Overview
The world-renowned University of Illinois Wheelchair basketball program is offering opportunities for companies to grow through a partnership.

- **Competition** – host of the 2019 national championships and ongoing events
- **Character** – high-level, respected program
- **Community** – part of the fabric of the University of Illinois and wheelchair sports worldwide
Fighting Illini Wheelchair Basketball
The University of Illinois Wheelchair basketball program is a model of character and performance.

- Tradition since 1948
- 70th year of adaptive sports at Illinois
- 15 national championships - Men
- 14 national championships - Women
- 68 Paralympians
- Annual sports camps for youth & elite players
Leadership

Coaches

• Stephanie Wheeler – 2-time Paralympic gold medalist, 4-time national collegiate champion (3 at Illinois) and 10-year head coach of the Illini women’s program

• Matt Buchi – national championship player and assistant coach for national championship, world championship and Paralympic team, and 6-year head coach of the Illini men’s program
NIWBT National Championships
The National Intercollegiate Wheelchair Basketball Tournament is an annual spotlight on the nation’s best men’s and women’s collegiate players.

- March 14-16, 2019
- Champaign, Illinois
- State Farm Center
  - Home to the Men’s & Women’s University of Illinois teams
- 13 teams from across the U.S.
- 3,000 spectators
- 300 athletes and coaches
State Farm Center
The iconic basketball and entertainment venue will play host to the NIWBT in 2019.

• Site of the 1969 Wheelchair basketball national championships won by the Illini
• Home of the University of Illinois men’s and women’s basketball teams
• Consistently known as one of the toughest places to play for opposing teams
Illinois Conference Tournament

Partners can activate year-round with the Illini wheelchair program and its annual home tournament.

- February 8-9, 2019
- Champaign-Urbana, Illinois
- Activities & Recreation Center (ARC) – one of the largest on-campus rec centers
- 10 teams from across the country, including University of Alabama, University of Missouri and University of Wisconsin-Whitewater
Promotion
Partners will be recognized in all channels.

- Webcast recognition on all 18 games of the tournament with announcer mentions and graphics
- Social Media
  - Facebook
  - Twitter
  - Instagram
- Public Relations & media outreach
- Web site
Special Events

Throughout NIWBT week, partners can connect with several special events.

- Alumni Reception – Thursday, March 14 at SFC from 6:00-8:00pm
- Alumni Dinner – Friday, March 15 at I-Hotel from 6:30-8:30pm
- 1969 National Championship Reunion – the Illini men’s team will celebrate the 50th Anniversary of their national title.
Custom Concepts for Partners
Let us create a custom concept based on your business. Ideas include:

- Themed-promotions tied to your business
- Private functions in State Farm suites
- Halftime challenges with your customers and VIPs trying wheelchair basketball
- Custom media packages (ex. radio remotes, TV, newspaper)
- Targeted social media campaigns and re-targeting to webcast viewers (ex. Google)
Partner Benefits
Promotional assets are authentically integrated into the event across digital, print and on-site visibility.

- State Farm center Jumbotron
- Court-side signage
- Event apparel
- Social media & web site
- Email
- Press releases
- Event signage
- Webcast promos
Partner Benefits (con’t)

• Court-side VIP seats
• Court-side signage
• Public service announcements at Univ. of Illinois men’s/women’s games and Convention & Visitor Bureau channels
• Event program ads
• Press releases
• Event shirts
• Branded venue entrance
• Goody bag insertions
• Team Meet & Greet/photo opportunities
The Intangibles
In addition to the partnership benefits, companies know what the event and the Illini program stands for!

- Commitment
- Character
- Excellence
- Progressiveness
- Modern
- Active
- The best players in the country!
## Benefit Summary

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Illini Program Partner</th>
<th>NIWBT Title Partner</th>
<th>NIWBT Partner</th>
<th>NIWBT Supplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rights to marks and “Official Partner” of a high-character program!</td>
<td>✓</td>
<td></td>
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<tr>
<td>Illini Team Package (Year-round promo, team meet &amp; greets, PSA inclusion, logo on practice jerseys?, logo on all collateral for the season, sponsor of youth/elite camps)</td>
<td>✓</td>
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<tr>
<td>Title Sponsor of 2 tournaments &amp; youth/elite camps with logo integrated into all mediums</td>
<td>✓</td>
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<td>Premium Package (ex. halftime promo, special event entitlement, custom “scoreboard” ROI measurement plan)</td>
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<tr>
<td>Presenting Sponsor (ex. Jumbotron ads, entryway logo, premium location for camera-visible courtside signage, primary T-shirt logo, press release)</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Event Activation (ex. reserved court-side seats, VIP hospitality)</td>
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<tr>
<td>Digital Package (ex. web site ads, email/social product offers)</td>
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<tr>
<td>Event Package (ex. program ads, flyer ads, goody bag, PA announcements, on-site sampling rights)</td>
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<td>Logo Package (ex. Jumbotron logo, secondary camera-visible court-side logo, event program logo, web site/social logos)</td>
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<tr>
<td><strong>INVESTMENT</strong></td>
<td>$50,000</td>
<td>$25,000</td>
<td>$10,000</td>
<td>$5,000</td>
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</table>
“This signature event showcases the culture and character of what being an Illini is all about.”

- Josh Whitman, University of Illinois Director of Athletics

“The wheelchair basketball program and the intercollegiate tournament are part of the long and meaningful legacy of Tim Nugent at the University of Illinois. We are proud to be part of that legacy as a progressive community that has long embraced accessibility and accommodation. We welcome the athletes and their fans to this fantastic event that showcases these incredible representatives of our community and the University.”

- Deborah Frank Feinen, Mayor of Champaign

“See you courtside at this event and program that embody the inclusive spirit of our university!”

- Tim Killeen, President of the University of Illinois

What They Are Saying
Contacts

Sponsorship Committee

Matt Buchi – buchi@Illinois.edu; 217-244-6083
Head Coach, Illinois Mens Wheelchair Basketball

Maureen Gilbert – mgilbrt@Illinois.edu; 217-333-4607
Coordinator, Office of Campus Life, Wheelchair Athletics

Matt Farrell – matt.j.farrell1992@gmail.com
General Manager of Alternative Golf and Executive Director for the World Long Drive Association
Volunteer, Illini Wheelchair Basketball