THE 12TH ANNUAL

CHARLOTTE TURKEY BOWL

11·14·2026

Sponsor Packet

Saturday, November 14th, 2026

CSA Orthocarolina Sportsplex

www.charlotteturkeybowl.com and

www.facebook.com/charlotteturkeybowl

Contact: Bryce Johnson 704.877.7335

or charlotteturkeybowl@gmail.com

EVENT ORGANIZERS/MINISTRY PARTNERS

UNPACKIN' it

Sports Fans Following Jesus

Founded in 2014, UNPACKIN' it® Ministries has a vision to see sports fans everywhere following Jesus.

Our mission is to challenge, encourage, and inspire sports fans to follow Jesus and become more like Him. We use conversations about sports to lead to discussions about life and faith.

The ministry provides faith and sports content that includes podcasts, devotionals, and Fantasy Football Fellowship. Plus we offer additional fellowship opportunities and events that help guys connect.

Ministry Alliance

The purpose of **Ministry Alliance** is to provide legal and operational sponsorship for qualified individuals who wish to conduct Christ-centered ministry but do not have the need, experience, time or desire to incorporate and operate a full-fledged non-profit organization.

Our mission is to expand the impact and the influence of the Gospel of Jesus Christ in a cost-and time-effective manner.

LEGACY sports

At Legacy Sports, playing is important but it's not enough. We believe playing with purpose is the key to building the type of legacy that is long-lasting and worthwhile for all players, coaches, and fans.

This can be accomplished by intentionally helping someone move from L to Y within in the LEGACY story (Little Things, Example, Glory, Awareness, Control, You). Each letter is like a chapter in the overall story.

Mission: Through sports, take the initiative to help people move one step closer to Christ regardless of where they are at in their journey.

Vision: To provide a place in the community where families and players can enjoy learning about and participating in sports in an environment that focuses on integrating sports fundamentals with life principles and Biblical truths.

DEMOGRAPHICS AND REACH

- The flag football tournament is for players ranging in age from 18+
- Generally, around 250 players participate in this annual event.
- An additional 50-100 fans and volunteers are in attendance.
- Marketing before and after the tournament will reach thousands of people through email, social media, and T-shirts.
- The tournament has grown over the years and remains a premier event in Charlotte.

MISSION: The Charlotte Turkey Bowl is an outreach event that integrates flag football, community, and faith into a memorable day on the field.

COMMUNITY CONNECTION: Players come from all over the city with diverse backgrounds.

PARTNERSHIP: UNPACKIN' it Ministries, Ministry Alliance, and Legacy Sports host this dynamic and impactful football tournament, and their worthwhile ministry work is financially supported as a direct result.

MARKETING: Your name will be associated with this excellent event, and you will gain great recognition in the expanding Charlotte Turkey Bowl community.

TITLE SPONSOR PACKAGE

Exclusive Presenting Sponsorship: $5,000
Co-Presenting Sponsorship: $2,500

Sponsorship Features

- Promotional contexts worded as “The 12th Annual Charlotte Turkey Bowl presented by XYZ Company.”
- Recognition in email blasts to over 1,000 individuals.
- Large logo recognition on top back of Charlotte Turkey Bowl Game Shirt for approximately 250 players.
- Recognition on the top of the charlotteturkeybowl.com homepage.
- Mentioned on The UNPACKIN’ it Podcast with Bryce Johnson.
- Social media promotion on Facebook.
- Company featured in videos from the tournament.

Tournament Day Benefits

- Additional naming rights on one specific game field. Option to set up a table and tent on field to promote company (provided by CTB).
- Verbal recognition throughout tournament by emcee. Particular recognition at beginning of the tournament, midday break in play, and after championship games.
- Set up of product/service display tent at entrance to field (provided by sponsor).
- Any size banner(s) on interior and exterior of playing fields (provided by sponsor).
- Any size banner at the entrance to the park (provided by sponsor).
- Distribution of any promotional items you may wish to give tournament players and spectators.

Program Participation/Recognition Timeline:

- 8:00 to 8:30 AM - Setup time for banners and products.
- Throughout the day, verbal recognition as “Presenting Sponsor.”
- After Championship Game, company rep can award prize package to winning team.

OTHER SPONSORSHIP OPPORTUNITIES

Field Sponsor: $1,000

Sponsorship Features

- Exclusive sponsorship of one of six playing fields
- Can bring two sponsor banners/signs on your designated playing field
- Recognition on the microphone throughout the day
- Your logo listed on the tournament game schedule that includes field designation

Your logo (large) on the charlotteturkeybowl.com homepage with link to your business

- Your logo (large) on game shirt
- One complimentary game shirt

Tournament/Division Sponsor: $500

Sponsorship Features

- Exclusive sponsorship of one of the Divisional Tournaments
- Your company/business banner placed on main entrance to playing fields
- Mention in marketing across all platforms - email, social media, captain's meeting
- Your logo (small) on the charlotteturkeybowl.com homepage with link to your business
- Your logo (small) on game shirt
- Recognition on the microphone during the day
- Two complimentary game shirts

Event Sponsor: $250 (Unlimited)

Sponsorship Features

- Your logo (small) on the charlotteturkeybowl.com homepage
- Your logo (small) on game shirt
- One complimentary game shirt

Fan Sponsor: $_____
(A Tax-Deductible Gift of Any Amount)

SPONSOR REGISTRATION FORM

Company Name _____

Contact Name _____

Email _____ **Phone** _____

Company Address_____

City/State/Zip _____

Please indicate how you would like to be listed on event materials:

_____

SPONSOR LEVEL

- ☐ **Exclusive Presenting Sponsor | $5,000**
- ☐ **Co-Presenting Sponsor | $2,500**
- ☐ **Field Sponsor | $1,000**
- ☐ **Division Sponsor | $500**
- ☐ **Event Sponsor | $250**
- ☐ **Fan Sponsor | $_____**

BILLING INFORMATION

☐ **Check Enclosed $_____**

*Made payable to Charlotte Turkey Bowl / Mail to: Charlotte Turkey Bowl P.O. Box 49341 Charlotte NC 28277

☐ **Please Charge:** ☐ **Mastercard** ☐ **Visa** ☐ **American Express** ☐ **Discover**

Name on Card: _____

Card #: _____ **CVC:**_____

☐ **Please Send an Invoice** ☐ **Pay Online @ charlotteturkeybowl.com**

***Signature:** _____ **Date:**_____

**Your signature is your commitment to contribute at this level. Benefits will begin with receipt of funds or signed commitment form. Please send your business logo and website address ASAP to CharlotteTurkeyBowl@gmail.com*