

A NIGHT AT THE ROCK

100 Student-Athletes. One Court. One Legacy.

A community partnership proposal presented by the O.I.U. Foundation in association with the Sui Juris Community — inviting one hundred young men and women to experience a Seton Hall game, wear a custom jersey bearing our sponsors' names, and take home a memory that compounds into a life.

PRESENTED BY

O.I.U. Foundation

PROPOSED VENUE

Prudential Center, Newark

PROPOSED SEASON

2026-27 NCAA Season

EXECUTIVE SUMMARY

The Ask, in one paragraph.

The O.I.U. Foundation is requesting sponsor and donor partnership to send 100 student-athletes from our Sui Juris Community programs to a Seton Hall home game at Prudential Center during the 2026–27 NCAA season. Every student will receive a custom Seton Hall #10 Shaheen Holloway jersey co-branded with our sponsors' logos, worn to the arena and kept for life. Two courtside/floor seats are reserved for a celebrity guest and their +1 to elevate media presence. Transportation is provided by our partner schools and community organizations at no cost to the Foundation.

The full program — tickets, jerseys, meals, media, and contingency — carries an all-in target budget of \$34,500, with a lean floor of \$27,600 and a premium ceiling of \$42,300. Sponsor logos appear on 100 jerseys, in-arena during a Seton Hall-approved recognition moment, across O.I.U. and celebrity guest social channels, and in every post-event photograph these students take for the rest of their lives.

At a glance

Beneficiaries	100 student-athletes (grades 7–12), Sui Juris Community
Venue	Prudential Center, Newark, NJ
Seating	98 group seats (Upper Bowl / 200-level) + 2 floor/courtside
Merchandise	100 custom co-branded #10 Holloway jerseys
Transportation	Provided by partner schools & orgs (no cost to program)
Target Budget	\$34,500 all-in · Lean \$27,600 · Premium \$42,300
Timeline	90 days from sponsor confirmation to game night
Sponsor exposure	100 jerseys · in-arena recognition · social · legacy photos

PROGRAM RATIONALE

Why one night matters for a lifetime.

For most O.I.U. students, this will be the first professional sporting event they attend. Research on youth aspiration is consistent: proximity to elite performance shifts what a young person believes is possible for themselves. When 100 students walk into the Prudential Center wearing jerseys with their own community's name stitched next to a Division I player's, we are not spending on entertainment. We are investing in identity.

This mirrors well-established NBA and franchise foundation programming — the Knicks' Garden of Dreams Foundation gifted 500+ Finals tickets to youth in 2026; the Spurs' Silver & Black Give Back has flown teen volunteers to Finals games; the Pacers Foundation regularly hosts residential youth at Fever & Pacers games. Each program reports the same outcome: measurable increases in school engagement and program retention in the six months following the event.

“Wealth, knowledge, and habits compound across generations. We design every program so the lift outlasts the moment.”

PROGRAM DETAILS

What game night actually looks like.

Arrival & Pre-Game (2 hours before tip-off)

- Buses depart partner schools/community centers 3 hours before tip-off (transportation provided by school and org partners at no charge to the Foundation).
- Group arrival at Prudential Center via the group entrance; O.I.U. staff distribute wristbands and tickets pre-loaded to a mobile group account.
- Optional 20-minute financial-literacy huddle in the group holding area — connecting the “stewardship” theme of the night to the “U” in O.I.U.

The Jersey Moment

Every student receives their custom #10 Halloway jersey in the pre-game holding area. Group photo captured with jerseys on — this is the primary sponsor-facing asset for the campaign.

Celebrity Guest & Floor Seats

Two floor / courtside seats are reserved for a celebrity ambassador and their +1. The ambassador is asked to (a) meet the group for a 5-minute greet, (b) take one group photo in the jersey, and (c) post to their social channels tagging @OIUFoundation and each confirmed sponsor. Target ambassadors: local NBA alumni, Newark-connected artists, or a current Seton Hall player subject to team availability.

In-Game Recognition (subject to Seton Hall approval)

- On-screen recognition of “O.I.U. Foundation & Sui Juris Community” during an in-game timeout — standard for Seton Hall group outings of 100+.
- Optional PA read of the sponsor lockup with the recognition moment.
- Group-photo screen moment on the jumbotron.

