

# Native American Heritage Night



## THE WISCONSIN HERD WILL CELEBRATE THE COLLECTIVE HERITAGE OF OUR INDIGENOUS PEOPLE ON FRIDAY, NOVEMBER 29, 2024



### Heritage Night Activation:

- *Game Day*
  - Court of Dreams Youth Clinics including all tribes
- *Pre-Game*
  - Youth Royalty in traditional regalia welcoming fans
  - Primetime Drum, Dance, or Singing performances
  - Career/Job Mentorship panel
- *Game*
  - Pre-Game Recognition
  - Theme jerseys showcasing Wisconsin Tribe Emblems
  - Online & In-Arena Jersey Auction with proceeds going featured non-profit that gives back to all tribes across the state.
  - Job Shadow of Herd Staff for youth
- *Post-Game*
  - On-Court Photographs & Post-Game Free Throws



### Game Night Partner Receives:

- *Leading into Game*
  - Organic social media posts on Team's official social media accounts
  - Game night press release
  - Logo inclusion
    - Promotional calendars
    - L-Shaped reader board
    - Online auction page logo
- *Game*
  - 1"H x 6"W Logo placement on Theme Jersey
  - Television Live Read(s) on TV32 Broadcast & NBA G League stream
  - In-Arena Public Address inclusion
  - Video board logo placement
  - Forty (40) game tickets in a Party Deck
  - Charitable Organization receives 3"H x 3"W logo placement on jersey
  - Halftime TV interview with Partner and/or featured non-profit
  - :30 TV Spot



### Impressions:

- 3,000+ fans in-arena
- \$3,500 average donation to nonprofit through jersey auction
- 17,000+ average views of each social media post across all channels (Instagram, Facebook, X (Twitter), YouTube)
- TV32 viewership



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Support our future generations, give us a call and say "Aambe". (Let's Go!)

POWERED BY

