

Franklin Bank's name on tourney's marquee

Franklin National Bank will be the lead sponsor for USAir Arena's new college basketball tournament.

On Dec. 2-3, teams from the University of Maryland, George Washington University, the University of Massachusetts and the University of Florida will compete in the Franklin National Bank Classic to benefit the **Children's Charity Foundation**.

CCF's goal is to raise hundreds of thousands of dollars from the tournament, which **Pete Teeley**, CCF chairman, hopes to make an annual event. In fact, CCF plans to hold the tournament in 1996 at the USAir Arena and in 1997 in the proposed **MCI Center** downtown.

Other local sponsors include **USAir** and **WMAL radio**. **Toyota** and **Spaulding** are among the national sponsors.

Because promotional packages are tailor-made, Teeley was unable to tell us just how much businesses have to kick in to get on the official roster. But \$500 will get you two tournament tickets in a prime section and entry to a pre-tournament gala chaired by **Donald Graham** of the Washington Post.

Corporate promotional packages can include event signage, tickets to the events, program advertising and opportunities at half-time activities and coupon distribution.

And, Teeley pointed out, **Raycom Television**, another sponsor, will broadcast the tournament — producing an opportunity for national exposure.

Teeley said 15,000 tickets already have been sold for the two-day tournament. If you're interested, you can reach him at (202) 289-4310.

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