

ATHLETES  FIRST CLASSIC
2019
BENEFITING ORANGEWOOD FOUNDATION



GAME ON.



SATURDAY **March 16**

Athletes First Classic Gala
Monarch Beach Resort



THE EVENT

The Athletes First Classic is an unforgettable evening at the beautiful Monarch Beach Resort to raise money for Orangewood Foundation. Athletes First and Orangewood invite you to be part of this wonderful event as a sponsor. Join numerous NFL stars, Hollywood celebrities, media personalities, and community leaders in making a difference for worthy children as we celebrate the 16th Annual Athletes First Classic.

EVENT SCHEDULE

Saturday, March 16, 2019

Monarch Beach Resort - Cocktail Attire

5:00 PM: Reception & Silent Auction (Pacific Lawn)

6:30 PM: Athletes First Classic Gala (Pacific Ballroom)

Post-event: After Party (AVEO)



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ATHLETES FIRST

Athletes First is a full-service agency that represents National Football League (NFL) players, NFL and college coaches and other sports-related clients, including broadcasters, for individual contract negotiations, marketing/commercial endorsements and other client services. Athletes First is one of the country's premier sports agencies with a client roster featuring Aaron Rodgers, Clay Matthews, Deshaun Watson and many more. The firm was founded in 2001 in Orange County, California and also has offices in Kentucky, Texas, Florida and Wisconsin.

Athletes First desires to help clients become more well-rounded individuals with a heavy emphasis on family and philanthropy. The agency as an organization, along with its clients, has raised millions of dollars for charities throughout the world.



ORANGEWOOD FOUNDATION

Since in 1981, Orangewood Foundation has been one of the leading providers of services to current and former foster youth in Orange County. Through programs focused on health & wellness, housing, life skills & employment, and education, the Foundation prepares foster and community youth to reach their greatest potential. Recognizing that nearly 50% of foster youth do not graduate from high school, in 2013 the Foundation opened Samueli Academy, a free charter high school for community, under-served and foster teens. Orangewood is proud of the 99% graduation rate for Samueli Academy's first graduating class (the class of 2017), with 97% of students continuing their education in college.

Last year alone Orangewood Foundation scholarships helped 247 former foster youth attend colleges, universities, and graduate programs throughout the United States. Beyond its programs, for thousands of foster youth, Orangewood means "family," "opportunity" and "hope." In its 36 year history, Orangewood has given thousands of these youth the opportunity to thrive and prosper.

Orangewood Foundation is a 501(c)(3) private, nonprofit organization; federal tax ID #95-3616628



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2019 GOLDEN HEART AWARD HONOREES

BRIAN KELLY

University of Notre Dame Head Coach



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2019 GOLDEN HEART AWARD HONOREES

DAVID PYLE

American Career College CEO



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PAST PARTICIPANTS

Each year 80+ athletes and celebrities have attended the Classic. Some of these include:

- Aaron Rodgers
- Brandon Jacobs
- Brian Baumgartner
- Bruce Matthews
- Carson Palmer
- Chad Henne
- Chip Kelly
- Clay Matthews
- Dennis Pitta
- Doug Martin
- Drew Bledsoe
- Earl Thomas
- Elisabeth Hasselbeck
- Hayden Panettiere
- Jake Locker
- Jake Matthews
- Jake Plummer
- Jason Garrett
- Jay Cutler
- Jay Glazer
- Jessica Szohr
- Jim Harbaugh
- Jim Kelly
- Joe Flacco
- John Elway
- John Lynch
- John Wooden
- Josh Norman
- Kai Forbath
- Keith Rivers
- Kenny Mayne
- Kyle Rudolph
- Mark Sanchez
- Marqise Lee
- Matt Barkley
- Matthew Hasselbeck
- Matt Leinart
- Miles Teller
- Nate Solder
- Nick Foles
- Nina Dobrev
- Pete Carroll
- Reggie Wayne
- Rich Eisen
- Robert Woods
- Ryan Kerrigan
- Samaje Perine
- Steve Young
- Toby Gerhart
- Todd Heap
- Trent Dilfer
- Von Miller
- Warrick Dunn
- Wes Welker



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SPONSORSHIP NETWORKING OPPORTUNITIES

The event is a perfect opportunity to network with some of the region's most high-profile, high-net worth individuals. Thus, we strongly believe that you will not only be sponsoring this event for a great charitable cause, but you will also realize a tangible return on investment.

