



SPONSORSHIP OPPORTUNITY



## 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 **"Celebrity Flag Football Game"** which benefit America Cancer Society Atlanta Hope Lodge and **"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 & Mothers Football Clinic and Feed the Homeless.



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. Kidz Play Hard maintains an open door policy so parents can join in the fun.

\*New and exciting challenges \*Making new friends \*Learning new skills \*Developing a sense of worth \*Developing self-confidence \*Participating in outdoor sports and activities \*Developing respect for others \*Visiting new places \*Learning how to live a healthy lifestyle \*and most of all having LOTS OF FUN!



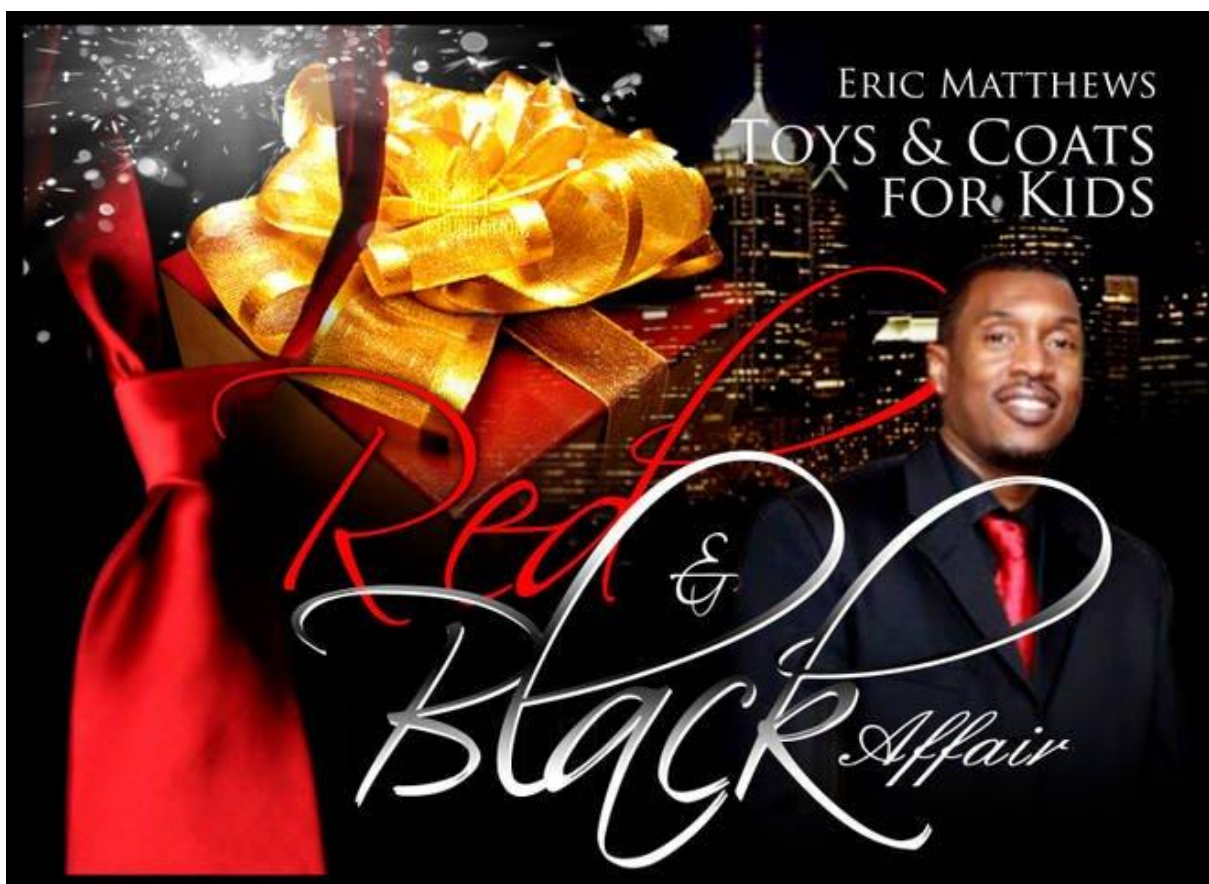
ERIC MATTHEWS  
FOUNDATION

# *Celebrity* **FLAG FOOTBALL GAME**

In 2015 the Annual Celebrity Flag Football Game was created to bring awareness to the fight against Cancer as well as take the worries away of cancer patients battling cancer for a afternoon of football fun with former NFL Players and Celebrities. This football game is a charity game raising funds to benefit Hope Lodge and American Cancer Society.







