

Vince Young's *"Unity in the Community"*



Celebrity Weekend

May 20-22, 2011



March 28, 2011

**Vince Young
Foundation**

ADDRESS

2626 S. Loop West, Suite 150
Houston, Texas 77054

PHONE

888.669-VY10 (8910)

WEB

www.vyfoundation.com

Dear Friends,

I would personally like to extend an invitation for you to partner with me as we celebrate the 6th Annual “Unity in the Community” Celebrity Weekend. This year we are excited to launch our partnership with Generation TX, the premiere grassroots movement to create a college-going culture among Texas Students. We are dedicated to providing opportunities and support to **inspire** and **inform** our next generation of leaders to pursue continuing education to successfully IMPACT our communities.

In addition to playing football, I have spent the last few years traveling, making appearances, attending speaking engagements for corporate, youth, and teen events while building lasting relationships with friends like you! These have all been rewarding experiences, and have truly helped me to become focused on my purpose “off the field”. I have discovered that my true passion is helping and providing opportunities and programs to our next generation by encouraging them to “believe they can” in spite of their circumstances.

Words cannot explain how it feels to see the smiles, laughs, tears, and feel the hugs of children I meet from around the world! I know much of the excitement has a lot to do with my professional career, but I am committed to providing opportunities through The Vince Young Foundation, to generate this same excitement by giving back to our communities. I am pleased to say the vision has expanded, the team is in place, and we are ready to kick-off the new programs of the Vince Young Foundation.

Please join me as I celebrate my 28th Birthday with the community! It has become an annual tradition that along with my friends and supporters I give back to our community by hosting a Weekend of family, educational, community service and social events! This year’s festivities will be **May 20-22, 2011**.

Please review the attached sponsorship opportunities and select the “Club” that’s right for you! Proceeds from this year’s events will provide *Scholarships and Leadership Camp* for high school students and assist the Vince Young Foundation in building dreams and ensuring our youth a future full of unlimited possibilities!

I look forward to sharing my birthday and a great weekend of food, fun, and entertainment with you, while benefiting the exciting new opportunities of the Vince Young Foundation!

Sincerely yours,
Vincent Young



Sponsorship of the 6th Annual Vince Young’s Unity in the Community Weekend
 May 20-22, 2011

Friday, **May 20**, represents the kick-off and celebration of creating a college-going culture as we partner to launch the GenTX Movement in Houston. This grassroots movement will provide Texas students, *our future leaders*, with the information, inspiration, and resources they need to achieve a higher level of education and ultimately become successful Texans. **Our 2011 schedule of events include:** Vince Young- **Charitable & School Visits** and **GenTX Pep Rallies**, **Celebrity SuperBOWL Challenge and Games Night** (Textbook Fundraiser).

Saturday, **May 21, A Camp for All:** Vince Young, along with his NFL friends will host his annual **Football & Cheer/Dance Camp**- featuring etiquette and character education. *Football, Food, and Fun!* Saturday evening we are rolling out the *Red Carpet* at our Grammy-styled gala honoring Young Houston area scholars and leaders at the **“Rock Your Future” Scholarship Gala!** An evening you don’t want to miss!

Sunday, **May 22**, Join us for the finale’ event at the **“Unity in the Community” Family Fun Festival**. During the festival you will be entertained by some of the best singers and groups, bringing a diverse mix of styles. It’s a great time to celebrate family and friends while effectively reaching your target market. Games and activities for kids & food and fun for all- biggest event of the weekend, over 5000 in attendance in 2010.

As we celebrate education this year, we invite you to partner with us in developing future leaders and award scholarships to deserving Houston area students to begin their journey to higher education.

This year’s scholarship recipients will receive:

- Minimum of \$1,000 per semester (2)- College Freshman year
- College Textbook Stipend
- Dorm Room Makeover
- Tuition to Teen Success Leadership Camp
- On-going Leadership Training
- A Professional Mentor
- Serve as Vince Young Foundations’- GenTX Ambassadors

Here’s the Schedule at a Glance!

Friday, May 20, 2011	Saturday, May 21, 2011	Sunday, May 22, 2011
<p><i>Media Day</i> Great Day Houston- 9:00 am</p> <p>Charitable, School Visits, and GenTX Pep Rallies- 10:00 am- 3:00 pm Locations: TBD</p> <p>Celebrity SuperBOWL Challenge & Games Night 9:00 pm – 12:00 am Location: Lucky Strikes Lanes Luxe Lounge 1201 San Jacinto St. Houston, TX 77002</p>	<p><i>Scholars Day</i> VY’s Football, Cheer & Dance Camp Registration: 8:00 am – 9:00 am Camps: 9:00 am – 2:00 pm Location: Butler Sports Complex 14083 South Main Street, Houston, TX 77035</p> <p>“Rock Your Future” Red Carpet Scholarship Gala 6:00 p.m.– 10:00 p.m. Location: Intercontinental Hotel- Legends Ballroom 2222 W. Loop-South, Houston, TX</p>	<p><i>Family Day</i> Unity in the Community Family Fun Festival 2:00 p.m. – 5:00 p.m.</p> <p>Location: Butler Sports Complex 14083 South Main Street Houston, TX 77035</p> <p>Food, Games, Music, and Fun!</p>



