

KAPPA ALPHA PSI FRATERNITY, INC.
CENTENNIAL CELEBRATION

PRESENTS



HOSTED BY

EZ & ROCK
ALL-STAR

Helping. Outstanding. Outcomes. at Piney Woods School.

**CHARITY BASKETBALL TOURNAMENT
& SHOOT-OUT**



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& SHOOT-OUT**

July 7 - 8, 2011

WELCOME TO

- The first ever National Kappa Alpha Psi Fraternity Inc. **H.O.O.P.S. Charity Basketball Tournament & Shoot - Out.**
- A long awaited gathering of over 100,000 members of Kappa Alpha Psi Fraternity Inc. in celebration of our 100th year of service to the community.
- An event bringing together many prominent individuals from all walks of life including sports, entertainment, politics, and business.

OUR MISSION

The mission of **H.O.O.P.S. Charity Basketball Tournament & Shoot-Out** is to raise funds for the Piney Woods School in support of their efforts to equip young people with the skills needed to become compassionate, ethical leaders for the new millennium. We will raise money for the Piney Woods School through the Kappa Alpha Psi Foundation, the philanthropic arm of our organization

COMMITMENT TO SPONSORS

We value our partnership with you as a philanthropic partnership, and will ensure to serve as good representatives of your generous gift. We are committed to delivering valuable benefits and a positive partnership experience to each **H.O.O.P.S. Charity Basketball Tournament** sponsor. Please note: we will customize sponsorships to meet your specific marketing objectives and to enhance your partnership with the **H.O.O.P.S. Charity Basketball Tournament.**

WHY SPONSOR?

Sponsorship of this charitable event is a great partnership opportunity for businesses and corporations. It allows you to favorably inform groups of individuals from all walks of life about your products and/or services while also supporting a worthy cause.



SPONSOR BENEFITS

- Name exclusively included in the title of the event.
- An opportunity for your brand to be seen by over 100,000 members of Kappa Alpha Psi Fraternity ages 18-85 attending the Centennial Celebration, many also bringing wives and children to the event. (Average yearly income of attending members is \$65k).
- An opportunity for your brand to be seen by over 50,000 undergraduate and graduate students from across the United States attending the Centennial Celebration.
- Name, logo and link through official event Web site, Facebook and Twitter pages attracting over 15,000 views a day.
- Name and logo on all promotional materials.
- Logo on **H.O.O.P.S Charity Basketball Tournament** T-Shirts.
- Corporate tent space for onsite promotions at event.
- Acknowledgement of company during the event.
- Opportunity to display banner at event.

ABOUT YOUR PARTNER



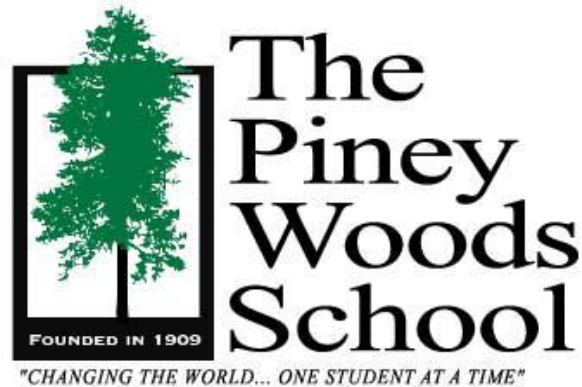
ABOUT KAPPA ALPHA PSI

Kappa Alpha Psi was founded on the campus of Indiana University on January 5, 1911. The Fraternity's fundamental purpose is achievement. Early in this century, African-American students were actively dissuaded from attending college. Formidable obstacles were erected to prevent the few who were enrolled from assimilating into co-curricular campus life. This ostracism characterized Indiana University in 1911, thus causing Elder W. Diggs, Byron K. Armstrong, and eight other black students to form Kappa Alpha Psi Fraternity, which remains the only Greek letter organization with its 1st Chapter on the University's campus. The founders sought a formula that would immediately raise the sights of black collegians and stimulate them to accomplishments higher than they might have imagined. Fashioning achievement as it's purpose, Kappa Alpha Psi began uniting college men of culture, patriotism and honor in a bond of fraternity. Kappa Alpha Psi, a college Fraternity, now comprised of functioning Undergraduate and Alumni Chapters on major campuses and in cities throughout the country, as well as abroad, is the crystallization of a dream. It is the realization of a vision shared commonly by the late founders of the fraternity.

