

play 20 23 for good

Sponsorship Brochure



www.athletesforhope.org
contact@athletesforhope.org



Athletes for Hope presents

2023 Play for Good Gala

Honoring



Mia Hamm

**INAUGURAL MIA HAMM
FOUNDERS AWARD**

*Trailblazing Soccer Icon
Philanthropist
Commentator
Author & Speaker
AFH Founding Athlete*



Vernon Davis

**COMMUNITY
HERO AWARD**

*NFL Legend
Philanthropist
Actor
Musician
Entrepreneur*



George Cohen

**LIFETIME
HERO AWARD**

*Leading Sports Lawyer
Philanthropist
AFH Founding Board Member*

Date/Time

Wednesday
December 6th, 2023
5:30 PM

Location

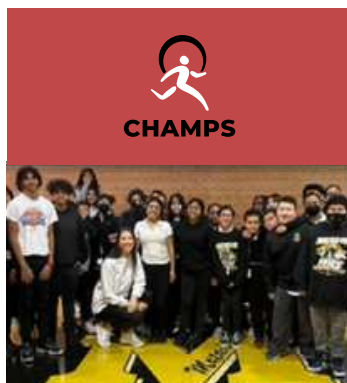
The Schuyler
1001 14TH ST NW
Downtown Washington, D.C.

About Athletes for Hope

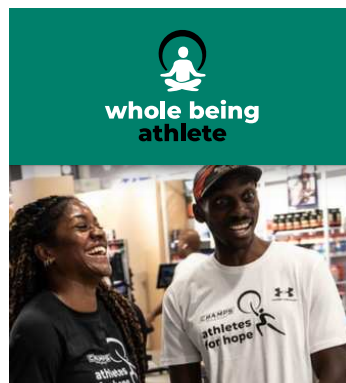
On average, AFH connects five athletes each day to service and advocacy opportunities, and in 2022 alone, we positively impacted over 800,000 people in underserved communities around the world.

Athletes for Hope (AFH) is a national nonprofit organization that was founded in 2006 by a group of 12 high-profile, philanthropically-minded athletes, including Muhammad Ali, Mia Hamm, and Andre Agassi. As athletes who share a deep commitment to giving back, they joined forces to create an organization that educates, inspires, and empowers athletes at all levels to find their passions in the community and then connects them to under-resourced communities and organizations to positively impact the lives of millions of individuals around the world.

AFH has now grown to be the largest sports philanthropy organization in the United States, having engaged more than 12,000 professional, Olympic, Paralympic, and college athletes. Over the years, AFH has built innovative and deeply impactful programs that focus upon improving physical health and mental health outcomes in underserved communities throughout the U.S. More Information about AFH's programs can be found below.



Connects underserved schools with AFH athletes, who utilize innovative physical activity exercises to teach mental health and leadership skills through a social-emotional learning curriculum



Blends education, storytelling, and advocacy work to raise awareness and change the stigma around mental health, including topics such as depression, anxiety, and burnout



Facilitates hospital visits by connecting professional, Olympic, and Paralympic athletes to children's hospitals across the U.S.



Engages collegiate athletes and exposes them to philanthropy and volunteer opportunities through partnerships with 15 universities nationwide, including five HBCUs

Play for Good 2023

Athletes for Hope's 2023 Play for Good Gala is an evening to celebrate, recognize and appreciate the power of the athletic spirit in making the world a better place. Entertainment, food, drinks and an opportunity to bid on an incredible assortment of live and silent auction items will be provided.

Impact of the Evening

All funds raised will support AFH's physical and mental health programs, notably the CHAMPS program. Proceeds from Play for Good will enable the expansion of AFH programming to positively impact thousands of young people from underserved schools and communities in need.

Event Sponsorship

Sponsoring AFH's nonprofit fundraiser enables your organization to:

- Benefit hundreds of thousands of underserved children and communities each year
- Help thousands of athletes positively impact and generate awareness for charities throughout the Washington, D.C. area and nationwide
- Gain exposure to regional business leaders, philanthropists, and former and current professional, Olympic, Paralympic, and college athletes

All contributions are tax-deductible. EIN: 20-4773044.

Sponsorship Opportunities

Corporate & Foundation

**Custom packages tailored to specific sponsors are available.*

World Champion Sponsor \$50,000

- Naming rights: AFH Play for Good 2023 presented by *(your company)*



- Three complimentary tables of 10 tickets each (30 tickets total)
- Recognition during live speaking program
- Recognition in on-site event signage
- Recognition on invitations and event registration website
- Recognition on press releases and media interviews
- Recognition on AFH website
- Recognition through AFH social media channels
- One dedicated social media post highlighting sponsorship
- Recognition on thank you email
- AFH Founding Athletes Signed Jersey, including Muhammad Ali, Andre Agassi, and Mia Hamm
- Special sponsor recognition gift
- Sponsor welcome bags
- Full program ad

Your Impact

- Brings our CHAMPS program to a new school district, reaching thousands of underserved students
- Provides 10 athlete visits to children's hospitals
- Connects 100+ athletes to community service and/or advocacy opportunities



