

The **KAWANN SHORT** YOUTH FOOTBALL CAMP

Sponsorship Request



www.KawannShort.com

The KAWANN SHORT YOUTH FOOTBALL CAMP

SPONSORSHIP / DONATION REQUEST

To Whom It May Concern:

On Saturday, July 9, 2016, **Kawann Short** of the **NFC Champion Carolina Panthers**, in collaboration with **Athletes for Charity**, will present a **FREE Youth Football Camp** to benefit the youth of East Chicago, IN and surrounding Lake County communities. The inaugural **Kawann Short Youth Football Camp** will feature educational workshops and a football clinic from 9:00 a.m. – 3:00 p.m. for up to 250 youth between 10 and 16 years of age. Campers will receive free lunch, t-shirts, gift bags, and instruction by **Kawann Short**, along with a few of his colleagues in the **NFL** and local area coaches. Advanced registration will be required for participation. Registration will commence on May 1, 2016 and close on June 15, 2016. Registration will be open to Lake County residents only.

The **Kawann Short Youth Football Camp** will not only serve youth but their parents as well, as we aim to host a series of educational workshops for parents throughout the day. Workshops will address the following topics: (1) Financial Literacy; (2) Academic Achievement/College Bound; (3) Truancy; (4) Gang Violence; and (5) Health & Nutrition.

Kawann Short was born in East Chicago, Indiana. He attended East Chicago Central High School where he was a two-sport athlete playing both football and basketball. Short is also a former Boilermaker and graduate of Purdue University. He was drafted by the Carolina Panthers in the second round of the 2013 NFL Draft. During the 2015 season, Short was named **NFC Defensive Player of the Month** twice, selected for the **Pro Bowl**, and named to the **AP All-Pro Second Team**.

We are seeking your sponsorship support and/or donation to present the **2016 Kawann Short Youth Football Camp** to benefit and impact the lives of participating youth and parents of East Chicago, IN and surrounding communities. We appeal to your commitment to the community to assist us in our efforts by teaming up with **Kawann Short** and **Athletes for Charity**, as a sponsor for the event. The Sponsorship tiers range from Platinum to Bronze. Please see the attached sponsorship tiers and donation options. Please note that all donations in excess of expenses will be donated directly to area schools.

We are also soliciting In-Kind Product Donations. We request a minimum donation of 250 in quantity of items. Single item donations will also be accepted and issued as premium prizes to the youth participants and/or parents at the close of the football camp, e.g. gift certificates, t-shirts, sporting equipment, etc.

Please complete the attached Sponsorship/Donation Commitment form by June 15, 2016 to help us host a successful day of events to benefit the youth and families of East Chicago, IN and surrounding communities. If you have any additional questions or require further information, feel free to contact Cathleen Laporte, Camp Director, at Cathleen@athletesforcharity.com. Thank you for your time and consideration.

Sincerely,

Cathleen C. Laporte
Director
The Kawann Short Youth Football Camp

** The Kawann Short Youth Football Camp is a project of Athletes for Charity. Athletes for Charity maintains its status as a part of United Charitable Programs and is a 501(c)(3), 509(a)(1) federal tax exemption organization (EIN # 20-4286082).*

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SPONSORSHIP / DONATION FORM

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Fax: _____

Email Address: _____

Website Address: _____

Authorizing Signature: _____

PLEASE SELECT A SPONSORSHIP TIER and/or DONATION OPTION:

- Platinum Tier Sponsorship \$5,000
- Gold Tier Sponsorship \$2,500
- Silver Tier Sponsorship \$1,000
- Bronze Tier Sponsorship \$500
- I am unable to support at this time.

* Sponsors are responsible for providing the Kawann Short Youth Football Camp and Athletes for Charity with all company logos, sponsorship merchandise (if applicable), and banners, as well as all promotional materials to be included in marketing gift bags. All company logos and banners are subject to approval by the Kawann Short Youth Football Camp and Athletes for Charity. Sponsor logo and literature will be due with payment to ensure inclusion on marketing materials. Display materials and set-up will take place on the day of the event.

Please submit sponsorship payment or donations addressed to “Athletes for Charity” by June 15, 2016 to:

**Athletes for Charity
125-28 Queens Blvd. Suite 502
Kew Gardens, NY 11415**

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SPONSORSHIP TIERS

PLATINUM TIER SPONSORSHIP

\$5,000

Includes: Recognition on marketing materials as Platinum Tier; Recognition on social media as Platinum Tier – Kawann Short will post an acknowledgement of your company as Platinum Sponsor; Corporate logo displayed in the souvenir brochure as Platinum Tier; Verbal recognition at the camp and during any radio interviews as Platinum Tier; Corporate promotional materials included in attendee gift bags; Recognition as Lunch Sponsor; Sponsor of Opening Reception with Kawann Short and other guest NFL Players on Friday, July 8, 2016 (Venue TBA); VIP Invitations to Opening Reception for up to ten (10) guests – each guest will have opportunities for pictures with players and will receive an autographed football and official camp T-shirt; Exclusive tabling and banner opportunity at camp; Option to sponsor educational workshops for parents with an option to present a 1-hour session; 25 camp reservations for a local charitable youth group of your choosing, e.g. YMCA, Boys & Girls Club, etc.; and Two (2) tickets to the White Sox vs. Braves game on Sunday, July 10th at 1:10 pm as guest of Kawann Short to watch him throw out the First Pitch.

GOLD TIER SPONSORSHIP

\$2,500

Includes: Recognition on marketing materials as Gold Tier; Corporate logo displayed in souvenir brochure as Gold Tier; Verbal recognition at the camp and during any radio interviews as Gold Tier; Corporate promotional materials included in attendee gift bags; Recognition as Breakfast Sponsor; Tabling and banner opportunities at the camp; VIP Invitations for five (5) guests to Opening Reception with Kawann Short and other guest NFL Players on Friday, July 8, 2016 (Venue TBA) - each guest will have opportunities for pictures with players and will receive an autographed football and official camp T-shirt; and 10 camp reservations for a local charitable youth group of your choosing, e.g. YMCA, Boys & Girls Club, etc.

SILVER TIER SPONSORSHIP

\$1,000

Includes: Recognition on marketing materials as Silver Tier; Corporate logo displayed in souvenir brochure as Silver Tier; Verbal recognition at the camp and during any radio interviews as Silver Tier; Corporate promotional materials included in attendee gift bags; Recognition as Snack Sponsor; Tabling and banner opportunities at the camp; and VIP Invitations for two (2) guests to Opening Reception with Kawann Short and other guest NFL Players on Friday, July 8, 2016 (Venue TBA) – each guest will have opportunities for pictures with players and will receive an autographed football and official camp T-shirt.

BRONZE TIER SPONSORSHIP

\$500

Includes: Recognition on marketing materials as Bronze Tier; Corporate name/logo listed within souvenir brochure as Bronze Tier; Verbal recognition at the camp and during any radio interviews as Bronze Tier; Corporate promotional materials included in attendee gift bags; and VIP Invitation for one (1) guest to Opening Reception with Kawann Short and other guest NFL Players on Friday, July 8, 2016 (Venue TBA) – the guest will have opportunities for pictures with players and will receive an autographed football and official camp T-shirt.