



**ERIC MATTHEWS**  
FOUNDATION

**RED &  
BLACK**  
*Affair*

&

**2020 PROGRAMS**



### ABOUT US:

There are many challenges that face the youth of today that were obsolete many years ago. ***Eric Matthews Foundation*** is an organization created to help bridge that gap, helping youth discover, pursue, and accomplish their destiny through education and athletics. ***Eric Matthews Foundation*** will offer support programs for academics, athletics, healthy lifestyle and more.

### MISSION:

***Eric Matthews Foundation*** was organized for the purpose of serving our youth from elementary to middle school. ***Eric Matthews Foundation*** will implement programs that are designed to prepare our youth for the future. ***"Men Making Moves"*** mentoring program is to expose our young boys to a variety of people, places, and experiences. ***"Kidz Play Hard"*** program preventing kids' obesity which will teach our youth the importance of being physically fit and maintaining an active life style. ***Community Outreach*** programs being able to support and provide help to those in need, from our annual ***"Toys & Coats for Kids Red and Black Affair"***, providing toys and coats for those families that may not be able to provide for themselves. Other programs: NFL Youth Football Camp (Mississippi, Florida and Georgia).

# ***Eric Matthews***

*SALUTE to Eric Matthews Founder of the Eric Matthews Foundation at the 2018 11<sup>th</sup> Annual Red & Black Affair, Eric was presented the Proclamation from Mayor Keisha Lance Bottoms with the City of Atlanta, for his efforts in the community has he impacted many lives.*



# KIDZ Play Hard



***Kidz Play Hard*** is a community-wide program for children all ages to help prevent childhood obesity. The goal of Kidz Play Hard is to teach children about the importance of health and wellness at an early age while having fun. Kidz Play Hard members will have the chance to take part in various fun, ongoing weekend programming and educational resources throughout the year to help promote a healthy lifestyle, so it's become a natural part of our kid's daily lives. Parent involvement is important to the success of our club and to the success of our children.





Men Making Moves Mentoring Program was organized to focus on the empowering boys & men of color initiatives realizing their full potential and make a positive impact in their lives through Education and Exposure. A unique series of enrichment and youth development while simultaneously providing them with skills that will enable them to achieve their dreams and become men of good character, men of value, men who are strong, responsible and productive.



# RED & BLACK *Affair*

Due to economic hardships, an overwhelming number of underprivileged youths will not have a coat to keep them warm during the winter nor will receive gifts to celebrate the holiday season. Since 2017 The Eric Matthews Foundation has hosted its annual Toys & Coats for Kids 'Red & Black Affair' to support donations towards our toys and coats for kids drive. Each year, we partner with a local nonprofit to distribute out to underprivileged youth and their families in the Metro and surrounding Atlanta Area. ***With the help from the community, sponsors and partners, in the 11 years we've been able to help and provide a Happy Holiday for over 200 families.***





We are seeking sponsorship opportunities to help with our end of the year Red & Black Affair Toys and Coats for Kids Event and our outreach programs for the 2020 year.

Below you will find a list of our sponsorship levels opportunities. Please note that your financial contributions are **tax-deductible**. The primary source of funding for the Eric Matthews Foundation is from corporate sponsors and local individual donors. We hope that you will consider becoming a sponsor supporting, with expectations of reaping countless benefits through the partnership which ultimately impacts our youth and those in need.

