



Media Sponsorship



Overview

The Touchdown Shutdown (an expansion of the After-School Sack Attack) is a fundraising initiative to benefit After-School All-Stars (ASAS), and bring more after-school programming to youth nationwide. This NFL season marks the 3rd year of this successful program, which has grown from one to twelve players on eleven different NFL teams. The proceeds directly support ASAS children by bringing them more program options, while expanding programs to more youth in need.

- Each NFL player pledges \$100 per tackle or \$1,000 per sack with a \$5,000 minimum donation
- Corporate sponsors match all players' donations or a specific player(s)
- If the athlete is interested, ASAS can arrange media interviews, site visits, and other opportunities to interact with kids/players/sponsors

Media Sponsor Benefits

- Opportunity to directly interact with and inspire inner-city youth in your community
- Support working families by supporting after-school programs for their children
- Direct interaction with high-profile NFL players (i.e. kick of events, check presentations, etc)
- Develop relationships with corporations who may become future business partners
- Positive publicity (national press outreach, media interviews, PR events, etc)
- Co-branding with ASAS, a leading national charity founded by Arnold Schwarzenegger and represented by Kobe Bryant and Common (includes rights to use ASAS logo on corporate website)
- Online Marketing - Inclusion in all TDSD online marketing (website presence, Facebook page, SEM, email marketing, team websites, player fan-sites, etc)
- Event Marketing - participation and branding presence at PR events to involve athletes, students, sponsors, and media (may take place on school sites)
- Grass Roots Marketing - can include home game signage, in-game announcements, message board inclusion, etc



Touchdown Shutdown Players

Shaun Phillips (San Diego Chargers)
Dewayne White (Detroit Lions)
Shaun Smith (Cleveland Browns)
Darrelle Revis (New York Jets)
Kevin Payne (Chicago Bears)
Justin Durant (Jacksonville Jaguars)
Thomas Howard (Oakland Raiders)

Manny Lawson (San Francisco 49ers)
Bobby McCray (New Orleans Saints)
Marques Douglas (New York Jets)
Igor Olshansky (Dallas Cowboys)
Antoine Bethea (Indianapolis Colts)
DeMeco Ryans (Houston Texans)

Join us

We are seeking media sponsors to join us and make a difference in the lives of children across America. For more information, contact Jennifer Engler at 310-275-3232 x19 or jennifer@afterschoolallstars.org or visit www.tdshutdown.org

About After-School All-Stars



Founded by Governor Arnold Schwarzenegger, After-School All-Stars is one of the largest national organizations that provides comprehensive programming to middle school children in fourteen cities across the country. Through donated funds ASAS has had the opportunity to offer engaging activities to over 72,000 kids annually. The programs are designed to improve the participants' lives by incorporating academic support, enrichment, and health and physical fitness. ASAS, a 501 (C) 3 organization, strives to offer a place to keep children safe and help them achieve in school and in life. With the help of donated dollars, After-School All-Stars aims to give kids a chance to reach their full potential academically, socially and in school.