



The Road Ends Here[®]

April 5 & 7, 2025

Final Four® Fast Facts

\$250M+

ECONOMIC IMPACT

\$20M

LOCAL SPENDING

15M+

TV & STREAMING VIEWERSHIP

2,500+

VOLUNTEERS

70K+

VISITORS

\$2.5M

COMMUNITY PROGRAMS & EVENTS



SATX25



The San Antonio Local Organizing Committee (SALOC) is a partnership between key stakeholders.

EXPERIENCED LEADERSHIP | FAMILIAR TEAMMATES | ONE TEAM



Together, this team has helped make San Antonio one of the most popular sports destinations in the country.



SALOC Executive Committee



Pat Frost
SALOC Chair



Elena Wells
Executive Director



Marc Anderson
Visit San Antonio



Lisa Campos
UTSA Athletics



Jenny Carnes
San Antonio Sports



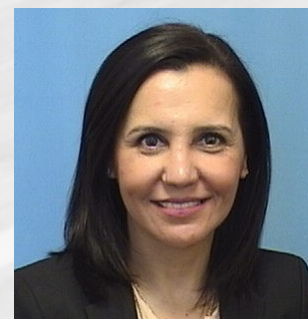
Richard Duran
UIW Athletics



Lori Houston
City of San Antonio



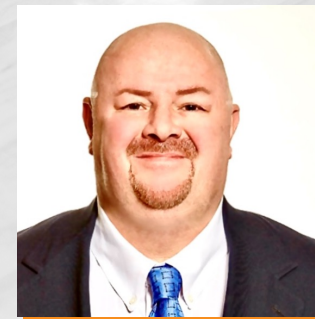
Alex Lopez
City of San Antonio



Patricia Muzquiz-Cantor
City of San Antonio



Tyler Orwig
Visit San Antonio



Steve Zito
Visit San Antonio



San Antonio & NCAA®

Our city's legacy with NCAA basketball goes back to 1997, when we hosted our very first Regional.

Since then, the NCAA has selected San Antonio to host multiple first & second rounds, Regionals, and Final Four® weeks, including:



Host Institutions

To have a chance to host an NCAA® Championship like a Final Four®, you must start with a member institution.

San Antonio is proud to have *two* Division I Universities as SALOC members and to serve as host institutions for the 2025 Men's Final Four.



Be part of the excitement.



Become a Host City Patron.

★ **SATX25** ★

Patrons Package Breakdown

- **Partnership Recognition**

- Designated as a San Antonio Host City Patron
- Press Release to announce the partnership
- Recognition on San Antonio Sports social media accounts and website

- **Host City Executive Advisory Board Position**

- Appointee to the SALOC Executive Advisory Board
- Engage with NCAA & SALOC executive teams at exclusive events
- Provide positive PR and networking opportunities with other committee members



VIP EXPERIENCES

- **Final Four Week VIP Experiences**

- Four (4) All-Session game tickets (semi-finals & championship)
- Exclusive access to purchase additional tickets from the official host city allotment
- 10 tickets to VIP On-Court Event
- 10 tickets to March Madness Music Fest Lounge (Friday, Saturday & Sunday)
- 10 tickets to the NCAA Media Party
- 10 tickets to the Final Four Friday Suite
- 10 front-of-the-line child entries to the Final Four Dribble presented by Buick
- 10 tickets to the Final Four Fan Fest Preview Night (closed to the public)
- 30 tickets to Final Four Fan Fest presented by Capital One

- **Final Four Special Events**

- 8 guests to the 2025 Mock Selection Event with NCAA® representatives
 - An exclusive behind-the-scenes event that replicates decisions made in New York on Selection Sunday
- 8 guests to 2025 Selection Sunday Party
- 10 guests to 2025 Tip-Off Luncheon
- Invitations to attend monthly events during NCAA monthly visits
- Exclusive access to NCAA press events, team arrivals and other elevated Final Four experiences



Patrons have a local focus.

- Youth Education: Read to the Final Four
- Collegiate Education: College Course & Experiences
- Legacy Project
- Fan Jam
- Community Support
- Employee Engagement



Local Focus: Youth Education

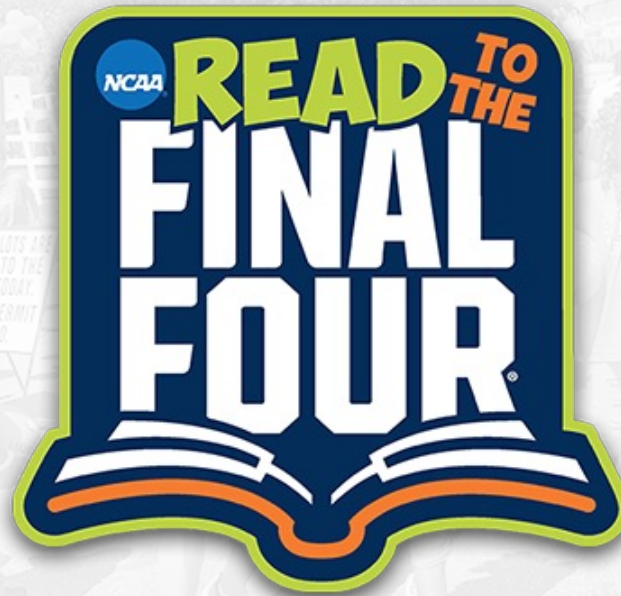
NCAA Read to the Final Four

The NCAA Read to the Final Four is a fun and engaging bracket-style reading tournament designed to promote and inspire reading amongst third graders.

