



ATLANTIC PREMIER
FLAG FOOTBALL

The Pink Flag Classic

— A Breast Cancer Awareness Tournament & Community Festival —



— ATLANTIC PREMIER FLAG FOOTBALL —



KICKING CANCER OFF THE FIELD

This October, our community is taking the gridiron to build high-impact advocacy and connection. The Pink Flag Classic brings local athletes, families, and businesses together for a high-energy day of competition, camaraderie, and breast cancer awareness at the premier Buckroe Soccer Complex in Hampton.

Our main priority is maximizing visibility for cancer health education, supporting local survivors, and creating an encouraging environment for families. By partnering with us, your business gains direct, positive exposure to local families and demonstrates an active leadership role in community wellness and youth athletic development.

Depending on final turnout metrics, our goal is to leverage this gathering to provide a supportive contribution back into local advocacy initiatives.



ANTICIPATED PLAYERS

250+ local athletes across active divisions.



ESTIMATED TOTAL ATTENDANCE

At least 400 players, families, and spectators.



TOURNAMENT INFRASTRUCTURE

4 active grass playing fields running concurrent games from 9:00 am to 5:00 pm across the complex.



FESTIVAL INFRASTRUCTURE

A dedicated central Food Truck Zone and an active area featuring local corporate partners, 10x10 merchants, and interactive community booths.



VISUAL ASSETS

High-visibility perimeter fencing, entryways, individual 6x4 sponsor banners, a central master sponsorship banner, and an official co-branded Sponsor Photo Backdrop.



Interested in being a sponsor or vendor? Text "Pink Flag" to 757-514-9108 or email David.aogwellness@gmail.com



SPONSORSHIP TIERS

Tiers are strictly limited to protect corporate visibility.



TITLE SPONSOR

LIMIT 1 AVAILABLE

\$2,500

- **Tournament Naming Rights:** Overarching event title placement ("The Pink Flag Classic, Powered by [Company]"). Logo anchors the header of our website and master schedules.
- **Digital Branding:** Your corporate logo featured on all promotional posts via Instagram and Facebook, a dedicated social feature video/reel, and top-tier placement on tournament flyers.
- **Photo Backdrop:** Premium top-tier logo layout on our official Sponsor Photo Backdrop used for all player team photos and media recaps.
- **Merch & Apparel:** Logo printed on limited-supply Premium Squeeze Bottles (distributed at Atlantic Premier Flag Football's tent), side-by-side with our league logo on volunteer shirt chests, and top back marquee line on souvenir shirts.
- **Keepsake:** Official co-branded tournament appreciation plaque.
- **Website Presence:** Premium marquee banner ad at the top of our homepage with a tracking hyperlink.
- **Signage:** Exclusive branding on the entrance welcome truss banner and centerpiece logo placement on the Master Sponsorship Banner.
- **Media Check Photo:** Representative invited front-and-center for the 4:00 pm beneficiary check-passing photo window, with your logo printed on the physical presentation check.
- **On-Site Footprint:** Premium 20x20 promotional space.



GOLD PRESENTING PARTNER

LIMIT 2 AVAILABLE

\$1,500

- **Signage:** Prominent logo on the Master Sponsorship Banner and an exclusive 6x4 field banner.
- **Media Check Photo:** Logo featured on the presentation check used during the 4:00 pm beneficiary photo window.
- **Apparel Layout:** Large logo placement on the upper-middle back of both volunteer and souvenir shirts.
- **On-Site Footprint:** Guaranteed premium 10x20 promotional space.
- **Photo Backdrop:** High-visibility logo layout on our official Sponsor Photo Backdrop.
- **Merch Branding:** Exclusive corporate branding on tournament giveaway Mini Footballs.
- **Digital Presence:** Large logo, link, and bio on our web partner directory, plus a dedicated social media highlight post.
- **Keepsake:** Official co-branded tournament appreciation plaque.



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SPONSORSHIP TIERS

Continued from the previous page.