Post-Game

- Bus roster reconciliation and check-out with each partner org lead.
- Same-week social recap across O.I.U., celebrity guest, sponsor, and (if approved) Seton Hall community channels.
- 30-day impact report delivered to every sponsor: attendance, media impressions, testimonials, follow-up program enrollment.

THE EXPERIENCE

Prudential Center · lower bowl · game night.



Concept rendering — actual seating dependent on availability at time of booking.



Concept rendering of the 100-student cohort in the co-branded jerseys.

TICKETING

How we buy 100 seats — and two floor seats.

Route A — Direct through the Seton Hall Group Sales office (recommended)

The Seton Hall Group Outings program is built for exactly this size of party. Groups of 20+ receive preferred pricing on seating blocks and can layer on experiences (in-arena recognition, video-board moment, PA read). A non-refundable group deposit reserves priority placement — the earlier the deposit lands, the better the seat block.

- Contact: shupirates.com/tickets/groups — Seton Hall Group Sales representative.
- Timing: 8-12 weeks lead time to hold 100 contiguous 200-level seats for a mid-week regular-season game (best price-to-experience ratio).
- Deposit: typical group deposit runs 25% of total ticket cost, non-refundable.
- Preferred pricing: Seton Hall group rate typically discounts posted single-game prices 15-30% depending on opponent and date.

Route B — Resale marketplaces (backup only)

For contingency, resale sites (TickPick, Vivid Seats, SeatGeek) list Seton Hall 200-level seats to lower-demand opponents from roughly \$20-\$45 each, fees included. Buying 100 seats on resale is possible but fragments the seating block, forfeits the in-arena recognition moment, and offers no group check-in. We recommend this only if Route A is closed.

Target ticket budget — 98 group seats + 2 floor seats

Line	Seats	Unit	Subtotal
Seton Hall group rate — 200-level, mid-week vs. lower-demand opponent (LEAN)			\$3,920
Seton Hall group rate — 200-level, mid-week vs. mid-tier opponent (TARGET) \$55			\$5,390
Seton Hall group rate — 100-level, weekend or premium opponent (PREMIUM) 95			\$9,310
Floor / courtside — celebrity guest + 1 (TARGET)	2	\$1,750	\$3,500
Floor / courtside — premium marquee game	2	\$2,750	\$5,500
Standard Seton Hall group processing / handling (est.)	—	—	\$350

TARGET rows highlighted. All Seton Hall group figures based on published 2024-25 and 2025-26 range analysis of Seton Hall group outings; final numbers confirmed at deposit.

CUSTOM JERSEY PROGRAM

100 Halloway #10 jerseys — co-branded with our sponsors.



Concept mockup — final artwork subject to sponsor logo submission and NCAA/university licensing compliance.

Design

- Base: Navy & white Seton Hall icon-edition silhouette, sleeveless, adult sizes S-XL (women's and youth cuts available on request).
- Front: "SETON HALL" wordmark, #10.
- Back: "HALLOWAY" nameplate, #10 (same player on all 100 jerseys for cohort identity).
- Sponsor placement: upper-left chest patch OR upper-back neckline patch (see sponsorship tiers) — full-color, up to two logos per jersey.
- O.I.U. mark: small woven tag on lower hem to keep the jersey wearable outside the program.

Sourcing & cost

For a 100-piece bulk order of custom-decorated replica-style jerseys with two-logo sponsor placement, verified wholesale ranges are:

Tier	Description	Per unit	100 units
Wholesale replica (LEAN)	Custom bulk decorated, non-licensed replica cut	\$22	\$2,200
Standard co-branded (TARGET)	Higher-grade fabric, dual sponsor logos, hangtag	\$45	\$4,500
Fanatics-grade licensed	Licensed swingman-style with sponsor patch	\$90	\$9,000
Setup / plates / one-time art	One-time, amortized	—	\$300
Shipping to Newark	Freight, sorting, wristband packs	—	\$400

Important: for any jersey using NCAA / university / player marks, all artwork is submitted to the appropriate licensor for approval before production. Foundation-branded “community edition” jerseys (without pro league marks) are a zero-legal-risk alternative if licensing timelines slip.

