



Event Sponsorship Packages



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66th Annual Dallas Regional Spelling Bee Returns in March 2024

The **Dallas Sports Commission** is once again partnering with **WFAA-TV** to mark the 66th anniversary of the Dallas Regional Spelling Bee. Last year more than 100,000 students from over 700 schools within 35 counties in North and East Texas participated in the prestigious competition to represent our area in the Scripps National Spelling Bee.

The **66th Annual Dallas Regional Spelling Bee**, made up of winners who advance from each of the local county competitions, will take place on March 9, 2024. The top two finalists will receive an all-expenses paid trip to the Washington, D.C. area to participate in the Scripps National Spelling Bee.

65th Annual Dallas Regional Spelling Bee Another Success

The 65th Annual Dallas Regional Spelling Bee's top two spellers were Faizan Zaki and Sriya Gomatam. Faizan was in the 5th grade in Plano ISD at Skaggs Elementary School at the time of the competition. Sriya was in 8th grade at Coppell Middle School. Both competitors went on to compete in the Scripps National Spelling Bee in June where Faizan finished in the semi-finals and Sriya finished in the quarterfinals.

While the 63rd and 64th Annual Dallas Regional Spelling Bees were held virtually due to COVID-19, 2019's event aired locally on WFAA ABC News 8. The event captivated the audience in attendance and watching on WFAA, earning a 0.5 local rating with a 3.0 share. In all, over 21,000 homes with A18+ tuned in to the Spelling Bee, with the audience growing by each quarter hour. The event also received a tremendous amount of local media coverage. Mentions of the 62nd Annual Golden Chick Dallas Regional Spelling Bee mentioned both the local event and the national bee. The 65th Scripps National Spelling Bee Semifinals and Finals were watched by 9.2 million viewers, an increase of 22% from the previous year. 6.1 million viewers tuned into the finals alone, an increase of 30%. Additionally, on ION, 5.6 million hours were spent streaming.



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66th Annual Dallas Regional Spelling Bee Key Facts

- Date: March 09, 2024
- Broadcast Date: TBD
- Location: TBD
- The Dallas Regional Spelling Bee is open to all public, private, charter, and home school students within the 35-county Dallas-area region. The final competition will include winners of local competitions held in each participating county.
- Approximately 700+ schools are anticipated to participate in this year's Dallas Regional Spelling Bee, with approximately 400+ of those schools located in Dallas County, 170+ in Collin County, and 70+ in Denton County.
- The Dallas Regional Spelling Bee top 2 Finalists receive all-expenses paid trips to the Washington, D.C. area to participate in the Scripps National Spelling Bee in June 2024.
- Event Producers: Dallas Sports Commission, WFAA-TV



COUNTIES

Anderson	Hopkins
Bowie	Hunt
Camp	Kaufman
Cass	Lamar
Cherokee	Limestone
Collin	Marion
Cooke	Morris
Dallas	Navarro
Delta	Rains
Denton	Red River
Ellis	Rockwall
Fannin	Smith
Franklin	Titus
Freestone	Upshur
Grayson	Van Zandt
Gregg	Wood
Harrison	
Henderson	
Hill	



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Partner With Us To Support Educational Excellence

We want you to join the **Dallas Sports Commission** and **WFAA-TV** in supporting one of America's most recognized educational competitions, the Spelling Bee. Your support of the **66th Annual Dallas Regional Spelling Bee** will demonstrate your organization's commitment to local education and the communities that have fostered all of our brilliant contestants.

If you have not witnessed the astronomical rise in popularity of what has become a pop culture phenomenon, you've certainly missed out. The Scripps National Spelling Bee is a mainstay on the ESPN family of networks each summer, with people tuning in at record numbers to watch these spelling champions from all across the country display an incredible skill that few of us can even comprehend.



National winners are treated as true champions and paraded through the mainstream media on shows such as *Good Morning America*, *SportsCenter*, *The Today Show*, and other huge media platforms. Through your partnership, you will be joining forces with the **Dallas Sports Commission**, **WFAA-TV**, and others to provide a championship experience for the participants and their families, along with an opportunity for two of the top students in the region to represent our area at this prestigious national competition.



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Sponsorship Packages

The following sponsorship packages are available for the **66th Dallas Regional Spelling Bee**. Any of the packages can be modified or adjusted to fit a sponsor's specific needs.

Title Sponsor

- Naming rights and sponsor logo/branding incorporated into event name and logo (design and placement within event logo mutually agreed upon) Golden Chick example seen in document.
- First right of refusal for title sponsorship of subsequent years
- Category exclusivity
- Designee of title sponsor to present trophy to Spelling Bee champion
- Two (2) :30-second television spots to air during broadcast of Spelling Bee
- Sponsor logo and branding elements included on the stage and venue
- Sponsor logo on the number card worn by each contestant
- Sponsor logo on judge's table (sized to fit table)
- Sponsor logo on moderator podium (sized to fit podium)
- Sponsor logo included in digital name banner identifying each contestant
- Sponsor logo and live mention at the top and/or end of television broadcast
- Sponsor recognition during "thank you" credits in broadcast
- Logo/link on event website (dallasspellingbee.com)
- Inclusion in all PR, marketing, and advertising collateral associated with the event
- Inclusion on Dallas Sports Commission website, newsletters (database includes approximately 40,000+ recipients), and social media platforms

Cost: \$30,000

** If for any reason the Dallas Sports Commission is unable to provide one or more the specified benefits outlined in the above sponsorship package, the Dallas Sports Commission will substitute comparable sponsorship elements.*



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Event Sponsorship Packages

Official Sponsor

- Sponsor logo and branding elements included on stage and venue
- Sponsor logo on judge's table (sized to fit table)
- Sponsor logo on moderator podium (sized to fit podium)
- Sponsor logo and live mention at the top and/or end of television broadcast
- Sponsor recognition during "thank you" credits in broadcast
- Logo/link on event website (dallasspellingbee.com)
- Inclusion in all PR, marketing, and advertising collateral associated with the event
- Inclusion on Dallas Sports Commission website, newsletters (database includes approximately 40,000 recipients), and social media platforms

Cost: \$7,500

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Support Sponsor

- Sponsor logo and live mention at the top and/or end of television broadcast
- Sponsor recognition during “thank you” credits in broadcast
- Logo/link on event website (dallasspellingbee.com)
- Inclusion in all PR, marketing, and advertising collateral associated with the event
- Inclusion on Dallas Sports Commission website, newsletters (database includes approximately 40,000 recipients), and social media platforms

Cost: \$5,000

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Your partnership in the 66th Annual Dallas Regional Spelling Bee will help make the event a huge success and an experience the students and their families will never forget. If you are interested in joining our team, please contact us and we will help tailor the perfect sponsorship package for your company.



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