

Mr & Miss
Kentucky Basketball
Awards Ceremony



APRIL 18, 2021

VIRTUAL EVENT

**HONORING THE
BEST IN THE BLUEGRASS**

Proceeds Benefit:



MRANDMISSKYBASKETBALL.COM



ABOUT THE VIRTUAL EVENT

A celebration of talented Kentucky basketball players, present and past, the 2021 Virtual Mr. and Miss Kentucky Basketball Awards Ceremony will be the highlight of basketball season and an event you won't want to miss as you will have the opportunity to witness Kentucky basketball history!

In 2020, we hosted our first-ever Virtual Mr. and Miss Kentucky Basketball Awards Ceremony due to the social distancing regulations caused by the COVID-19 pandemic. Although we were not able to celebrate in person with all of our candidates and supporters, the event was a huge success thanks to our sponsors and partners. Prior to the Virtual Awards Ceremony, we were able to hand-deliver each candidate their piece of the Candidates Court and their Player of the Year award along with a personalized sign for their yard, recognizing him/her as a candidate and highlighting our corporate sponsors. To logistically pull off our first-ever virtual event, we partnered with PrepSpin, the local leader in streaming sports, and two well-known sports media anchors, Christi Thomas and Brian Milam from WKYT in Lexington, KY. This team, along with our KLEF staff of three, worked together to develop, script, orchestrate and stream the LIVE event which has had over **51,500 views!** We are excited to announce that our team members have all re-committed to for the 2021 virtual event!

While we are currently still in the midst of the COVID-19 pandemic, we are hopeful that things will significantly improve soon. However, in order to have our event in the safest and most timely way possible, we believe that hosting a virtual event again in 2021 is currently the best plan. We understand that the 2020-2021 Kentucky high school basketball season itself will come with challenges and potential changes, so we are planning ahead but with the notion that all plans are flexible and may need to be changed for many different circumstances at any time. We hope that you will respect our transparency and understand the position we are in while you consider partnering with us. Although our Awards Ceremony is going to again look different than “normal” in 2021, the meaning of the moment remains the same. This event is intended to recognize each of our candidates and award winners and their accomplishments on and off the basketball court over their careers.



MAKE A DIFFERENCE

... and have a ball doing it!

IT'S A WIN-WIN.

Sponsoring the 2021 Virtual Mr. and Miss Kentucky Basketball Awards Ceremony provides you the unique opportunity to connect with **over 50,000** basketball fans in Kentucky while showing your support for an important cause: giving the gift of sight to all Kentuckians!

This event reaches a nationwide audience and will provide a fun, entertaining and engaging way for you to “wow” customers, vendors and employees.

THIS IS A SWEET SHOT.

Have you been looking for the opportunity to become part of one of the biggest events of the year? Want to show a new side of yourself to your customers, vendors and employees while supporting a great cause **AND** strengthening your “basketball loving” bond with customers?

This is your shot to associate your name with the best basketball players in the Bluegrass, and to be a part of something that gets talked about among sports enthusiasts and fans all year long and for years to come. Will you take the shot?

HEIGHTENED BRAND / PRODUCT VISIBILITY

Because the titles of Mr. and Miss Kentucky Basketball are announced by the media statewide and the buzz that surrounds the announcement months before the event and years after, your company/organization will gain heightened visibility of its brand throughout the state, nation and beyond. Because the event will be hosted virtually, this means that people from across the world can easily tune in to the event or watch the event afterward online. This allows your brand to be seen in front of an international audience while keeping your marketing and advertising dollars designated to support an important local cause.



EVENT HISTORY

Since 1954, the Kentucky Lions Eye Foundation has announced Mr. Kentucky Basketball and has announced Miss Kentucky Basketball since 1976. The announcements were previously released to the media with no formal ceremony to present players with an award. In 2012, KLEF held the first official Mr. and Miss Kentucky Basketball Awards Ceremony, which served (and continues to serve) as an important fundraiser to support KLEF's mission to provide vision services through education, detection, prevention, treatment and empowerment. Through collaborative partnerships, KLEF enables greater independence and increased quality of life for all Kentuckians while focusing on children and adults in financial need.

In addition to presenting the titles of Mr. and Miss Kentucky Basketball during the event, the Kentucky Lions Eye Foundation (KLEF) will present the 8th Annual "Wah Wah" Jones Award and the 7th Annual Donna Murphy Award to deserving students who have been nominated and selected by the Jones and Murphy families. The Kentucky Association of Basketball Coaches along with KLEF will also recognize the Regional Players of the Year as well as the KHSAA statistics leaders during the Awards Ceremony.