The Kappa Alpha Psi Foundation, Inc. exists as the philanthropic arm of Kappa Alpha Psi Fraternity, Inc. The Foundation was established in 1981 as a non-profit, tax exempt, publicly supported organization as described in Section 501 (c) (3) of the Internal Revenue Service Code. Its purpose is to assist the community service efforts of the more than 600 active undergraduate and alumni chapters of Kappa Alpha Psi.

ABOUT OUR CHARITY

Founded in 1909 in Piney Woods, Mississippi, The Piney Woods School provides students in grades 9 – 12 with an outstanding academic experience. The Piney Woods School's unique character comes from its ability to promote academic excellence by creating a structured environment in a planned coeducational setting that encourages intellectual curiosity, explores ethical and moral issues, creates a sense of responsibility to community and peers and develops leadership skills, preparing students for success in college, career and life. The Piney Woods School is the flagship of the four remaining historically African-American boarding schools in the United States. With thousands of alumni who have come from all over the United States and the world,



The Piney Woods School has been a hallmark of excellence in its 100-year history. Their alums have attended Princeton, Smith, Harvard, Howard, Hampton, Tuskegee, Florida A&M, and many of the country's other outstanding public and private colleges and universities. They have pursued degrees in medicine, law, marketing, education, administration, and the arts and have become leaders in their respective fields.

BACKGROUND

The groundwork for the **H.O.O.P.S. Charity Basketball Tournament** began in 2008 at Bowie State University, in Bowie, MD. Members of the Epsilon Sigma Chapter of Kappa Alpha Psi Fraternity (EZ- Rock All-Stars) developed a scholarship basketball tournament in order to raise funds to assist an incoming freshman or sophomore male at Bowie State University, who has an interest in community service, and in achieving their educational dreams. This annual tournament has become a great success and has financially impacted several undergraduate students at Bowie State University and assisted them in realizing their educational dreams. The tournament has garnered local and national recognition for its dedicated service, and philanthropic efforts. This was the motivation to take the foundation and success of the local tournament to a national stage (www.ezrockallstars.com).

Members of Kappa Alpha Psi Fraternity Inc. have been in the forefront of every field of human endeavor, including professional and major college basketball. **Wilt Chamberlain, Oscar Robertson, Bill Russell, Sam Jones, Penny Hardaway, Allan Henderson, Allan Houston, Kerry Kittles, Danny Manning, Lorenzen Wright, Rolondo Blackman, Johnny Newman, and Eric Dampier** are just a few members of the fraternity that have thrived in college and professional basketball. Many of the individuals participating in the **H.O.O.P.S. Charity Basketball Tournament** could be the next names added to this great list of individuals.

