



SPONSORSHIP OPPORTUNITIES

INVEST IN AND INSPIRE

- At Risk Youth
- World-Class Olympians
- Memphis Urban Core
- Inner City Coaches and Athletes

OVERVIEW:

The Ed Murphey Classic is a world-class track & field event that honors a Tennessee track legend and fuels a brighter future for Memphis youth. This annual competition brings elite athletes to the Bluff City, raising funds to support track & field programs in at-risk communities.

IMPACT:

- Funding track & field programs in at-risk communities: Over 500 youth annually benefit from our funded programs and track clubs.
- Providing access to world-class facilities and coaches: We level the playing field for at-risk youth, nurturing their talents.
- Inspiring future Olympians: Our event features elite athletes, offering young athletes role models and motivation.

PARTNERSHIP/SPONSORSHIP OPPORTUNITY:

Align your brand with a world-class event that makes a difference. Reach a passionate audience of sports enthusiasts and community leaders.

- Brand visibility: Live national broadcast on Peacock, media coverage, and event branding.
- Positive Brand Association: Align with a mission-driven organization and its positive impact.
- Targeted Audience: Reach passionate sports enthusiasts, engaged parents, and community leaders.
- Customizable Packages: Find the perfect fit for your brand and goals.



**JOIN US IN EMPOWERING MEMPHIS YOUTH
TO REACH THEIR HIGHEST POTENTIAL.**

SPONSORSHIP DETAILS

SPONSOR ED MURPHEY CLASSIC (2025-2028)

\$250,000



Proud sponsor of two school communities and coach mentors

Naming on Ed Murphey Classic owned assets

- Logo on gear and apparel
- Social Media mentions
- Social Media
- Database Marketing
- Year-round Track Club signage and communications
- Website
- Press Releases
- Event Signage

School Program Sponsor Highlight on Website

- 500 words + photos + videos highlighting Sponsor
- Dedicated Highlight section in communications linking to Sponsor highlight on website or sponsor website

PRESENTING SPONSORSHIP \$100,000

Three-year commitment

Naming on Ed Murphey Classic owned assets

- ED Murphey Classic Presented by Sponsor X
- Name in all marketing and communications
- Peacock Broadcast
- Olympic Athlete Invitations
- Website
- Social Media
- Press Releases
- Event Signage
- Database Marketing
- Year-round Track Club signage and communications

School Program Sponsor Highlight on Website

1000 words + photos + videos highlighting Sponsor *All content (words, photos, videos) to be provided by sponsor.*

Presented Sponsor Highlight in Email Marketing + Social Media

- Major dedicated Highlight section in communications linking to sponsor highlight on website or sponsor website

Presented by Interview Opportunities at Event

- Interview opportunity with Ed Murphey controlled media
- PR interview opportunities as presenting sponsor as they become available

School Sponsor Volunteer or interaction opportunities at Memphis Ciy Schools programs throughout the year

- **Event Specific Sponsorship (Pick 2)**
 - example - The Sponsor Men's 100m
- **Presenting Sponsor activation area at all events**
opportunity to setup activation area (*tents, table at 4 events*)
- **VIP Event Tickets**
 - 10
- **Regular Event Tickets**
 - 10
- **Drink Wristbands**
 - 10
- **Tickets to Thursday night pre-event social with pro athletes**
 - 10

GOLD SPONSOR

\$25,000

Naming on Ed Murphey Classic owned assets

- Name in all marketing and communications
- Peacock Broadcast
- Olympic Athlete Invitations
- Website
- Social Media
- Press Releases
- Event Signage
- Database Marketing
- Year-round Track Club signage and communications

Gold, Silver Sponsor Highlight on Website

500 words + photos + videos highlighting Sponsor *All content (words, photos, videos) to be provided by sponsor.*

Gold, Silver, Bronze Sponsor Highlight on Website

- Highlight section in communications linking to sponsor highlight on website or sponsor website

Presented by Interview Opportunities at Event

- Interview opportunity with Ed Murphey controlled media
- PR interview opportunities as presenting sponsor as they become available
- **Event Specific Sponsorship (Pick 2)**
 - example - The Sponsor Men's 100m
- **Gold Sponsor activation area**
opportunity to setup activation area (*tents, table at 4 events*)
- **VIP Event Tickets**
 - 6
- **Regular Event Tickets**
 - 6
- **Drink Wristbands**
 - 6
- **Tickets to Thursday night pre-event social with pro athletes**
 - 6

SPONSORSHIP DETAILS CONT.



