



2026

SPONSORSHIP PACKET

THE BIG HOOPLA

THE EPICENTER OF COLLEGE BASKETBALL



THE ROAD
STARTS HERE®



MOST PASSIONATE
COLLEGE HOOPS FANS



HOME OF THE
NCAA FIRST FOUR®



MOST SUPPORTIVE
MILITARY COMMUNITY

#TheRoadStartsHere®

2026 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 - \$100,000

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 First Four 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 First Four 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 First Four 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 First Four 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 Arena Tickets	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 Logo 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 12.5 total tickets.

With the current allotment of tickets from the NCAA, you must commit to your sponsorship by **December 1, 2025** 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.

THE BIG Hoopla

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 **12.5** 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 First Four 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 2026 DATES

SUNDAY

MARCH 15

- 4-Miler
- STEM Challenge
- Selection Sunday

MONDAY

MARCH 16

- Open Practices
- Tip-Off Reception

TUESDAY

MARCH 17

- Hoopla Central
- Open Practices
- Day 1 Games

WEDNESDAY

MARCH 18

- Hoopla Central
- Day 2 Games

2026 NCAA FIRST FOUR

All Session Ticket Prices per the NCAA

Lower Arena Tickets	\$210
#300 Level Tickets	\$140
#400 Level Tickets	\$80

Individual Tickets can be purchased
at daytonhoopla.com



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Hoopla