



LABOR DAY CLASSIC

Sneaker Ball

FRIDAY, AUGUST 29, 2025
HILTON AMERICAS HOUSTON

SPONSORSHIP PACKAGES



The 2025 Labor Day Classic Sneaker Ball celebrates excellence, tradition, and impact, bringing together corporate leaders, alumni, and supporters to advance educational opportunities for students at Prairie View A&M University (PVAMU) and Texas Southern University (TSU).

Your support helps fund scholarships, leadership development, department of athletics, and student success initiatives, ensuring a transformative impact on future generations.



**Sneaker
Ball**

SPONSORSHIP OPPORTUNITIES

\$50,000 | PRESENTING SPONSOR

- PREMIER RECOGNITION AS THE PRESENTING SPONSOR OF THE 2025 LABOR DAY CLASSIC BALL
- SHARED SPONSORSHIP LOGO WITH TSU AND PVAMU ON EVENT MATERIALS
- LOGO PLACEMENT ON EVENT MATERIALS, SIGNAGE, WEBSITE, AND DIGITAL MARKETING
- INSIDE FRONT COVER ADVERTISEMENT IN THE EVENT PROGRAM
- TWO (2) PREMIER TABLES (SEATING FOR 10 PER TABLE)
- TEN (10) VIP MEET & GREET RECEPTION TICKETS
- INVITATION FOR 14 GUESTS TO THE VIP AFTER PARTY
- SPECIAL RECOGNITION AT LABOR DAY CLASSIC GAME AND 20 GAME DAY TICKETS

\$25,000 | GOLD SPONSOR

- LOGO PLACEMENT ON EVENT SIGNAGE, WEBSITE, AND DIGITAL MARKETING
- INSIDE BACK COVER ADVERTISEMENT IN THE EVENT PROGRAM
- ONE (1) PROMINENT TABLE (SEATING FOR 10)
- TEN (10) VIP MEET & GREET RECEPTION TICKETS
- INVITATION FOR 10 GUESTS TO THE VIP AFTER PARTY
- RECOGNITION AT LABOR DAY CLASSIC GAME AND 10 GAME DAY TICKETS

\$15,000 | MAROON & PURPLE SPONSOR

- FULL-PAGE ADVERTISEMENT IN THE EVENT PROGRAM
- LOGO PLACEMENT ON EVENT SIGNAGE AND WEBSITE
- ONE (1) PROMINENT TABLE (SEATING FOR 10)
- SIX (6) VIP MEET & GREET RECEPTION TICKETS
- INVITATION FOR EIGHT (8) GUESTS TO THE VIP AFTER PARTY
- SIX (6) LABOR DAY CLASSIC GAME DAY TICKETS

\$10,000 | PANTHER & TIGER PRIDE SPONSOR

- HALF-PAGE ADVERTISEMENT IN THE EVENT PROGRAM
- LOGO/NAME PLACEMENT ON EVENT SIGNAGE AND WEBSITE
- ONE (1) RESERVED TABLE (SEATING FOR 10)
- FOUR (4) VIP MEET & GREET RECEPTION TICKETS
- INVITATION FOR SIX (6) GUESTS TO THE VIP AFTERPARTY
- FOUR (4) LABOR DAY CLASSIC GAME DAY TICKETS



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\$5,000 | CHANGE MAKER SPONSOR

- LISTING IN THE EVENT PROGRAM
- LOGO PLACEMENT ON EVENT SIGNAGE AND WEBSITE
- ONE (1) RESERVED TABLE (SEATING FOR 10)
- TWO (2) VIP MEET & GREET RECEPTION TICKETS
- INVITATION FOR TWO GUESTS TO THE VIP AFTER PARTY
- TWO (2) LABOR DAY CLASSIC GAME DAY TICKETS

INDIVIDUAL TICKETS

\$200 | INDIVIDUAL TICKET - INCLUDES DINNER, PROGRAM ACCESS, AND GENERAL SEATING

\$250 | INDIVIDUAL TICKET- INCLUDES DINNER, PROGRAM ACCESS, GENERAL SEATING, AND VIP AFTER PARTY

UNDERWRITING OPPORTUNITIES

\$25,000 | ENTERTAINMENT UNDERWRITER - EXCLUSIVE BRANDING FOR LIVE ENTERTAINMENT AT THE BALL

\$10,000 | VIP RECEPTION UNDERWRITER - EXCLUSIVE VIP MEET & GREET RECEPTION BRANDING

\$5,000 | VIP AFTER PARTY UNDERWRITER- EXCLUSIVE VIP AFTER PARTY BRANDING