In "normal" years (before COVID-19), before the in person Awards Ceremony began, KLEF hosted a cocktail hour and silent auction that included sports memorabilia, fine jewelry, artwork, travel packages, food and beverage items and more. When the event transitioned to a virtual format in 2020, we replaced the in-person silent auction with an exciting online auction that featured many wonderful items that were available to supporters from near and far! We plan to do the same in conjunction with the 2021 event.

This annual event is a celebration of talented Kentucky basketball players, present and past. It is the highlight of basketball season for many of the student athletes and an event you won't want to miss!

Be sure to follow us on Facebook, Twitter or Instagram or check out the website (www.MrandMissKYBasketball.com) for updates throughout the year.



BENEFITING A GREAT CAUSE: KENTUCKY LIONS EYE FOUNDATION

The Kentucky Lions Eye Foundation was founded in 1954 and has been governed by the Lions Clubs of Kentucky since its inception. Our mission is to provide vision services through education, detection, prevention, treatment and empowerment. Through collaborative partnerships, KLEF enables greater independence and increased quality of life for all Kentuckians while focusing on children and adults in financial need.

On average our volunteers and staff provide over 40,000 FREE vision screenings throughout the Commonwealth each year, provide funding for over 30 eye surgeries, provide \$25,000+ in financial aid and assistance to legally blind residents and refer over 2,000 people in need to get assistance with buying glasses through their local Lions Club.

Our reach extends across the Commonwealth and our goal is to help as many Kentuckians as possible in need of vision care. We can't do this alone. We need your help to continue our great work. By partnering with us, you are helping to give the gift of sight to those in need. We are happy to work with you to create a custom sponsorship package that meets your needs. This event reaches a vast audience of people of all ages and from across the world, and will provide a fun, entertaining and engaging way for you to "wow" customers, vendors and employees. This is your shot to associate your name with the best players in the Bluegrass and to be a part of something that gets talked about among sports enthusiasts and fans all year long and for years to come!

JOIN OUR VIP SPONSOR TEAM TODAY!



Morgan Stanley

























WWW.MRANDMISSKYBASKETBALL.COM





SPONSOR BENEFITS

BRAND EXPOSURE / PROMOTIONAL OPPORTUNITIES (Number of Sponsorships Available)	\$10,000 Title Sponsor (1)	\$5,000 Gold Sponsor (5)	\$2,500 Silver Sponsor (10)	\$1,500 Bronze Sponsor (20)	\$750 VIP Sponsor (30)
Logo and/or company name displayed on screen multiple times during the virtual event, on yard signs delivered to each candidate and student winner prior to event, promotional materials, electronic publications, press releases, website (with link) and social media for 2021 Mr. and Miss Kentucky Basketball Awards Ceremony.					
Logo and/or company name included in digital event program distributed to all event attendees.					
Your company will have access to this amount of virtual event tickets. (Tickets good for viewing on one device only and can not be shared. Further ticketing information will be released in early 2021.)	20	16	12	8	4
Opportunity to place marketing materials and/or products in “swag bags” delivered to each candidate and student award winner prior to the virtual event.					
Sponsorship acknowledgement included in local media promotional spots.					
Opportunity to have a 30 second digital advertisement play during the 2021 Virtual Mr. and Miss Kentucky Basketball Awards Ceremony.					
Logo and/or company name on the screen during the entire length of the 2021 Virtual Mr and Miss Kentucky Basketball Awards Ceremony and on the 2021 Mr. and Miss Kentucky Basketball trophies.					
Exclusive Naming Rights.					



Mr & Miss
Kentucky Basketball
Awards Ceremony

**SPONSORSHIP
COMMITMENT FORM**

Please complete the following form to confirm your sponsorship package and return to:
Jennifer Hunt at JenniferHunt@kylionseye.org or fax to 502-852-6596.
Please email or call Jennifer at 270-999-4887 with any questions.

CONTACT INFORMATION:

Contact Name

Contact Email Address

Contact Phone Number

Contact Fax Number

Address

City/State/Zip Code

My organization would like to sponsor at the _____ level.

Deadline to submit is February 28, 2021.

PAYMENT INFORMATION:

KLEF Tax ID: 61-0516171

_____ Please send me an invoice for the amount of \$_____.

_____ I have enclosed a check made payable to KY Lions Eye Foundation.
(Please mail check to KLEF at 301 E. Muhammad Ali Blvd., Louisville, KY 40202.)

_____ Please charge my credit card in the amount of* \$_____.

Card Type (circle one): Visa / Mastercard / Discover / American Express
(*Please note that all credit card payments are subject to an additional 3% processing fee.)

Card Number: _____

Expiration Date: _____ Security Code: _____

_____ Date: _____

Signature

**THANK YOU
FOR YOUR
SUPPORT!**

Once we receive your completed sponsorship form, KLEF staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please email your high-resolution color logos to Jennifer Hunt.

All materials will be sent for your approval before going to print.