SILVER FIELD SPONSOR

LIMIT 4 · 1 PER FIELD

\$750

- **Field Naming Rights:** Business name serves as the official title of one (1) designated tournament field.
- **Photo Backdrop:** Standard logo layout on our official Sponsor Photo Backdrop.
- **Digital Presence:** Logo and active hyperlink featured under our website's digital field map section.
- **Keepsake:** Official co-branded tournament appreciation plaque.
- **Signage:** Custom-printed 6x4 field banner displaying your company logo at your field, plus standard logo placement on the Master Sponsorship Banner.
- **Apparel Layout:** Medium logo placement on the lower-middle back of both volunteer and souvenir shirts.
- **On-Site Footprint:** Standard 10x10 promotional tent space.



BRONZE TEAM SPONSOR

LIMIT 6 AVAILABLE

\$350

- **Signage Inventory:** Standard logo on the Master Sponsorship Banner, plus permission to hang up to five (5) sponsor-provided fence banners.
- **Apparel Layout:** Small logo or text listing on the bottom back of both volunteer and souvenir shirts.
- **On-Site Footprint:** Complimentary 10x10 tent space (location determined by directors).
- **Photo Backdrop:** Compact logo layout on our official Sponsor Photo Backdrop.
- **Digital Presence:** Logo on our website's community sponsor grid and group social media graphics.
- **Keepsake:** Official co-branded tournament appreciation plaque.



PINK RIBBON SUPPORTER

UNLIMITED CAPACITY

\$150

- **Signage:** Text name listing featured on our dedicated Ribbon Supporter Banner.
- **Vendor Bonus:** Significant discount on a standard 10x10 space if you wish to display or sell products on game day (pay \$75 instead of the standard \$120 rate).
- **Digital Presence:** Name or custom dedication text listed on our website's digital "Pink Ribbon Wall of Support."
- **Keepsake:** Official co-branded tournament appreciation plaque.



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STANDALONE VENDOR BOOTHS

Join us at the event.

The Pink Flag Classic is a great space for local Hampton Roads businesses, food trucks, and makers to connect with neighbors. If you want to share your services, sell your items, or serve food directly to local families, setting up a booth puts your business right in front of our community during a great day of sports and charity.

01

DIRECT FACE-TO-FACE ENGAGEMENT

Spend 8 full hours talking directly with at least 400 parents, youth athletes, and spectators from across Hampton who are hanging out at the fields between games.

02

STRONG CAUSE ALIGNMENT

Families love supporting local businesses that step up for a good cause. You will be standing side-by-side with our neighbors to champion breast cancer awareness and support life-saving research.

03

AFFORDABLE COMMUNITY VISIBILITY

With standard vendor spots starting at \$120, we intentionally keep fees low so small businesses, crafters, and local operators can easily afford to build long-term local relationships and brand familiarity without a massive financial hurdle.



STANDARD VENDOR SPACE

\$120

Includes one (1) 10x10 display space. Vendors must provide their own 10x10 canopy tent, tables, and display materials. Pink Ribbon Supporters receive a special discount rate of \$75 for this space.



FOOD TRUCK / MOBILE VENDOR

\$150

Secure a high-traffic parking spot within our central food zone with immediate access to tournament foot traffic.



SPONSOR NOTE

Included

Title, Gold, Silver, and Bronze corporate sponsors automatically receive premium or standard 10x10 / 20x20 tent allocations bundled completely free within their packages.

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DEADLINES & PRODUCTION SPECIFICATIONS

DIGITAL MARKETING DEADLINE

SEPTEMBER 1, 2026

Cutoff for web banners, live directory links, and social media graphics. Late submissions received after this date will still receive full physical print inclusion (if sent before September 14), but digital website assets cannot be guaranteed due to automated build tracks.

PHYSICAL PRINT DEADLINE

SEPTEMBER 14, 2026

Cutoff for high resolution logo. Late submissions received after this date will receive full digital and website perks, but physical print inclusion cannot be guaranteed due to vendor production timelines.

