THE BIG HOOPLA

DAYTON, OHIO

THE ROAD STARTS HERE®

2027

SPONSORSHIP PACKET

THE ROAD STARTS HERE®

MOST PASSIONATE COLLEGE HOOPS FANS

HOME OF THE NCAA™ OPENING ROUND®

MOST SUPPORTIVE MILITARY COMMUNITY

2027 SPONSORSHIP OPPORTUNITIES

ALL HOOPLA SPONSOR PACKAGES INCLUDE THE FOLLOWING:

Recognition at Hoopla Central | Listing included on website postings | Social Media shout out
Organization representative invite to Hoopla Awards | Paid media recognition in the Dayton Business Journal

Tickets listed under each sponsor package are ***PER NIGHT***. Ticket package allotments subject to NCAA Availability. Additional tickets may be added to any package pending availability from NCAA.

TITLE SPONSOR

Wright B Flyer Package - **$145,000**
Only 1 Available

Lower Arena Tickets	28
Upper Arena Tickets	50
Hoopla Ticket Program* Donation	30
Hoopla Central Passes	38

PLUS Full Page Ad *and* logo placement on The Big Hoopla ad in the NCAA® Opening Round™ Program, logo on table cards at The Big Hoopla Reception & Hoopla Central, MVP banners & digital sponsor banner at all Hoopla Events, and on daytonhoopla.com

PREMIER SPONSOR

Kitty Hawk Package - **$75,000**
Only 2 Available

Lower Arena Tickets	22
Upper Arena Tickets	32
Hoopla Ticket Program* Donation	28
Hoopla Central Passes	30

PLUS Half Page Ad *and* logo placement on The Big Hoopla ad in the NCAA® Opening Round™ Program, logo on table cards at The Big Hoopla Reception & Hoopla Central, MVP banners & digital sponsor banner at all Hoopla Events, and on daytonhoopla.com

PLATINUM SPONSOR

Air & Space Intelligence Package - **$50,000**
Only 4 Available

Lower Arena Tickets	18
Upper Arena Tickets	26
Hoopla Ticket Program* Donation	26
Hoopla Central Passes	18

PLUS Quarter Page Ad *and* logo placement on The Big Hoopla ad in the NCAA® Opening Round™ Program, logo on table cards at The Big Hoopla Reception & Hoopla Central, MVP banners & digital sponsor banner at all Hoopla Events, and on daytonhoopla.com

GOLD SPONSOR

Blue & Gold Star Package - **$25,000**

Lower Arena Tickets	10
Upper Arena Level Tickets	14
Hoopla Ticket Program* Donation	20
Hoopla Central Passes	8

PLUS Quarter Page Ad *and* logo placement on The Big Hoopla ad in the NCAA® Opening Round™ Program, logo on table cards at The Big Hoopla Reception & Hoopla Central, MVP banners & digital sponsor banner at all Hoopla Events, and on daytonhoopla.com

SILVER SPONSOR

Parachute Package - **$10,000**

Lower Arena Tickets	6
Upper ArenaTickets	10
Hoopla Ticket Program* Donation	12
Hoopla Central Passes	6

PLUS Logo on table cards at The Big Hoopla Reception & Hoopla Central, MVP banners & digital sponsor banner at all Hoopla Events, and on daytonhoopla.com

BRONZE SPONSOR

Sky Spy Package - **$5,000**

Lower Arena Tickets	4
Upper Arena Tickets	8
Hoopla Ticket Program* Donation	8
Hoopla Central Passes	4

PLUS Name on digital sponsor banner at all Hoopla Events and on daytonhoopla.com

Community Hoopla Ticket Program

$2,500

24 Tickets donated on behalf of Sponsor to Wright-Patt Airmen & students from the Dayton Region.

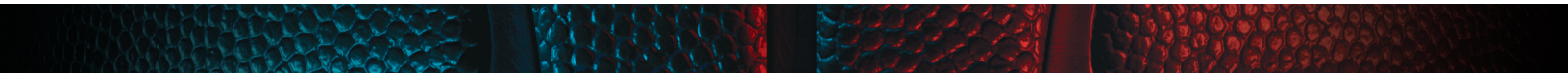




*Community Hoopla Ticket Program donates tickets on behalf of each sponsor to Wright-Patt Airmen and students from across the Dayton Region to First Four games and other community events. Each $1,000 toward the Ticket Program provides 11.5 total tickets.

With the current allotment of tickets from the NCAA, you must commit to your sponsorship by December 1, 2026 to guarantee all ticket distributions.

To secure your sponsorship, go to https://bighp.la/sponsor
Sponsorship payment must be received within 30 days of commitment.



INDIVIDUAL TICKETS & PASSES

HOOPLA TICKET PROGRAM

Military tickets give active-duty servicemen and their families unmatched visibility, recognition, and appreciation for the United States Air Force and Wright-Patterson Air Force Base. A student ticket provides a one-of-a-kind experience for an underprivileged student from the Dayton region to attend an NCAA Tournament game; in many cases, the student's first college basketball game. We use these tickets to demonstrate our appreciation to the military heroes serving our country and underserved youth in our region, while supporting our Dayton communities.

★★★★

Each **$1,000** raised for the Hoopla Ticket Program provides **11.5** tickets to Wright-Patt Airmen and students.

★★★★

HOOPLA CENTRAL PASSES

The venue for Hoopla Central at Carillon Park has proven successful. Guests enjoy some of Dayton's rich heritage in aviation, business development and Ohio borne patents while connecting with over 350 community partners. They increase their brand awareness. They enjoy delicious and creative food stations. All because The Big Hoopla NCAA® Opening Round™ basketball games continue to be showcased by Dayton's collaborative spirit and affinity for our military heroes.

$100 each per night - *with sponsorship commitment*







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IMPORTANT **2027** DATES

SUNDAY
MARCH 14

- Hoopla 6K
- STEM Challenge
- Selection Sunday

MONDAY
MARCH 15

- Open Practices
- Tip-Off Reception

TUESDAY
MARCH 16

- Hoopla Central
- Open Practices
- Day 1 Games

WEDNESDAY
MARCH 17

- Hoopla Central
- Day 2 Games

2027 NCAA® Opening Round™

All Session Ticket Prices per the NCAA

Lower Arena Tickets	$220
#300 Level Tickets	$145
#400 Level Tickets	$85

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Individual Tickets can be purchased at daytonhoopla.com



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