SILVER SPONSORSHIP

\$10,000

Naming on Ed Murphey Classic owned assets

- Name in all marketing and communications
- Peacock Broadcast
- Olympic Athlete Invitations
- Website
- Social Media

- Press Releases
- Event Signage
- Database Marketing
- Year-round Track Club signage and communications

Silver Sponsor Highlight on Website

- 500 words + photos + videos highlighting Sponsor *All content (words, photos, videos) to be provided by sponsor.*

Silver Sponsor Highlight on Website

- Highlight section in communications linking to sponsor highlight on website or sponsor website

Event Specific Sponsorship (Pick 1)

- example - The Sponsor Men's 100m
- **Silver Sponsor activation area**
- opportunity to setup activation area (*tents, table at 2 events*)
- **VIP Event Tickets**
 - 4

Regular Event Tickets

- 4
- **Drink Wristbands**
 - 4
- **Tickets to Thursday night pre-event social with pro athletes**
 - 4

BRONZE SPONSORSHIP

\$5,000

Sponsors group mention on Ed Murphey Classic owned assets

- Name in all marketing and communications
- Peacock Broadcast
- Olympic Athlete Invitations
- Website
- Social Media

- Press Releases
- Event Signage
- Database Marketing
- Year-round Track Club signage and communications

Bronze Sponsor Highlight on Website

- 500 words + photos + videos highlighting Sponsor *All content (words, photos, videos) to be provided by sponsor.*

Bronze Sponsor Highlight on Website

- Highlight section in communications linking to sponsor highlight on website or sponsor website

Bronze Sponsor activation area

- opportunity to setup activation area (*tents, table at 1 event*)
- **VIP Event Tickets**
 - 2
- **Regular Event Tickets**

Regular Event Tickets

- 2
- **Drink Wristbands**
 - 2
- **Tickets to Thursday night pre-event social with pro athletes**
 - 2

TOGETHER, LET'S KEEP OUR YOUTH ON THE RIGHT TRACK!

CONTACT: For more information on sponsorship opportunities and how you can make a lasting impact, please contact:

EDDIE MURPHEY, JR. *President*

Murphey Track Club | emurpheyjr@gmail.com | 901-828-6745



YOUTH SPONSOR OPPORTUNITY

FRIENDS OF A CLASSIC

OVERVIEW:

Invest in the future of inner-city youth by sponsoring a kid through the "Friends of a Classic" program. Your support goes beyond a donation; it's an investment in a child's growth, aspirations, and potential.

IMPACT:

Cover Costs for Coaches, Athletic Gear, Nutritious Meals, and More

- Ensure each child receives the mentorship, nutrition, and proper equipment they need for a transformative summer.

3x Weekly Sessions from May to August

- Engage kids in skill-building activities, fostering personal development and a sense of community.

SPONSORSHIP TIERS

CHAMPION SPONSOR

\$2,500

- Elevate a child's experience to champion status.
- Exclusive recognition and personalized updates on the impact of your sponsorship.
- Exclusive spectator and on sight engagement opportunity for sponsor group

SUPPORTER SPONSOR

\$1,000

- Support a young athlete on their journey to success.
- Exclusive spectator and on sight engagement opportunity for sponsor group

FRIEND SPONSOR

\$500

- Be a friend and mentor to a promising child
- Exclusive spectator and on sight engagement opportunity for sponsor group

BENEFITS FOR THE KIDS:

Your sponsorship directly impacts a child's summer, providing them with opportunities for growth, mentorship, and inspiration.

SPREAD THE WORD:

As a "Friend of a Classic" ambassador, you're not just making a donation; you're actively contributing to the positive change we're creating in Memphis. Share your commitment and inspire others to join in the cause.

JOIN US IN MAKING A LASTING IMPACT ON MEMPHIS YOUTH.

CONTACT: For more information on the "Sponsor a Kid" opportunity and how you can be a part of this transformative initiative, please contact:

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