



# Media 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.

- NFL players donate based on tackles, sacks, yards, or touchdowns, depending on position, with a \$5,000 minimum commitment (players choose one statistic - \$100 per tackle, or \$1000 per sack, or \$10 per rushing/receiving yard, or \$5 per passing yard, or \$1,000 per rushing/receiving touchdown, or \$500 per passing touchdown)
- Corporate sponsors match player donations by becoming a sponsor
- ASAS manages marketing, publicity, media interviews, site visits, and other opportunities to interact with the kids/players/other sponsors

## Media Sponsor Benefits

- Opportunity to directly interact with and inspire inner-city youth in your community
- Support working families through 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



## 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 Jennifer Engler at 310-275-3232 x19 or [jennifer@as-as.org](mailto:jennifer@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.