



# Stars of Tomorrow

## Bringing Talent to the Rocket City

NCAA MARCH MADNESS  
2025 TICKET PUNCH  
USA

#MARCHMADNESS  
@MARCHMADNESSWBP



# Mining CUSA for talent

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## Opportunity

The CUSA Stars of Tomorrow program brings the world of sports and workforce development together in a unique program that brings the best students from the 12 members schools to Huntsville during the men's and women's basketball championship at the Von Braun Center.

## Talent Pool

Last year, we had 192 applicants for the program with Huntsville/Madison County Chamber of Commerce where they will find out about the opportunities available in Huntsville upon graduation.





# The Program

## **Monday – Welcome to Huntsville**

Opening Reception

## **Tuesday – Meeting Opportunity**

9 am

Students meet at the VBC to get overview of Huntsville

10 am-Noon

Meet employers

Lunch at the Arena for CUSA Tournament

1:30 pm-4 pm

Tour of Huntsville

5 pm-6 pm

Dinner at CUSA Tournament

6 pm:

Recognition prior to the game

## **Wednesday – Return to Campus**

# CUSA Members & Prominent Programs

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## Delaware

Nursing  
Engineering  
Biochemistry



## Florida International

Psychology  
Sports Mgmt.  
Business Mgmt.



## Jax State

Nursing  
Elem.Education  
Engineering



## Kennesaw State

Psychology  
Business  
Accounting  
Engineering



## Liberty

Business  
Nursing  
Psychology



## Louisiana Tech

Sociology  
Business  
Mech.Engineering



## Middle Tennessee

Management  
Nursing  
Aerospace  
Construction Mgmt.



## Missouri State

Info.Technology  
Education  
Env. Science  
Engineering



## New Mexico State

Animal Science  
Nursing  
Management



## Sam Houston State

Criminal Justice  
Business  
Education



## UTEP

Engineering  
Nursing  
Biology



## Western Kentucky

Nursing  
Business  
Marketing  
Finance

# Building the next generation

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## **Classroom on the Court**

As part of the Championships, CUSA is partnering with Huntsville City Schools on field trips that engages the students on looking at the game thru a different lens with a focus on STEM.

## **Building Champions**

Thru Classroom on the Court, students will learn about the science behind basketball and be inspired by connecting with the student-athletes leading up to the tournament.



# Title Partner

## **"Stars" elements include...**

- Naming rights to the "Stars" or Classroom program
- Exclusive room for meetings with your choice of the "Stars" from the schools.
- Exclusive opportunity to get all of the Stars applications for review for your company.
- Title sponsor of the "Stars" at the games and in the broadcast.
- Connection to each university's program leaders to build direct pathway for additional students.

## **Tournament Elements include...**

- One courtside suite for the tournament
- Support four elementary school classes to attend a game via Classroom on the Court
- 10 invitations to the tournament kickoff reception
- Logo placement on all digital boards
- :30 Commercial at the Von Braun Center and ESPN broadcasts

**Total Investment: \$25,000**





# Stars Partner

## ***"Stars" & Classroom elements include...***

- Exclusive room for 15-minute meeting with the "Stars" from all of the schools.
- Promotion as one of the eight Partners in all marketing materials on campuses and at the event.
- Support for two local classes at elementary schools to attend a session of the tournament.
- Connection to each university's program leaders to build direct pathway for additional students.

## ***Tournament Elements include...***

- 50 tickets for the tournament and a Courtside Suite
- 10 invitations to the tournament kickoff reception
- Support two elementary school classes to attend a game via Classroom on the Court
- Logo placement on all digital boards at the Von Braun Center
- :30 commercial at the Von Braun Center

**Total Investment: \$10,000**





# Stars Sponsor

## **"Stars" elements include...**

- Meeting time with all of the "Stars" from the schools.
- Promotion as a Supporter of the "Stars" in all marketing materials on campuses and at the event.
- Connection to each university's program leaders to build direct pathway for additional students.

## **Tournament Elements include...**

- 20 tickets to the tournament and Courtside Suites for championship games
- 8 invitations to the tournament kickoff reception
- Support one elementary school classes to attend a game via Classroom on the Court
- Logo placement on all digital boards at the Von Braun Center

**Total Investment: \$5,000**





# Stars Investor

## *"Stars" elements include...*

- Meeting time with the "Stars" from the schools.
- Promotion as a Member of the "Stars" in all marketing materials on campuses and at the event.

## *Tournament Elements include...*

- 20 tickets for the tournament
- 2 invitations to the tournament kickoff reception
- Logo placement on all digital boards at the Von Braun Center

**Total Investment: \$2,500**





# Host Committee

- Opportunities to connect with Host Committee membership at select events throughout the year and includes unique championship sport coat.
- Recognition on tournament website, early round broadcasts, and tournament game program.
- Inclusion in the championship games trophy ceremony on the court – including tickets to court level seating.
- 20 tickets for the tournament
- 2 invitations to the tournament kickoff reception

**Total Investment: \$1,000**





# Stars of Tomorrow

Bringing & Building Talent for the Rocket City

# EUSA

