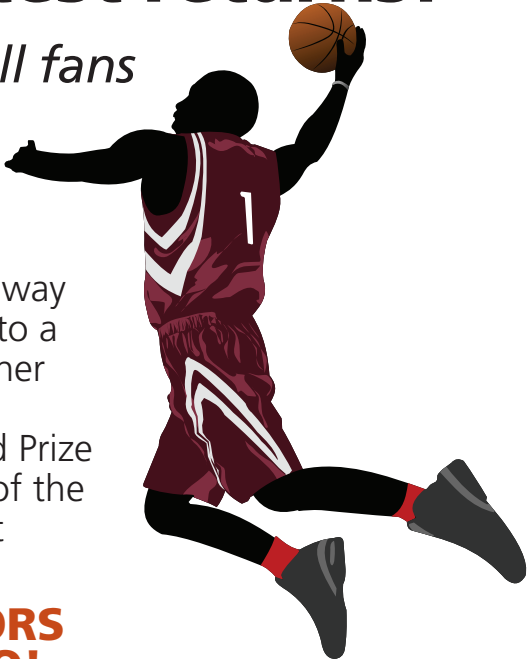




Our popular brackets contest returns!

Reach an engaged audience of basketball fans with this print and online opportunity!



Tournament Sponsorship
Investment \$1,000/Value \$3,000

Four sponsorships will be sold to include:

- Logo included in all print and online ads promoting the Hoops Frenzy contest
- A 15-inch (3x5) print ad adjacent to printable brackets which will run in The Post and Courier Monday, March 15, through Thursday, March 18.
- Logo included on printable brackets
- 50,000 skybox ad impressions running throughout Hoops Frenzy contest pages as well as postandcourier.com

Limited to 4 advertisers

PRIZES:

\$50 given away each week to a weekly winner

\$500 Grand Prize at the end of the tournament

SPONSORS WIN TOO!

Bonus Ads

One team will be drawn at random for each participating sponsor. Based on how far your team advances, you will receive additional exposure at no additional investment. The winner receives a full-page ad!

**bonus ads must run one week after your team's final game*

The more games your team wins the bigger your second ad gets:

Defeated in First Round	Extra 8-inch Ad
Round One Winner	Extra 16-inch Ad
Round Two Winner	Extra 24-inch Ad
Round Three Winner	Extra 36-inch Ad
Round Four Winner	Extra 48-inch Ad
Round Five Winner	Extra 61-inch Ad
Tournament Champion	FULL PAGE AD!

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Team Sponsorship
Investment \$599/Value \$1,000-\$6,000

- An 8-inch ad will run one time between Monday, March 15, and Thursday, March 18.
- 35,000 skybox ad impressions running throughout Hoops Frenzy contest pages as well as postandcourier.com

Limited to 10 advertisers

Important Dates

- March 14 — Selection Sunday
64 teams established for First Round
- March 18 — Brackets Picks Due
- March 18-28 — First & Second Round and Regionals
- April 3 — Final Four
- April 5 — Championship Game

Ad Deadline: March 8

The Post and Courier
postandcourier.com