## **TITLE SPONSORSHIP** **\$8,000 +**

- Platinum Sponsorship Package
- Recognition as the Title Sponsor at the 2019 Red and Black Affair

### **Other Sponsor Benefits:**

- Foursome to my Guest at 2020 Georgia Pro Player Celebrity Golf Tournament
- 15 Sec. Company Commercial on Fuzion Radio (Every Sunday's for 6 months)

## **PLATINUM SPONSORSHIP** **\$5,000 +**

### **Foundation Branding:**

- Recognition as a Sponsor at the 2019 Red and Black Affair
- Representative to speak on behalf of your company at Red and Black Affair
- Sponsor recognition in all printed materials
- Corporate Logo (w/Live Link) on homepage, Event & Sponsor page on Foundation website for 1 year (**Foundation website gets over 2000 views a month**)
- Company Commercial on Foundation Website (must be less than 30 second)
- Recognition on Red Carpet 2019 Red and Black Affair
- Award Presenter at the Red and Black Affair
- Dedicated social media messaging from Foundation Facebook and Instagram

### **Other Sponsor Benefits:**

- Super Bowl Champion Green Bay Packers Eric Matthews for 1-hour autograph session at company site (must provide transportation over 20 miles)
- Table for 8 Guest w/ Celebrity Guest at 2019 Red and Black Affair
- Special Gift from Eric
- (2) Guest to Join Eric Matthews Foundation at Christmas Dinner with Families
- Sponsor 50 kids to the 2020 NFL Youth Football Camp
- Corporate signage at All 2020 Outdoor Events
- Corporate Logo on 2020 program T-shirts
- If Falcons go the Playoff (4 Guest will join NFLPA Tailgate Party)

## **GOLD SPONSORSHIP**

**\$3,000 +**

### **Foundation Branding:**

- Recognition as a Sponsor at the 2019 Red and Black Affair
- Sponsor recognition in all printed materials
- Corporate Logo (w/Live Link) on the Event & Sponsor page on Foundation website for 1 year (**Foundation website gets over 2000 views a month**)
- Recognition on Red Carpet at 2019 Red and Black Affair

### **Other Sponsor Benefits:**

- Table for 8 Guest w/ Celebrity Guest at 2019 Red and Black Affair
- Special Gift from Eric
- Corporate signage at 2020 Youth Football Camp
- Sponsor 25 kids to the 2020 NFL Youth Football Camp
- If Falcons go the Playoff (4 Guest will join me for the NFLPA Tailgate Party)

## **SILVER SPONSORSHIP**

**\$2,000 +**

### **Foundation Branding:**

- Corporate Logo on the Event & Sponsor page on Foundation website for 1 year
- Recognition on the Red Carpet and at the Event by Host

### **Other Sponsor Benefits:**

- Table for 8 Guest w/ Celebrity Guest to 2019 Red and Black Affair
- Special Gift from Eric
- Sponsor 10 kids to the Annual NFL Youth Football Camp
- Corporate signage at 2020 Youth Football Camp

## **BRONZE SPONSORSHIP**

**\$1,000 +**

### **Foundation Branding:**

- Corporate Logo on the Sponsor page on Foundation website for 1 Year
- Recognition on Red Carpet and at the Event by Host

### **Other Sponsor Benefits:**

- Table for 8 Guest w/ Celebrity Guest to 2019 Red and Black Affair
- Special Gift from Eric
- Sponsor 10 kids to the 2020 NFL Youth Football Camp

## **ADVERTISING SPONSORSHIP**

**\$500**

### **Foundation Branding:**

- Corporate Logo on the Sponsor page of Foundation website for 1 Year
- Recognition at the 2019 Red and Black Affair by Host
- Pair of VIP Tickets to 2019 Red and Black Affair



## Become A Sponsor

### Select Sponsorship Level

(Your Sponsorship is tax-deductible)

_____	TITLE SPONSORSHIP	\$8,000
_____	PLATINUM SPONSORSHIP	\$5,000
_____	GOLD SPONSORSHIP	\$3,500
_____	SILVER SPONSORSHIP	\$2,000
_____	BRONZE SPONSORSHIP	\$1,000
_____	ADVERTISING SPONSORSHIP	\$500
_____	MONETARY DONATION	\$ _____

**Email Us or Contact Us if you would like to become a sponsor...**

[Info@EricMatthewsFoundation.org](mailto:Info@EricMatthewsFoundation.org)

(404)436-1065

