



**Saturday, August 27, 2011**

**Noon to 4 p.m.**

**Sloss Furnaces**

**Tickets-\$15/each, Kids 10 and under \$5/each**

The Bell Center Tailgate Challenge provides a fun way for college football fans to celebrate and anticipate the upcoming college football season while supporting The Bell Center for Early Intervention Programs. Event goers will enjoy tastes of tailgating food at various team tents as well as BBQ provided by Jim N' Nicks. It will be an afternoon of music, kid friendly events and team rivalry. Celebrity judges will be on hand to judge each of the teams on most team spirit, best tasting food, and best all around.

Team tent boosters are responsible for providing their own tailgate tent and team decorations to show their spirit. Each team will also provide a "taste" of tailgating food that may be prepared either on site or brought already prepared to the tent. Teams are not asked to provide enough food to fully feed the crowd, merely to give the attendees a taste of the tailgate food they have prepared.

Tailgate Challenge is a great way to spend the afternoon, show your team spirit and help support The Bell Center. If you are interested in sponsoring opportunities, hosting a booster tent or have any questions, please contact Kelly Peoples at 879-3417.

**The Bell Center Tailgate Challenge**

# 2011 Sponsorship Opportunities

A number of sponsorship opportunities are available:

\$7,500 Championship sponsor (Deadline: July 1, 2011)

- Two tent spaces
- 50 event tickets
- Corporate representative to provide welcome during event
- Corporate recognition in event promotions (posters, electronic and print media)
- Information table at event
- Signature banner in registration area
- Prominent placement of logo at event

\$5,000 Touchdown sponsor (Deadline: July 1, 2011)

- Two tent spaces
- 25 event tickets
- Corporate recognition in event promotions (posters, electronic and print media)
- Information table at event
- Logo placement on banner at event

\$2,500 Skybox sponsor (Deadline: July 1, 2011)

- One tent space
- 25 event tickets
- Corporate recognition in event promotions (print media)
- Logo placement on banner at event

\$1,500 50-Yard Line sponsor (Deadline: July 1, 2011)

- One tent space
- 15 event tickets
- Corporate recognition in event promotions (print media)
- Logo placement on banner at event

\$500 Fan sponsor (Deadline: August 5, 2011)

- One tent space
- 10 event tickets
- Logo placement on banner at event

## The Bell Center Tailgate Challenge 2011 Sponsorship Agreement

**Yes! We want to help The Bell Center for Early Intervention Programs continue to maximize the potential of children from birth to three years of age who are at risk for developmental delay!**

**We pledge our support at the indicated level:**

\_\_\_\_\_ \$7,500    \_\_\_\_\_ \$5,000    \_\_\_\_\_ \$2,500    \_\_\_\_\_ \$1,500    \_\_\_\_\_ \$500

Sponsorship levels \$500-\$7,500 include tent entry into the competition. Do you plan to enter a team if you've sponsored at one of those levels? \_\_\_\_\_ yes    \_\_\_\_\_ no  
If yes, we will respond with tent registration information.

\_\_\_\_\_ This gift is a donation only and we do not want to receive any promotional benefits.

\_\_\_\_\_ We are unable to support at the levels indicated above, but would like to enter a tent in the competition. Registration fee: \$150.

Business: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please make checks payable to The Bell Center and return with complete sponsorship form to 1700 29<sup>th</sup> Court South, Birmingham, AL 35209. Fax (205) 879-3416

*Your gift is tax deductible to the extent allowed by the Internal Revenue Service.*

