



SERC 2026 Basketball Tournament & Cheer Competition

Hosted by:



The Housing Authority
of the City of Bessemer

Since 1960

Event Overview:

The Southeastern Regional Council (SERC) Basketball Tournament and Cheer Competition has engaged youth from low-income communities for over 30 years.

Established in 1991, this prestigious event is organized annually by various housing authorities across the ten Southeastern states. The initiative is designed to engage low-income children in a structured program, offering them positive alternatives to drugs, gangs, and the challenges they face in their environments daily. Our objective is to empower them to envision a brighter future beyond their current circumstances.

In 2026, the Bessemer Housing Authority will proudly host this impactful three-day event over Martin Luther King Jr. Weekend, bringing together 500+ youth, coaches, and chaperone's for an experience of athleticism, education, and empowerment.

Our Goal:

Raise \$60,000+ to supplement the \$20,000 provided by SERC-NAHRO, ensuring full funding for transportation, accommodations, meals, competition costs, educational tours, and more. Any donations or sponsorships will help us more than you know. Thank you for your time and interest.

Cortney Coleman
Executive Director
Bessemer Housing Authority





SERC 2026 Basketball Tournament & Cheer Competition

SPONSORSHIP OPPORTUNITIES

Champion Sponsor – \$15,000

- Recognized as Presenting Sponsor on all materials
- Premier logo placement on event banners, shirts, website
- Verbal and signage recognition at banquet and pep rally
- Speaking opportunity at the banquet
- Logo on commemorative merchandise
- Social media spotlight (6 posts)
- Option to provide branded items (e.g., bags, water bottles)

Legacy Sponsor – \$10,000

- Logo on event banners, shirts, and website
- Recognition during banquet and pep rally
- Social media spotlight (4 posts)
- Logo in official event slideshow
- Option to provide branded items

Inspiration Sponsor – \$5,000

- Logo on shirts and signage
- Website and social media recognition (3 posts)
- Name in official slideshow
- Option to sponsor a meal, venue, or transport



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SPONSORSHIP OPPORTUNITIES

Achievement Sponsor – \$2,500

- Name/logo on group signage and shirts (secondary size)
- Website and social media shoutout (2 posts)
- Option to sponsor snacks, drinks, or supplies

Unity Sponsor – \$1,000

- Name listed in printed program and on social media
- Option to display banner at one event location (provided by sponsor)

Friend of the Tournament – \$500

- Name listed in event program and on event website
- Social media thank you

In-Kind Sponsorships Welcome!

- Water bottles, Sports Drinks, lunches, transportation, or volunteer services earn benefits equal to the estimated value of the donation.

All donations/sponsorships are greatly appreciated!

For more information, sponsorship confirmation, or to schedule a donation pick-up please contact our SERC 2026 Logistic Team:

Email: SERC26@besha.org

Phone: 205-481-4420





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SPONSORSHIP/ DONATION COMMITMENT FORM

Sponsor or Company Name:

Individual Contact Name:

Address:

City:

State Zip:

Phone:

Email:

Sponsorship Level:

☐ \$15,000 Champion Sponsor

☐ \$10,000 Legacy Sponsor

☐ \$ 5,000 Inspiration Sponsor

☐ \$ 2,500 Achievement Sponsor

☐ \$ 1,000 Unity Sponsor

☐ \$ 500 Friend of the Tournament

In-Kind Sponsor: (Please provide a description of item(s) you can contribute and its estimated value):

Value: _____

Payment Information

☐ Check Enclosed (made payable to: Bessemer Housing Authority, memo line: SERC 2026) Address: 1515 Fairfax Avenue, Bessemer, AL 35020

☐ Easiest Way to Make Monetary Sponsorship/donation

Charge Credit Card: Please go to our secure donation/sponsorship link to make payment at:

<https://bessemerhousingauthority.regfox.com/serc-basketball-cheer-tournament-2026>



Or scan QR Code and it will take you to the page.

By signing this agreement, you indicate you are authorized to make this commitment on behalf of your company, foundation, or organization. Sponsorship is not an endorsement of the sponsor. By signing this form, you agree to pay the total amount.

Printed Name:

Signature:

If you have any questions please call our SERC 2026 Logistic Team at 205-481-4420 or email SERC26@besha.org

