



# Corporate Sponsorship



## Overview

Touchdown Vs Shutdown is a unique program to benefit After-School All-Stars (ASAS), and bring more after-school programming to youth nationwide. The 2010 NFL season marks the 4<sup>th</sup> year of this successful program, which has grown from one to twenty-two players on numerous NFL teams. The proceeds directly support ASAS children by bringing them more program options, while expanding programs to more youth in need.

- **Defensive** NFL players join Team Shutdown by pledging \$100 per tackle or \$1,000 per sack
- **Offensive** NFL players join Team Touchdown by pledging per yard (\$10 per rushing/receiving or \$5 per passing) or touchdown (\$1,000 per rushing/receiving or \$500 per passing)
- All players commit to a minimum \$5,000 donation and at least one site visit to an ASAS school
- Corporations become sponsors by matching all players' donations (levels below)
- ASAS arranges media interviews, site visits, and other opportunities to interact with kids/players

## Sponsorship

Benefit	Superbowl Sponsor* \$100,000	Playoff Sponsor \$50,000	Season Sponsor \$25,000
Exclusive TSD Naming Rights*	✓		
In-game marketing (signage, message board, announcements)*	✓		
NFL game tickets (quantity TBD)*	✓		
Inclusion in national advertising, i.e. Sports Illustrated*	✓		
Direct interaction with high profile NFL players	✓	✓	
Build relationships with other corporate partners (i.e. The UPS Store, Outback Steakhouse)	✓	✓	
Product sampling with players/students	✓	✓	
Event Marketing at school sites	✓	✓	✓
Inclusion in online marketing (website, facebook page, email marketing)	✓	✓	Website only
Directly interact/influence inner-city youth in the community	✓	✓	✓
Customized employee volunteer projects	✓	✓	✓
Positive publicity (national and local media)	✓	✓	✓
Co-branding with ASAS (TSD website, printed materials)	✓	✓	✓
Write off tax-deductible contribution to a 501(c)3 charity	✓	✓	✓

\*One Superbowl level sponsorship is available.

## Player Roster (22 Players)

Wes Welker (New England Patriots)  
 Shaun Phillips (San Diego Chargers)  
 Shaun Ellis (NY Jets)  
 Marques Douglas (NY Jets)  
 Jonathan Vilma (NO Saints)  
 Antoine Bethea (Indianapolis Colts)  
 Rashad Jeanty (Cleveland Browns)  
 Manny Lawson (SF 49ers)  
 Kevin Payne (St Louis Rams)  
 Howard Green (Wash Redskins)  
 Brandon Graham (Philly Eagles)

Tully Banta-Cain (New England Patriots)  
 Darrelle Revis (NY Jets)  
 Calvin Pace (NY Jets)  
 Eric Smith (NY Jets)  
 Al Woods (NO Saints)  
 Dewayne White (Detroit Lions)  
 DeMeco Ryans (Houston Texans)  
 Igor Olshansky (Dallas Cowboys)  
 Thomas Howard (Oakland Raiders)  
 Travis Daniels (KC Chiefs)  
 Corey Graham (Chicago Bears)

## Join us

Become a sponsor this NFL season and make a difference in the lives of children across America. For more information, please contact Teresa Chien at 310-275-3232 x22 or [Teresa@as-as.org](mailto:Teresa@as-as.org). or visit [www.tdshutdown.org](http://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 nearly 80,000 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.