As a Presenting Sponsor, your opportunities to cultivate incremental business will be magnified as:

- ✓ Your company will be tastefully promoted on all event collateral materials
- ✓ Throughout the event your company will be personally introduced to its target demographic and those with connections to that demographic
- ✓ Your company will also be consulted to verify the lower-level event sponsors are not in direct competition with your company



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PRO BOWL SPONSORSHIP PACKAGE

TITLE SPONSOR

NOW AVAILABLE

\$100,000

- Branding as the Title Sponsor of the Athletes First Classic Weekend
- Your company logo on all event advertisements, banners, signage and program slides relating to the event
- On-site product visibility/sampling at the event
- (1) Suite at Monarch Beach Resort for two nights
- (2) 10-seat VIP tables in a premium location at the Athletes First Classic Gala with a celebrity athlete at each table, including access to the After Party at AVEO
- Full-page advertisement (inside front cover or back cover location) in the Athletes First Classic Gala dinner program
- Access for (10) Additional Guests to Saturday's After Party
- (20) Tickets to Sunday's Party with Headliner Entertainment



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SUPER BOWL SPONSORSHIP PACKAGE PRESENTING SPONSOR

NOW AVAILABLE

\$50,000

- Branding as the Event Sponsor of one Athletes First Classic events (e.g., Athlete Green Room, Silent Auction/Live Auction or Dinner Program)
- Your company logo on all event advertisements, banners, signage and program slides relating to the event
- On-site product visibility/sampling at the sponsored event
- Guest room at Monarch Beach Resort for two nights
- (1) 10-seat VIP table in a premium location at the Athletes First Classic Gala with a celebrity athlete at your table, including access to the After Party at AVEO
- Full-page advertisement in the Athletes First Classic Gala dinner program
- Access for (10) Additional Guests to Saturday's After Party
- (10) Tickets to Sunday's Party with Headliner Entertainment



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GALA SPONSORSHIP PACKAGES

CONFERENCE CHAMPIONSHIP SPONSOR \$25,000 NOW AVAILABLE

- (1) 10-seat VIP table at the Athletes First Classic Gala with a celebrity athlete at your table, including access to the After Party at AVEO
- Full-page advertisement in the Athletes First Classic Gala dinner program
- (4) Tickets to Sunday's Party with Headliner Entertainment

WILD CARD SPONSOR \$10,000 NOW AVAILABLE

- (1) 10-seat table at the Athletes First Classic Gala with a celebrity athlete at your table, including access to the After Party at AVEO
- Half-page ad in the Athletes First Classic Gala dinner program
- Company logo on all dinner program slides relating to the event



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GALA SPONSORSHIP PACKAGES

GALA INDIVIDUAL TICKET

\$1,500 NOW AVAILABLE

- (1) Seat at the 2019 Athletes First Classic Gala

GALA FULL PAGE PROGRAM AD

\$2,500 NOW AVAILABLE

- (1) Full-page advertisement in the Athletes First Classic Gala dinner program

GALA HALF PAGE PROGRAM AD

\$1,000 NOW AVAILABLE

- (1) Half-page advertisement in the Athletes First Classic Gala dinner program



GALA AFTER PARTY SPONSORSHIP PACKAGES

AFTER PARTY PRESENTING SPONSOR

\$25,000 NOW AVAILABLE

- Your company logo on all event signage relating to the After Party
- Your company logo exclusively featured via gobo inside AVEO Restaurant
- Complimentary bottle of champagne and Sponsor toast via After Party Emcee/DJ
- Full-page ad in the Gala printed program
- Guest room at Monarch Beach Resort on the night of the Gala
- Access for (10) Guests to Saturday's After Party at AVEO

AFTER PARTY "MIDNIGHT MUNCHIES" SPONSOR

\$10,000 NOW AVAILABLE

- Your company logo on all event advertisements and signage relating to the After Party
- Opportunity for your company to brand one Menu item from the pre-selected Hotel Menu
- Your company logo on all food & beverage napkins distributed at the After Party
- Half-page ad in the Gala printed program
- Access for (5) Guests to Saturday's After Party at AVEO



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GALA AFTER PARTY SPONSORSHIP PACKAGES

NOW AVAILABLE

AFTER PARTY ENTERTAINMENT SPONSOR: \$5,000

- Your company to underwrite and/or provide the DJ for the After Party
- Your Company Logo in the Gala printed program
- Verbal name recognition during the After Party via the Emcee or DJ
- Access for (4) Guests to Saturday's After Party at AVEO

AFTER PARTY PHOTO BOOTH SPONSOR: \$2,500 (or in-kind value)

- Company to underwrite or provide photo booth for the After Party featuring their logo on the photos
- Verbal name recognition during the After Party via the Emcee or DJ
- Access for (2) Guests to Saturday's After Party at AVEO



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CONTACT INFORMATION

For more information about the Athletes First Classic or to create a custom sponsorship package, please contact:

General Event Info

Ashley Taylor

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Sponsorship Opportunities

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