H.O.O.P.S. CHARITY EVENT

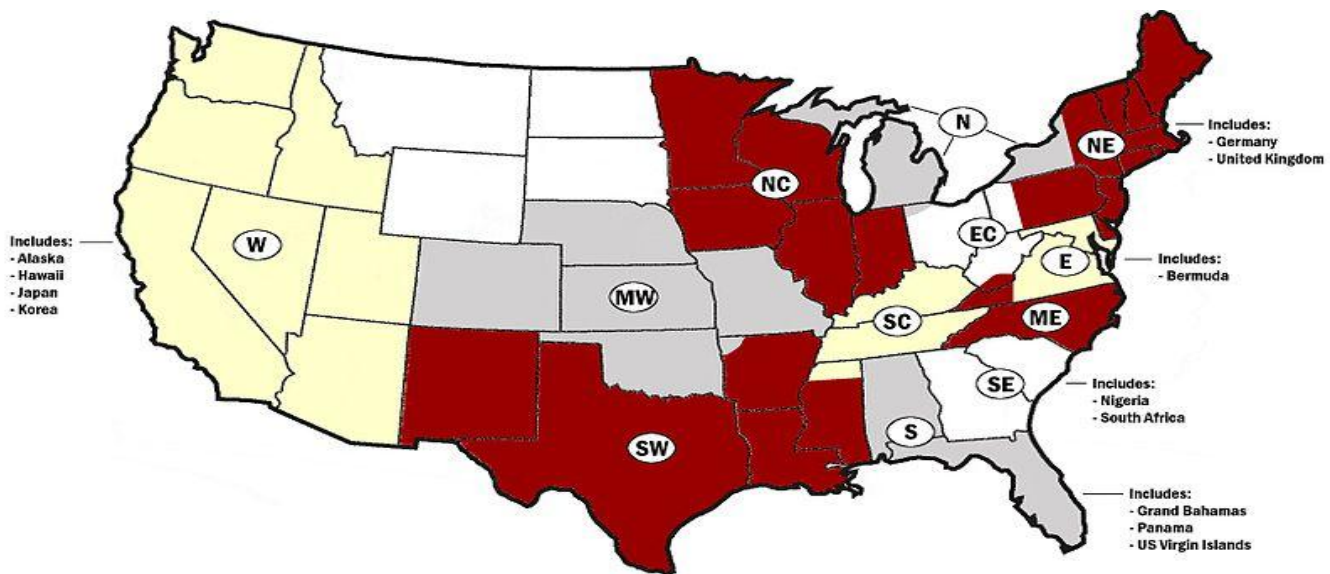


OVERVIEW

The Kappa Alpha Psi Fraternity Centennial Celebration will be held in Indianapolis, Indiana from July 2nd - July 9th commemorating 100 years of achievement. During this time, over 100,000 members of the fraternity will converge on Indianapolis to attend business meetings, as well as officially sanctioned social events. These events plan to attract fraternity members and non fraternity members from all over the United States. The **H.O.O.P.S. Charity Basketball Tournament** is one of a handful of officially sanctioned events, and is the only and first of its kind. With this in mind, the stage is set for an event that promises to attract entertainers, politicians, athletes, business people, and thousands of spectators (www.kappaalphapsi2011.com).

EVENT SPECIFICS

Kappa Alpha Psi Fraternity Inc. is made up of 12 provinces that cover the United States as well as countries and territories abroad. These provinces have over 300 undergraduate chapters located at colleges and universities.



The preliminary games of the Kappa Alpha Psi **H.O.O.P.S. Charity Basketball Tournament** will be held on Thursday, July 7th at the Natatorium Gymnasium located on IUPUI Campus. The tournament games will be played between 9:00am and 4:00pm. The 12 Provinces of Kappa Alpha Psi will be represented by 1 undergraduate team from that respective province. This will be the team that won their Province tournament or a team made up of individuals from that province.

The teams will be broken up into four regions:

Eastern

Eastern Province
Middle Eastern Province
Northeastern Province

Northern

Northern Province
North Central Province
East Central Province

Western

Western Province
Southwestern Province
Middle Western Province

Southern

Southern Province
South Central Province
Southeastern Province

The two teams that win the preliminary games will go on to play in the **National Championship game on Friday, July 8th at Garfield Park** during the Kappa Alpha Psi Family Picnic.

All tournament games will adhere to the rules and regulations set forth by the Kappa Alpha Psi H.O.O.P.S. Charity Basketball Tournament Committee.

