

HoopKid® **READING CHALLENGE**

Recommended for grades 3-5 • Requires School Gymnasium



WHAT IS IT?



Hoop Kid Reading Challenge is a fun interactive event that will challenge the students with fun reading and basketball exercises and games that will allow the students to be active and have fun, while naturally learning the importance of courage, leadership, teamwork, inclusion, and sportsmanship.

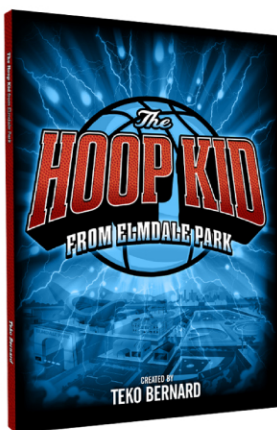
Each classroom is divided into 4 teams. The teams will compete against each other, by reading from the Hoop Kid book, answering multiple choice questions, and completing fun basketball team challenges for points and to ultimately win cool rewards.



(The actual scoreboard from the game)

Our goal is to help kids feel more confident and excited about reading and playing games like basketball for fun and to stay mentally, physically, and socially active.

ABOUT THE BOOK



An exciting basketball adventure both boys and girls will love. The Hoop Kid From Elmdale Park depicts that young children can find their inner sports hero and overcome any obstacle by reaching deep within, talking to family, connecting with friends and being aware that they are not alone. Readers will find basketball trivia along with familiar shenanigans that happen on the court. The characters are lively and young readers will relate to them and come to love them. This fast-paced middle-grade read isn't just about sports, it covers crucial topics such as standing up for what's right and utilizing your voice. Parents and teachers can use this story as a tool for opening up dialogue regarding family, friendship, sportsmanship and bullying.

Values:

- Courage
- Friendship/Empathy
- Teamwork
- Family
- Inclusion/Diversity

Main Theme:

Never give up and always stand up for what's right.

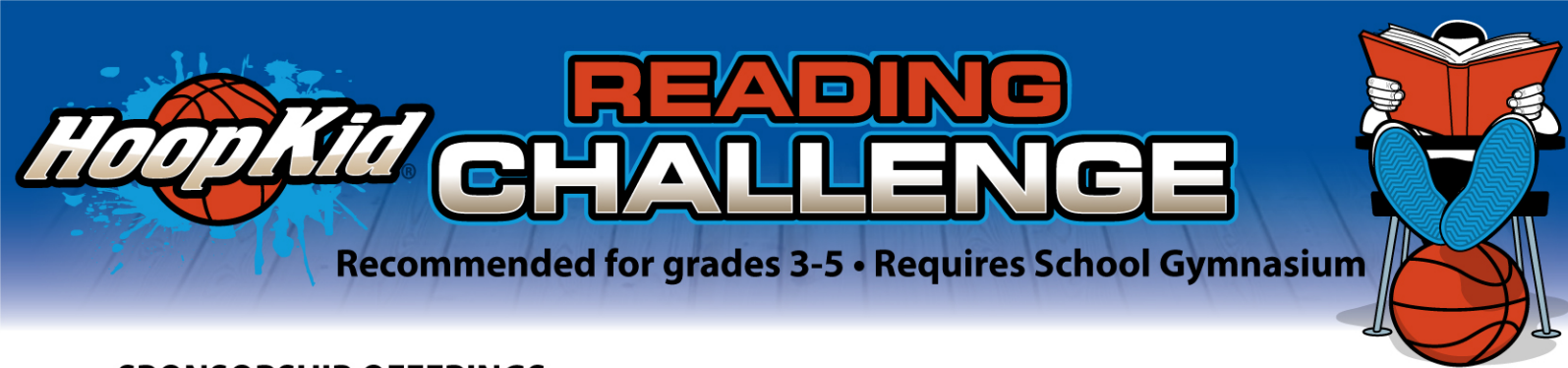
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ABOUT HOOP KID



Teko Bernard is a graphic designer, brand-builder, author, and the creator of Hoop Kid. Prior to founding Hoop Kid, Teko enjoyed a successful 15-year career in sports branding design, working with the likes of ESPN, X Games and a number of licensed college teams and national sporting events. He is also a USA Basketball Gold certified coach.

Hoop Kid is a unique brand that supports positive youth development using basketball as a vehicle to teach life skills and inspire personal growth. We produce chapter books, apparel, clinics and entertainment with consistent positive messaging to empower and enrich young lives.



SPONSORSHIP OFFERINGS

Is an alignment between your organization and Hoop Kid a natural fit, due to our similar brand values, objectives and target markets? If so, Hoop Kid can provide unique marketing, and promotional opportunities that would benefit both brands by extending market reach and deepening ties to the target market.

We can put together a comprehensive benefits package customized to your precise needs and marketing/sales objectives. Below is a list of potential benefits we can offer:

- **Category exclusivity**
- **Create positive press and foster good will**
- **Signage featured on site during the event(s)**
- **Positive association to great causes (literacy and getting kids active through sports)**
- **Presented by credit and sponsor logo displayed on game Scoreboard**
- **Presented by credit and sponsor logo displayed on back cover of books**
- **Exclusive marketing content for social media channels and websites**
- **License to use Hoop Kid characters and logos for promotions, premiums, and advertising**
- **Ongoing support and design assistance for marketing materials and promotional efforts**
- **Co-branded marketing and retail opportunities across advertising, digital and grass roots platforms**
- **Employee discounts on Hoop Kid books, and merchandise**
- **Online promotion of all sponsor leverage activities through our website and social media**
- **Banner ads featured on Hoop Kid website with links to your company website**
- **Inclusion in all press releases and other media activities**
- **Inclusion of logo on all promotional pieces (posters, flyers, brochures)**