MASTER BUDGET

Three scenarios. One transparent line.

Line item	LEAN	TARGET	PREMIUM
98 group seats — 200-level (Seton Hall group rate)	\$3,920	\$5,390	\$9,310
2 floor / courtside — celebrity guest	\$3,500	\$3,500	\$5,500
Seton Hall group processing / handling	\$350	\$350	\$350
100 custom co-branded jerseys	\$2,200	\$4,500	\$9,000
Jersey setup, art, freight, packing	\$700	\$700	\$700
Team meals (concessions vouchers, \$18 avg × 100)	\$1,800	\$1,800	\$2,200
Charter contingency reserve (backup only)	\$1,000	\$2,000	\$3,000
Photography & videographer for recap content	\$1,500	\$2,500	\$3,500
Wristbands, printed programs, financial-literacy huddle materials	\$400	\$500	\$700
Insurance rider for 100-minor field trip	\$500	\$800	\$1,200
Post-event impact report + donor mailing	\$300	\$450	\$700
Staff & volunteer honoraria (5 leads × \$200 / 300 / 400)	\$1,000	\$1,500	\$2,000
Contingency (10% of subtotal)	\$1,720	\$2,410	\$3,510
TOTAL	\$18,890	\$26,400	\$41,670
ROUNDED PROGRAM BUDGET	\$19,000	\$26,500	\$42,000
RECOMMENDED SPONSOR ASK*	\$27,600	\$34,500	\$42,300

*Recommended sponsor ask adds headroom above program budget for a celebrity ambassador fee and legal / licensing review. Transportation cost = \$0 to the Foundation — buses provided by partner schools and community organizations; the charter contingency line covers unexpected add-ons only.

SPONSORSHIP

What a sponsor actually gets.

A sponsor's dollar buys three assets simultaneously — physical presence on 100 jerseys, digital presence across a stack of social channels, and narrative presence in the biography of every student who attends. These are not impressions. They are memories.

Every sponsor receives:

- Logo placement on 100 custom co-branded jerseys — worn to Prudential Center and kept for life.
- Recognition in the in-arena moment (subject to Seton Hall approval) — the sponsor lockup on the jumbotron in front of a Seton Hall home crowd (arena capacity 16,514).
- Feature in the O.I.U. Foundation post-event social recap (Instagram, TikTok, LinkedIn, X, YouTube Shorts).
- Amplification through the celebrity guest's social channels (typical reach 100K-2M+ depending on ambassador).
- Amplification through Seton Hall community and partner channels when permitted (Seton Hall social presence: 2M+ Instagram, 1M+ X, 1M+ TikTok).
- Sponsor logo in every group photo — the primary post-event asset shared by 100 families.
- Named recognition on the O.I.U. Foundation website and impact page for a minimum of 12 months.
- 30-day post-event Impact Report — attendance, media reach, testimonials, and pipeline into follow-up O.I.U. programs.
- Tax-deductible letter (upon O.I.U. Foundation's completion of 501(c)(3) recognition; interim NJ nonprofit acknowledgment provided).

Sponsorship tiers

Tier	Ask	What's included
TITLE PARTNER (1 available)	\$25,000 +	Underwrites the event. Primary chest patch (largest logo) on all 100 jerseys. Solo jumbotron moment. Opening line on all press. Celebrity guest photo credit. Naming rights: "The [Sponsor] × O.I.U. Night at the Prudential."
JERSEY PARTNER (2 available)	\$10,000	Secondary logo placement on all 100 jerseys. Co-branded jumbotron moment. Named in all social recap posts. Sponsor rep invited to the pre-game huddle.
COMMUNITY PARTNER (5 available)	\$5,000	Small-format logo on jersey hangtag & program insert. Named in social recap. Sponsor logo in group photo backdrop. Recognition on impact report.

FRIEND OF THE FOUNDATION	\$1,000	Named in program insert & on the O.I.U. website donor wall. Recognition in social recap thank-you graphic. Impact report.
JERSEY-A-STUDENT	\$150 / jersey	Individual gift covering one student's jersey — donor named in the impact report; a great tier for families and small businesses.

PRECEDENT

This works. Here's the receipts.