Quarterback Club Title Sponsor

\$25,000

Unity in the Community Weekend “Title Sponsor”

Exclusive Title branding status of the entire “Unity in the Community” Weekend

Includes:

- Exclusive Title sponsor status (naming rights) of the entire “Unity in the Community” Weekend
- Custom Logo Bowling Pins at the “Celebrity SuperBOWL Challenge & Games Night
- 6 VIP Admission Tickets to the Celebrity SuperBOWL Challenge
- 20 Scholarships for “A Camp for All” (Football, Dance/ Cheer Camp) – For **youth** participants of your choice
- Opportunity to present 2 **Young Leaders** Scholarships in “Company Name” at the “**Rock Your Future**” **Scholarship Gala**
- 3 Premium Reserved Tables at the “Rock Your Future” Scholarship Gala (30 Seats) for your invited guests. You may donate a table to a “School” of your choice
- 15 Invitations for 2 to the VIP Reception
- 15 Valet Parking Passes at the Gala
- 1 Company Branded Item in the Gala’s “Swag Bag”
- 100 Tickets for the Unity in Community Family Fun Festival
- Vince Young company appearance

Exposure:

- Exhibit Booth/ Space at all of the major weekend events
- Signage at all events and name on event materials
- Company Name on Step and Repeat (Sponsor Backdrop)- Prominent Size and Placement
- Logo inclusion on correspondence distributed to event database
- Full Page Color Advertisement in the Event Program
- Opportunity to present a 30 second video commercial at the Gala
- Corporate Recognition on the Vince Young Foundation Website
- Logo/Link on the Vince Young Foundation Website
- Corporate listing on Donor Page in Gala program
- Mention in Event Press Releases
- Pre-event Email Blasts
- Post-event Email Blasts
- One year of Advertisement on the Vince Young Foundation Website.



Touchdown Club Presenting Sponsors

\$15,000

Includes:

- Exclusive presenting status (naming rights) of the “Sponsored Event” of your choice
- Opportunity to present (1) **Young Leaders** Scholarship in “Company Name” at the “**Rock Your Future**” **Scholarship Gala**
- 2 Premium Reserved Tables at the “Rock Your Future” Scholarship Gala (20 Seats) for your invited guests
- 8 Invitations for 2 to the VIP Reception
- 8 Valet Parking Passes
- (6) VIP Tickets to all of the weekend events
- Vince Young Photo Op

Exposure:

- Company Name on Step and Repeat (Sponsor Backdrop)- Prominent Size and Placement
- Logo inclusion on correspondence distributed to event database
- Corporate Recognition on the Vince Young Foundation Website
- Logo/Link on the Vince Young Foundation Website
- Mention in Event Press Releases
- Corporate listing on Donor Page in Gala program
- Pre-event Email Blasts
- Post-event Email Blasts

You will have Name / Logo & Branding Opportunities at the following events

- Celebrity SuperBOWL Challenge & Games Night- Lucky Strikes Bowling Center**
This fundraising event will provide Textbook Scholarships for Freshman College Students.
Additional Benefits: Company Logo Bowling Pins, Marquis Signage
- “Rock Your Future” Young Leaders Scholarship Gala**
A Red Carpet Grammy-Style Celebration to raise the awareness of the importance of higher education and to honor the success of local area High School Seniors.
Additional Marketing: Opportunity to present a 30 second video commercial at the Gala, On-stage Recognition at Gala, Full Page Recognition in the Events’ Program, lighted corporate logo (gobo) with prominent placement at Gala, Red Carpet Recognition
- A Camp for All: Vince Young and Friends “Athletes are Leaders” Football Camp & the “Designing Women” Character & Etiquette Cheer/Dance Camp**
Additional Marketing: Logo on Camp T-shirt, Stadium Signage, Opportunity to Present Awards at the event “Pep Rally” for participants and parents
- Unity in the Community- Family Fun Day- “Free” Family Festival**
A fun-filled day bringing together family and friends in the community. Live Entertainment, Food, Games, Inflatable Kid’s Zone, etc.
Additional Marketing: On-Stage Signage, Sponsor Remarks, Booth Space



-Young Scholars Club Sponsor

\$10,000

Includes:

