

## **SERC 2026 Basketball Tournament & Cheer Competition**

### **Hosted by:**



#### **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







# SERC 2026 Basketball Tournament & Cheer Competition 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!**

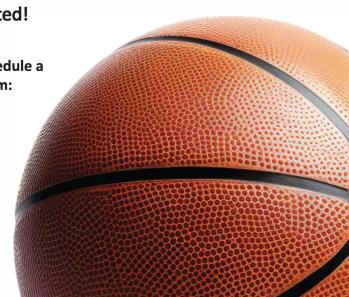
• Water bottles, Sports Drinks, lunches, transportation, or volunteer services earn benefits equal to the estimated value of the donation.

### 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





# SERC 2026 Basketball Tournament & Cheer Competition

## SPONSORSHIP/ DONATION COMMITMENT FORM

Sponsor or Company Name:			Individual Contact Name:	
Address:				
City:	State Zip:	Phone:	Email:	
Sponsorship Level:				
☐ \$15,000 Champion Sponsor			☐ \$ 1,000 Unity Sponsor	
☐ \$10,000 Legacy Sponsor			☐ \$ 500 Friend of the Tournament	
☐ \$ 5,000 Inspiration Sponsor			In Mad Consequence	
☐ \$ 2,500 Achievement Sponsor			In-Kind Sponsor: (Please provide a description of item(s) you can contribute and its estimated value):	
			Value:	
Payment Information			_	
☐ Check Enclosed (n 35020	nade payable to: Bessemer H	Housing Authority,	memo line: SERC 2026) Address: 1515 Fairfax Avenue, Bessemer, AL	
Charge Credit Card:	usingauthority.regfox.o	e donation/spon com/serc-basket	sorship link to make payment at: ball-cheer-tournament-2026 take you to the page.	
			commitment on behalf of your company, foundation, or organization.  you agree to pay the total amount.	
Printed Name:			Signature:	
If you have any ques	tions please call our SE	RC 2026 Logistic	Team at 205-481-4420 or email SERC26@besha.org	