SIGNAGE BREAKDOWN

- 1 **Vinyl Banners (Title / Gold / Silver):** Standard 6x4 foot heavy-duty 13oz vinyl, printed by the Atlantic Premier Flag Football team. Larger layouts require advance director approval.
- 2 **Fence Banners (Bronze):** Standard 6x4 foot heavy-duty vinyl with metal grommets, provided and hung by sponsor using zip ties. All fence banners must be installed during the morning setup window, 7:00 am to 8:30 am. Larger layouts require advance director approval.
- 3 **Master Sponsorship Banner (All Tiers):** Shared marquee banner anchored near Atlantic Premier Flag Football's tent.
- 4 **Sponsor Photo Backdrop (Title / Gold / Silver / Bronze):** Large-format 8x8 structural step-and-repeat backdrop positioned centrally for team shots and participant media photo-ops.

REQUIRED VECTOR FORMATS

.EPS, .AI, or print-ready .PDF. Essential for scaling to large banner sizes without losing sharpness.

ACCEPTABLE IMAGE FORMATS

Transparent .PNG or high-resolution .JPG files at a minimum of 300 DPI.

FORMATS TO AVOID

Mobile screenshots, low-resolution web graphics, or cropped social graphics.

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ON-SITE RULES

Mandatory operational rules for all sponsors, vendors, and food trucks.

MANDATORY OPERATIONAL RULES

- **Load-In Window:** Arrival and check-in must occur between 7:00 am and 8:30 am on tournament morning. All support vehicles must be moved out of the vendor pathways to designated spectator lots by 8:30 am sharp.
- **Operational Hours:** All spaces and trucks must remain fully set up, staffed, and active for the entire duration of the event from 9:00 am to 5:00 pm. Early breakdown is strictly prohibited to maintain tournament aesthetics.
- **Canopy Anchors:** Because of high coastal winds at Buckroe, every 10x10 canopy tent must be weighted down with a minimum of 20 lbs per leg using sandbags or weights. Staking directly into the athletic field grass is strictly forbidden by park guidelines.
- **Power & Utilities:** This is a zero-power site layout and electricity is not provided. Operators requiring power must bring quiet, inverter-style generators rated under 60 decibels.
- **Clean-Up Requirement:** All participants are responsible for clearing trash within a 15-foot radius of their designated station at 5:00 pm.

INCLEMENT WEATHER NOTIFICATION PLAN

- **Weather Monitoring:** Tournament directors actively monitor local National Weather Service Doppler feeds throughout the day.
- **Staff Notification:** If dangerous tracking develops, a private Pre-Alert is issued instantly to all field managers via two-way radios to pause all active field brackets.
- **Vendor Notification:** Tournament staff will deploy immediately to the Food Truck Zone and Vendor Village face-to-face to instruct business owners to secure canopy canvas lids, safely disconnect external cooking equipment, and collapse standing vertical promotional signs.

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SAFETY & EVACUATION

ATTENDEE NOTIFICATION

- League directors will deliver a facility-wide broadcast from the central Atlantic Premier Flag Football tent megaphone station, coupled with an instant push-notification alert sent directly to all registered coaches, team captains, and vendors via email and tournament app channels.

EMERGENCY EVACUATION PLAN

- Emergency Signal:** If a sudden total evacuation is ordered, an air-horn blast loop of three continuous long blasts will sound from Atlantic Premier Flag Football's tent.
- Evacuation Path:** All players, coaches, and spectators will be directed immediately off the field grass grids by field staff. Evacuation will route directly through the primary paved walkways toward the main central parking lot infrastructure, where attendees must wait safely inside their personal support vehicles until city officials clear the facility.

Come stand with us.

If you are interested or know of anyone that may want to sponsor or be a vendor, please email David.aogwellness@gmail.com or text "sponsor pink flag" to 757-514-9108.



EMAIL

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TEXT "SPONSOR PINK FLAG"

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