



Welcome to Italian Bowl 2025 – Be a Part of the Sponsorship Action

The first official American football game contested in Italy was played on November 27, 1913 (Thanksgiving Day) in Genoa by crew members of the USS Connecticut and the USS Kansas, two ships of the Great White Fleet. Over the years, American football gained a following and since 1980 the Italian Football League has continued to grow the sport.

Now we welcome the top two teams from the 2025 season who will meet in Toledo, Ohio for the XLIV (44th) Italian Bowl (the equivalent of the Super Bowl).

SATURDAY, JUNE 28, 2025

The University of Toledo - Glass Bowl Stadium

The entire weekend will be packed with Italian-themed events, come share in the excitement of this week-long celebration featuring the Mayor’s Cup, Taste of Italy, Restaurant Week, a Youth Camp, and more.

Sponsorship packages are available. The following opportunities allow you and your company to play a vital part in the event’s success while putting your branding in the local, national, and global spotlight.



Name Sponsor - \$100,000 – Company Name Italian Bowl USA

- Name prominently displayed on the event website, social media, and press releases
- Company email promotion (8)
- Social media spotlight
- Social media promotion (8)
- Game day stadium digital and stadium signage
- Logo placement on newspaper ads & special sections, billboards, and television commercials & televised BCSN specials
- Corporate mention on radio ads
- Media interviews
- Logo placement on t-shirts
- Full page ad in bowl program
- 50 programs
- Booth at tailgate party
- 100 game day tickets
- VIP parking passes (50)
- One corporate suite
- Included in every tune-in spot on BCSN
- 4 ads in Italian Bowl broadcast

Presenting Sponsors (2) - \$75,000 – Italian Bowl presented by Company Name

- Name prominently displayed on the event website, social media, and press releases
- Company email promotions (7)
- Social media promotion (7)
- Game day stadium digital signage
- Logo placement on newspaper ads & special sections, billboards, and television commercials & televised BCSN specials
- Corporate mention on radio ads
- Logo placement on t-shirts
- Full page ad in bowl program
- 40 Programs
- Booth at tailgate party
- 80 game day tickets
- VIP Parking passes (40)
- 3 Box seats
- Included in tune-in advertising on BCSN
- 2 ads in Italian Bowl broadcast on BCSN



Entertainment Presenting Sponsor - \$35,000 - *Entertainment presented by corporate name*
Possible Addition - \$30,000 - *Company Name Junior Italian/American Soccer Tournament*

- Name prominently displayed on the event website, social media, and press releases
- Company email promotions (5)
- Social media promotions (5)
- Game day stadium digital signage
- Logo placement on newspaper ads & special sections, billboards, and television commercials & televised BCSN specials
- Corporate mention on radio ads
- Logo placement on t-shirts
- Full page ad in bowl program
- 30 programs
- Booth at tailgate party
- 60 game day tickets
- VIP parking passes (30)
- Digital graphic scoreboard sponsor

Hospitality Sponsor - \$20,000

Ticket Sponsor - \$20,000

Halftime Show Sponsor - \$20,000

Pregame Tailgate Sponsor - \$20,000

- Logo listed on the website
- Game day stadium signage
- Company email promotions (4)
- Social media promotions (4)
- Logo placement on newspaper ads and television commercials
- Logo placement on t-shirts
- ½ page ad in game program
- 25 programs
- 50 game day tickets



Youth Camp Presenting Sponsor - \$15,000

City of Toledo Mayor's Cup Presenting Sponsor - \$15,000

Restaurant Week Presenting Sponsor - \$15,000

VIP Welcome Sponsor - \$15,000

Game Day Medical Sponsor - \$15,000

- Logo listed on the website
- Game day stadium signage
- Company email promotions (2)
- Social Media promotion (2)
- Logo placement on newspaper ads and displayed on the welcome billboard for individually sponsored event
- Logo placement on t-shirts
- ¼ page ad in game program
- 15 programs
- 30 game day tickets

Coin Toss Sponsor - \$10,000

Touchdown/Extra Point Sponsor - \$10,000

- Logo listed on the website
- Game day stadium signage
- Logo placement on newspaper ads
- ¼ page ad in game program
- 10 programs
- 20 game day tickets

Merchandise Sponsor - \$5,000

Italian Bowl Sponsor - \$5,000

- Logo listed on the website
- Game day stadium signage
- 1/8-page ad in Game program
- 6 programs
- 12 game day tickets