In the Fall, schools compete as third grade teams and earn points based on a formula that calculates the average minutes read per school and weighted based on the number of students participating.

In the Spring, the top schools in each school district advance throughout the tournament rounds, winning prizes and books along the way.

Ultimately, the Final Four will be recognized at Final Four Fan Fest and at Reese's Final Four Friday where the winner will receive a library makeover!



Objectives and Goals

17 school districts

300 elementary schools

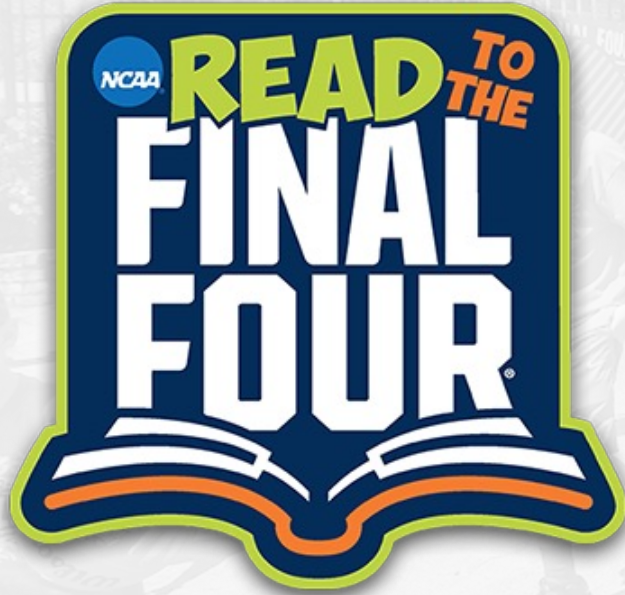
30,000 third graders

20,250,000 minutes



Local Focus: Youth Education

Partnership Opportunities



- Opportunity to read to a 3rd grade class
- Attend a reading celebration/school assembly where your company representative is a guest speaker
- Deliver books to an elementary school in need—and include a branded corporate bookmark and sticker
- Participate in the selection process for schools—your company representative will draw a name for the bracket
- Promote events on your company’s social media channels
 - (Copy must be pre-approved and excludes use of any NCAA marks or trademarks)



Local Focus: Collegiate Education

In partnership with local universities, SALOC will create experiential educational opportunities for local students. Students will be introduced to the entertainment and sports industry by industry experts who will discuss marketing, sales, sponsorship, broadcast, events, and a behind the scenes look at how each plays a critical role in the execution of the Final Four. Select students will be given the opportunity to partner with SALOC and lead local initiatives and events for the big week!

Engagement Opportunity

- Opportunity to distribute promotional items with students
- Company tabling opportunities for promotion or recruitment
- Attend a class to greet students and share about your company and involvement
- Promote events on your company's social media channels
 - (Copy must be pre-approved and excludes use of any NCAA marks or trademarks)
- Access to Partner Night—a networking event with fellow partners and students



Local Focus: Legacy Project

In 2018, the NCAA, San Antonio Sports, and SALOC collaborated to build and open Legacy Park on the city's west side. Legacy Park provides a lighted basketball court, a walking track, a soccer field and play areas that are open to the entire San Antonio community.

Working with SALOC, the NCAA will once again leave a legacy in the city by renovating a community facility and bringing new life to a community facility in need.

Partnership Opportunities

- Encourage your employees to volunteer with the project
- Attend the unveiling event with SALOC partners and the NCAA



Local Focus: Fan Jam



Fan Jam, a mobile pop-up experiential event, offers basketball enthusiasts the opportunity to hone their shooting skills, capture selfies alongside the Championship Trophy, collect swag and experience the magic.

The Fan Jam is an excellent way to infuse the excitement and exhilaration of college basketball into fans of all ages throughout San Antonio, building anticipation for the 2025 Men's Final Four.

Partnership Opportunities

- Fan Jam experience at a location of your choice (or to be gifted on behalf of you to a nonprofit organization)
- Employees can volunteer with the Fan Jam experiences at local events
- Promote events on your company's social media channels
 - (Copy must be pre-approved and excludes use of any NCAA marks or trademarks)



Local Focus: Employee Engagement

Volunteer Program

With all the community events including welcoming and supporting visiting teams, more than 2,500 volunteers will be needed to ensure the success of Final Four Week in San Antonio.

As a Host City Patron, you will be given priority access to volunteer slots and group assignments.

Fan Jam Visit

Surprise your employees with recess!

Reserve a day for the Fan Jam to bring their mobile basketball experience to your office or company headquarters. Treat your staff to an interactive team building activity with giveaways, shooting competitions, and pictures with the championship trophy.



Thank you to our 2025 supporters!

Frost Bank

Pat & Kelley Frost

McCombs Enterprises

Pape-Dawson

Valero Energy

Mays Family Foundation

H-E-B

The RK Group

NuStar

USAA

Howard Energy Partners

Silver Eagle Beverages

Grassroots Carbon



Host City Patron Summary

As a 2025 Host City Patron, you will help our city deliver the finest NCAA Final Four in history—and leave an enduring legacy on the San Antonio community.

Your Contribution Includes

- SALOC Partner Recognition
- Executive Advisory Board Position
- Final Four Week VIP Experiences & Exclusive Special Events
- Participation in Community Engagement Initiatives
- Employee Engagement Opportunities

Total Investment

- \$100,000
- 85% tax deductible
- Limited number available
- Dollars directly impact San Antonio's ability to host and sustain world-class events





Thank You!

Elena Wells

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FinalFourSanAntonio.com