- Opportunity to present (1) **Young Leaders** Scholarship in “Company Name” at the **“Rock Your Future” Scholarship Gala**
- 2 Preferred Reserved Tables at the Rock Your Future Scholarship Gala (16 Seats) for your invited guests
- Table Host for (1) Scholarship Recipient and (3) of their guests
- 10 Invitations for 2 to the VIP Reception
- 10 Valet Parking Passes for the Rock Your Future Gala
- (4) VIP Tickets to all of the weekend events

Exposure:

- Logo inclusion on correspondence distributed to event database
- Logo/Link on the Vince Young Foundation Registration Website
- Mention in Event Press Releases
- Corporate listing on donor page in Gala program
- Pre-event Email Blasts
- Post-event Email Blasts

Leadership Club Sponsor

\$ 5,000

- Opportunity to present (1) **Young Leaders** Scholarship in “Company Name” at the **“Rock Your Future” Scholarship Gala**
- 1 Reserved Table at the “Rock Your Future” Scholarship Gala (10 Seats) for your invited guests
- 5 Invitations for 2 to the VIP Reception
- 5 Valet Parking Passes for the Rock Your Future Gala
- (2) VIP Tickets to all of the weekend events

Exposure:

- Corporate Recognition on the Vince Young Foundation Website
- Corporate listing on donor page in Gala program
- Pre-event Email Blasts
- Post-event Email Blasts

MVF (Most Valuable Fan) Club Sponsor

\$2,500

- 1 Reserved Table at the Rock Your Future Scholarship Gala (10 Seats) for your invited guests
- (2) Textbook Scholarships in “Company Name” at the **“Rock Your Future” Scholarship Gala**
- 3 Invitations for 2 to the VIP Reception
- Corporate Recognition on the Vince Young Foundation Website
- Corporate listing on donor page in Gala program

Rock Your Future Gala Sponsor

\$1,250

- 1 Reserved Table at the Rock Your Future Scholarship Gala (10 Seats) for your invited guests
- Recognition in the Events’ Program



Underwriting and other Promotional Opportunities

Other Underwriting Opportunities Available Upon Request: from \$500 - \$2,000

Gift Bag and Promotional Item Sponsor:

- Sponsor branded item to be featured in the Guest gift packages or table gift at the Scholarship Gala

Live and Silent Auction Items:

- Please donate items for the Live or Silent Auction via our website, E-mail: Info@vyfoundation.com, or call us at (888) 669-VY10 (8910)

Tickets for Individual Events:

Celebrity SuperBOWL Challenge & Games Night- Lucky Strikes Lane	\$ 65
“Rock Your Future” Young Leaders Scholarship Gala	\$ 125
A Camp for All: Vince Young and Friends “Athletes are Leaders” Football Camp & the “Designing Women” Character & Etiquette Cheer/Dance Camp	\$ 50
Unity in the Community- Family Fun Day- “Free” Family Festival (Must pick up ticket at “sponsors” location)	\$ Free

Please log on to www.vyfoundation.com to reserve your “Sponsorship of Choice” and confirm your participation today!

You may also complete and return the attached form to:
Vince Young Foundation
“Unity in the Community” Dept.
2626 S. Loop West, Suite 150
Houston, Texas 77054

Questions? Please call: 1 (888) 669-VY10 (8910)



2011' Vince Young Foundation "Unity in the Community" Weekend May 20-22, 2011

SPONSORSHIP COMMITMENT FORM

Company/Organization

Billing Address

City State Zip Code

Contact Name E-Mail

Phone Fax

Sponsorship of Choice:

\$25,000 Quarterback Club- Weekend TITLE Sponsor
Exclusive Title branding status of the entire "Unity in the Community" Weekend

\$15,000 Touchdown Club Presenting Sponsor: (Please select your choice):
 SuperBOWL Challenge Camp for ALL Rock Your Future Scholarship Gala
 Unity in the Community Family Fun Festival

\$ 10,000 Young Scholars Club **\$ 2,500 MVF (Most Valuable Fan) Club** **\$ 5,000 Leadership Club**

\$ 1250 Rock Your Future Gala Sponsor **Individual Gala tickets \$125 X # of guests** _____

Please submit your logo by May 5, 2010 and artwork for advertising no later than May 9, 2011

Signature Date

Paying by: Check. (Check Enclosed) Visa MasterCard Discover American Express Online

Credit Card Number Exp. Date

Please include a copy of the form with payment and send to:

The Vince Young Foundation
2626 S. Loop West, Suite 150
Houston, TX 77054
Or fax to VYF at: (866) 227-7801

If you have any questions, please contact:

Antoinette Latham
Vince Young Foundation, ED
(832) 669-VY10 Direct

Thank you for your Support and Investing in our Future!



Thank You

FOR SUPPORTING
THE
VINCE YOUNG FOUNDATION

Vince Young Foundation

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