Victory Sponsor \$25,000

- Two complimentary tables of 10 tickets each (20 tickets total)
- Naming rights for one section of the event
- Recognition during live speaking program
- Recognition in on-site event signage
- Recognition on invitations and event registration website
- Recognition on AFH website
- Recognition through AFH social media channels
- One dedicated social media post highlighting sponsorship
- Recognition on thank you email
- AFH Founding Athletes Signed Jersey, including Muhammad Ali, Andre Agassi, and Mia Hamm
- Special sponsor recognition gift
- Sponsor welcome bags
- Full program ad

Your Impact

- Covers the costs of all Washington, D.C. area AFH University teams' (Howard, Bowie State, and Georgetown) visits with a community organization or underserved school throughout an entire year
- Supports 100+ athletes in their mental health journey through story-telling, education, and advocacy opportunities

Grand Slam Sponsor \$10,000

- One complimentary table of 10 tickets
- Recognition in on-site event signage
- Recognition on invitations and event registration website
- Recognition through AFH social media channels
- Recognition on thank you email
- Special sponsor recognition gift
- Sponsor welcome bags
- ½ page program ad

Your Impact

- Expands our CHAMPS program to four new classrooms
- Provides 2 athlete visits to children's hospitals

Game-Winner Sponsor \$5,000

- One complimentary table of 8 tickets
- Recognition in on-site event signage
- Recognition on invitations and event registration website
- Recognition on thank you email
- Sponsor welcome bags
- ½ page program ad

Your Impact

- Covers the costs of a full year of AFH U programming at two partnering community organizations or underserved schools in the Washington, D.C. area
- Educates 50+ athletes in philanthropy for greater community impact

Touchdown Sponsor \$2,500

- 4 tickets to the event
- Recognition in on-site event signage
- Recognition on invitations and event registration website
- Recognition on thank you email
- Sponsor welcome bags
- ¼ page program ad

Your Impact

- Expands our CHAMPS program to a new school
- Trains 10 athletes in the youth-serving CHAMPS program social-emotional curriculum

Sponsorship Opportunities

Family & Individual

**Custom packages tailored to specific sponsors are available.*

National Champion Sponsor \$10,000

- One complimentary table of 10 tickets
- Recognition in on-site event signage
- Recognition on invitations and event registration website
- Recognition on thank you email
- Full program ad

Your Impact

- Expands our CHAMPS program to four new classrooms
- Educates 100+ athletes in philanthropy for greater community impact

All-American Sponsor \$5,000

- One complimentary table of 8 tickets
- Recognition in on-site event signage
- Recognition on invitations and event registration website
- Recognition on thank you email
- ½ program ad

Your Impact

- Expands our CHAMPS program to two new classrooms
- Provides an athlete visit to a children's hospital

All-Conference Sponsor \$2,500

- 4 tickets to the event
- Recognition in on-site event signage
- Recognition on invitations and event registration website
- Recognition on thank you email
- ½ program ad

Your Impact

- Funds quarterly mental health trainings for AFH athletes in the Washington D.C. area, ultimately raising awareness about mental health in our community

All-State Sponsor \$1,000

- 2 tickets to the event
- Recognition in on-site event signage
- Recognition on invitations and event registration website
- Recognition on thank you email
- ¼ program ad

Your Impact

- Covers the costs for one semester of an AFH University team's visits with a community organization or underserved school

Rising Star Sponsor \$450

- 1 ticket to the event
- Recognition in on-site event signage
- Recognition on invitations and event registration website
- Recognition on thank you email

Your Impact

- Funds an in-person visit between an AFH athlete and an underserved school

Sponsorship Commitment Form

Sponsorship Opportunities

Corporate & Foundation

☐

World Champion Sponsor - \$50,000

☐

Game-Winner Sponsor - \$5,000

☐

Victory Sponsor - \$25,000

☐

Touchdown Sponsor - \$2,500

☐

Grand Slam Sponsor - \$10,000

Sponsorship Opportunities

Family & Individual

☐

National Champion Sponsor - \$10,000

☐

All-State Sponsor - \$1,000

☐

All-American Sponsor - \$5,000

☐

Rising Star Sponsor - \$450

☐

All-Conference Sponsor - \$2,500

Donor Name:

(Please print name exactly as you wish to be listed on promotional materials)

Contact Name:

Address:

City:

State:

Zip:

Phone:

Email:

Payment Information

☐ **Invoice Me**

☐ **Check** *(payable to Athletes for Hope)*

☐ **Credit Card**

Credit Card Info:

Name on Card:

Card Number:

Exp.:

CVV:

Please make checks payable to Athletes for Hope, 2 Bethesda Metro Center, Suite 1320, Bethesda, MD 20814.

If you have any questions or need additional information, please contact Diana Venezia at

dvenezia@athletesforhope.org or (908) 462-4189.

All contributions are tax-deductible. EIN: 20-4773044. Thank you for your support!



Get Involved. Be Inspired.

Athletes for Hope

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