Due to economic hardships, an overwhelming number of underprivileged youth will not have a coat to keep them warm during the winter nor will receive gifts to celebrate the holiday season. With help from the community, we can change that by working together.

Since 2007, the Eric Matthews Foundation hosts the 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 collect items to distribute out to underprivileged youth in the Metro Atlanta Area.





Eric Matthews Foundation NFL Youth & Mother's Football Camp was started by former NFL player Eric Matthews, to teach the game of football to kids across the USA reaching over 5000 kids, from Georgia, Florida, Mississippi and Wisconsin. Our Youth Football Camp instructors include retired NFL players and coaches who provide hands on teaching of skill fundamentals as well as position specific training. We recognize many character values that football engenders as integral to success off of the playing field as well as on it. Thus each day we focus on a key principle and how it relates to football as well as life, with one of our NFL players directly addressing the campers. Mothers will have the opportunity to participate in the camp, where they will learn with their child go through in practice and get a better understanding of the position their child is playing.









We are seeking sponsorship opportunities to help with our outreach programs and events throughout the 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.

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

### **Foundation Branding:**

- Recognition as a Sponsor at All 2018 Events
- Representative to speak on behalf of your company at any 2018 Events
- Sponsor recognition in all printed materials
- Corporate Logo (w/Link) on homepage, Event & Sponsor page of Foundation website for 1 year
- Company Advertising in Foundation quarterly News Letter
- Company Commercial on Foundation Website (must be less than 1 minute)
- Recognition on Red Carpet Events
- Youth Outreach Award Presenter at Black Tie Mixer
- Dedicated social media messaging from Foundation Facebook and Instagram during event

### **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)
- 4 VIP Passes to All of Foundation Events
- Sponsor 50 kids to the Annual NFL Youth & Mother's Football Camp
- Corporate signage at All Annual Outdoor Events

## **GOLD SPONSORSHIP** **\$3,500 +**

### **Foundation Branding:**

- Recognition as a Sponsor at All 2018 Events
- Sponsor recognition in all printed materials
- Corporate Logo (w/Live Link) on the Event & Sponsor page of Foundation website for 1 year
- Recognition on Red Carpet Events
- Award Presenter at Black Tie Mixer
- Dedicated social media messaging from Foundation Facebook and Instagram during event

### **Other Sponsor Benefits:**

- Sponsor 25 kids to the Annual NFL Youth & Mother's Football Camp
- Corporate signage at All Annual Outdoor Events
- 4 VIP Passes to All Annual Events

## SILVER SPONSORSHIP

**\$2,000 +**

### Foundation Branding:

- Corporate Logo on the Event & Sponsor page of Foundation website for 1 year
- Recognition on Red Carpet Events
- Award Presenter at Black Tie Mixer
- Dedicated social media messaging from Foundation Facebook and Instagram during event

### Other Sponsor Benefits:

- Sponsor 10 kids to the Annual NFL Youth & Mother's Football Camp
- Corporate signage at Annual Youth & Mother's Football Camp
- Pair of VIP tickets to All Events

## BRONZE SPONSORSHIP

**\$1,000 +**

### Foundation Branding:

- Corporate Logo on the Sponsor page of Foundation website for 1 Year
- Recognition on Red Carpet Events
- Dedicated social media messaging from Foundation Facebook and Instagram during event

### Other Sponsor Benefits:

- Sponsor 10 kids to the Annual NFL Youth & Mother's Football Camp
- Pair of VIP tickets to All Events

## ADVERTISING SPONSORSHIP

**\$500**

### Foundation Branding:

- Corporate Logo on the Sponsor page of Foundation website for 1 Year
- Dedicated social media messaging from Foundation Facebook and Instagram during event
- Pair of VIP Tickets to Black Mixer & Athletics Awards



[www.EricMatthewsFoundation.org](http://www.EricMatthewsFoundation.org)

**Eric A. Matthews**  
CEO



**Niya Brown Matthews**  
President



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(404)436-1065





## Sponsorship Application

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

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### Select Sponsorship Level

(Your Sponsorship is tax-deductible)

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

\_\_\_\_\_ **GOLD SPONSORSHIP**                              **\$3,500 +**

\_\_\_\_\_ **SILVER SPONSORSHIP**                              **\$2,000 +**

\_\_\_\_\_ **BRONZE SPONSORSHIP**                              **\$1,000 +**

\_\_\_\_\_ **ADVERTISING SPONSORSHIP**                      **\$500**

\_\_\_\_\_ **MONETARY DONATION**                              **\$ \_\_\_\_\_**

Checks Made to: Eric Matthews Foundation

Mail to: 400 W. Peachtree St. NW  
STE 4-124  
Atlanta, GA 30308