EVENT HIGHLIGHTS

- Rucker style Championship game held at the Official Centennial Celebration Picnic.
- Three Point Shootout.
- 15,000 – 20,000 people attending the event. Many with significant spending power and disposable income.
- Food and paraphernalia vendors on site.
- National and local media coverage.
- DJ and radio on air personality as the announcer.
- Full professional video crew providing play by play announcing.
- Free giveaways and raffles.
- Award presentation and Piney Woods School charity donation.



SPONSORSHIP PROGRAM

TITLE SPONSOR - \$20,000

- Name exclusively included in the title of the event
- Corporate tent space for onsite promotions at event
- Name and logo on all promotional materials including but not limited to:
 - Posters
 - Brochures
 - Flyers
 - Social Media Marketing
 - Advertising
 - Event Signage and Banners
- Name, logo and link through official event Web site (www.ezrockallstars.com)
- Logo on **H.O.O.P.S. Charity Basketball Tournament** T-Shirts
- Acknowledgement of company during the event.

GOLD SPONSOR-\$15,000

- Name and logo on all promotional materials including but not limited to:
 - Posters
 - Brochures
 - Flyers
 - Social Media Marketing
 - Advertising
 - Event Signage and Banners
- Name, logo and link through official event Web site (www.ezrockallstars.com)
- Logo on **H.O.O.P.S. Charity Basketball Tournament** T-Shirts
- Opportunity to distribute promotional items with company logo to event attendees (must provide own tent)
- Acknowledgement of company during the event.

SILVER SPONSOR-\$10,000

- Name, logo and link through official event Web site (www.ezrockallstars.com)
- Name listed under sponsors on **H.O.O.P.S. Charity Basketball Tournament** T-Shirts
- Opportunity to display banner at event (must provide banner)
- Opportunity to distribute promotional items with company logo to event attendees (must provide own tent)

LEVEL II SPONSOR-\$5,000

- Name, logo and link through official event Web site (www.ezrockallstars.com)
- Logo listed under sponsors on **H.O.O.P.S. Charity Basketball Tournament** T-Shirts
- Opportunity to distribute promotional items with company logo to event attendees.

LEVEL I SPONSOR-\$1,000

- Name, logo and link through official event Web site (www.ezrockallstars.com)
- Logo listed under sponsors on **H.O.O.P.S. Charity Basketball Tournament** T-Shirts

****All monetary and in kind donations are welcomed and will help to make this event a great success****

****Apparel and product donations are welcomed. Sponsorship can be tailored to meet the specific marketing objectives of a company and needs of the tournament. ****

Contact Information:

H.O.O.P.S. Charity
Basketball Tournament
7741 Rotherham Dr.
Hanover, MD 21076
Phone: 240-417-0560



Committee Chair:

Tony Lymus
tony@ezrockallstars.com

Undergraduate Liaison:

Semaj Rashaad
Eastern Province JVP
semaj@ezrockallstars

HOSTED BY



EZ-ROCK ALL-STAR IS A NON-PROFIT ORGANIZATION MADE UP OF THE MEMBERS OF EPSILON SIGMA CHAPTER OF KAPPA ALPHA PSI FRATERNITY, INC. BOWIE STATE UNIVERSITY BOWIE, MARYLAND



PRELIMINARY GAMES

REGISTRATION INFO

IUPUI MAIN NATORIUM
THURSDAY JULY 7
7:00AM - 10:00AM

NON-REFUNDABLE COST
OF \$25

SEE WEBSITE FOR DETAILS

WWW.EZROCKALLSTARS.COM

CHAMPIONSHIP

PARTICIPANTS

GARFIELD PARK
INDIANAPOLIS, IN
FRIDAY JULY 8
2:00PM
FAMILY DAY PICNIC

UNDERGRADUATE MEMBERS
IN THE H.O.O.P.S. TOURNAMENT
& ALUMNI MEMBERS IN THE
SHOOTOUT COMPETITION
KAPPA ALPHA PSI MEMBERS ONLY

Helping. Outstanding. Outcomes. at Piney. Woods School.



KAPsi Hoops Tourney

**CHARITY BASKETBALL TOURNAMENT
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