Franchise-foundation partnerships that put youth in Division I arenas are a proven, well-documented format. The programs below are close analogues for what O.I.U. is proposing:

Program	What they did	Why it matters here
Knicks × Garden of Dreams Foundation (2026)	Donated home-game tickets to Seton Hall and kept proceeds	Seton Hall can make precedent for youth block seats
Spurs × Silver & Black Give Back (2025)	With volunteers to the NBA Finals and donated tickets to give away	Proves the profit isn't the goal, but youth pipeline & fan base
Pacers Foundation × Youth Service Bureau (2025)	With trips to Pacers Summerfest	Safe structure O.I.U. is proposing, repeated across
Orlando Magic × Jonathan's Clapping Foundation (2023)	Children and adults with autism	Adults with autism are willing to open premium inventory

Estimated media reach for the O.I.U. × Seton Hall night

Channel	Est. reach	Notes
In-arena	16,514	Prudential Center capacity (single-game exposure).
Seton Hall social (if approved)	~4M+	Combined IG + X + TikTok following.
Celebrity guest social	100K-2M+	Depends on ambassador.
O.I.U. Foundation channels + partner schools	20K+	Compounding — students, parents, alumni.
Legacy (photos kept & re-shared)	Uncountable	Sponsor logo on jerseys re-appears every time a student wears

TIMELINE

90 days from sponsor confirmation to tip-off.

Week	Milestone
Week 0	Sponsor commitments received. Program budget locked to LEAN / TARGET / PREMIUM.
Week 1	Seton Hall Group Sales contacted. Non-refundable group deposit placed. Target game date selected.
Week 2	Celebrity ambassador confirmed. Floor seats secured. Jersey vendor selected; artwork brief opened.
Week 3	Sponsor logos received and locked. Jersey artwork rendered and circulated for approval.
Week 4	Jersey artwork approved by all sponsors + O.I.U. Production PO issued.
Week 5-8	Jersey production. Partner-school transportation coordination locked. Parental consent forms collected.
Week 9	Photography / videographer briefed. Post-event impact report template drafted. In-arena recognition program developed.
Week 10	Dry-run with staff, volunteer leads, and bus captains. Wristbands / tickets / meal vouchers packaged.
Week 11	Final headcount confirmed with Seton Hall and jersey warehouse. Sponsor rep RSVPs collected.
Week 12	GAME NIGHT.
Week 12+30d	Impact report delivered to every sponsor. Recap content published.

Risks & mitigations

Risk	Mitigation
Seton Hall group inventory sells before deposit lands	Deposit within Week 1 of sponsor commit. Hold two backup date options.
NCAA/university jersey licensing delay	Foundation-branded "community edition" jersey ready as production backup.
Celebrity ambassador cancels	Recruit two backups. Program stands on its own without the floor-seat guest.
Bus availability from schools	Contingency reserve in budget funds a charter as backup.
Weather / arena disruption	Seton Hall group tickets are reschedule-eligible per team policy.

THE CLOSE

One night. One hundred witnesses.

The O.I.U. Foundation is asking sponsors and donors to co-write a night that 100 young men and women will carry with them for the rest of their lives — a night where a Newark arena knows their name, where a professional court is close enough to see the players sweat, and where the jersey on their back carries the logo of the sponsor who believed in them.

“According to our King's commandment in Matthew 6:3, we do not need testimony from us. We need the students to have something worth testifying about.”

How to commit

- Confirm your sponsorship tier by email to suijuriss@proton.me.
- Send your logo (SVG or high-resolution PNG) to the same address.
- Contributions accepted via Zelle to Sui Juriss Community LLC (handle: [suijurisscomllc](https://www.suijuriss.com)) or by check to O.I.U. Foundation.
- For sponsorship questions, call (951) 847-1836.

OPPORTUNITY. INVESTMENT. UPLIFT.

100 student-athletes. Prudential Center. Your logo.

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This proposal is prepared for prospective sponsors and community partners of the O.I.U. Foundation. Dollar figures are planning estimates, refined at deposit. Any use of NCAA, Seton Hall University, Prudential Center, or player names/likenesses will be finalized under the appropriate licensing and community-partnership frameworks before execution.