



— A FIRESIDE CHAT. A NATIONAL CONVERSATION. A COMMUNITY MOVEMENT. —



THANK YOU TO OUR
CORPORATE PARTNERS

TITLE SPONSOR
Your Company
LOGO HERE

PRESENTING SPONSORS
Your Company
LOGO HERE
Your Company
LOGO HERE

COMMUNITY PARTNERS
Supporting Partners
Your Company
LOGO HERE

— HELPING FAMILIES NAVIGATE THE EVOLUTION OF SPORTS
— WHILE BUILDING STRONGER COMMUNITIES. —



EXECUTIVE SUMMARY

**Corporate Responsibility. Community Impact.
The Future of Sports.**

Sports in America are undergoing one of the most significant transformations in generations.

From NIL, transfer portal, college recruiting, athlete compensation, and financial opportunity to sports law, mental health, health and safety, career development, and the commercialization of youth and collegiate athletics—families are facing complexity like never before.

Families are being asked to navigate this new environment without a comprehensive roadmap.

The Sports Blueprint for Change was created to help close that information gap.

This sponsorship opportunity is about more than supporting a book.

It is about helping families understand the changing sports landscape while strengthening communities.

Through a clear, trusted framework built on 14 interconnected pillars, we equip families, athletes, and communities with the knowledge and tools they need to thrive in today's evolving world of sports.

14 INTERCONNECTED PILLARS. ONE TRANSFORMATIVE MISSION.

- | | | |
|---------------------|---------------------|------------------------|
| EDUCATION | PARENT'S GAME PLAN | COMMUNITY LEADERSHIP |
| FINANCIAL LITERACY | GENERATIONAL WEALTH | HEALTH & SAFETY |
| MENTAL HEALTH | ATHLETE WELLNESS | CHARACTER & LEADERSHIP |
| NAME-IMAGE-LIKENESS | CAREER READINESS | COMMUNICATION |
| FATHERHOOD | SPORTS LAW | |

A PARTNERSHIP THAT DRIVES REAL IMPACT.

Your investment advances corporate responsibility with measurable purpose.

- | | | | |
|------------------------------|---|---|----------------------------------|
| Responsible brand leadership | Brand loyalty, customer trust, and quality perception | Community goodwill and long-term affinity | Authentic word-of-mouth advocacy |
|------------------------------|---|---|----------------------------------|

The official book launch represents the beginning of that conversation.
We invite your organization to stand at the forefront of this movement.

“

HELP US EDUCATE THE COMMUNITY.
HELP US STRENGTHEN FAMILIES.
HELP US PREPARE THE NEXT GENERATION.

”

And together, let us help build **The Sports Blueprint for Change™**.



THE SPORTS BLUEPRINT — FOR CHANGE —

EDUCATE. ENLIGHTEN. ENCOURAGE. EMPOWER.

OFFICIAL BOOK LAUNCH

A FIRESIDE CHAT.
A NATIONAL CONVERSATION.
A COMMUNITY MOVEMENT.



THE CONVERSATION COVERS:



NAME-IMAGE-
LIKENS &
BRANDING



THE TRANSFER
PORTAL & COLLEGE
RECRUITING



CONTRACTS,
REPRESENTATION &
COMPLIANCE



FINANCIAL
LITERACY &
WEALTH BUILDING



MENTAL HEALTH,
WELLNESS &
SUPPORT SYSTEMS



CAREER READINESS &
LIFE BEYOND
THE GAME

“ HOW DO FAMILIES MAKE INFORMED DECISIONS IN AN ENVIRONMENT WHERE THE RULES, ECONOMICS, OPPORTUNITIES, AND RISKS SURROUNDING SPORTS CONTINUE TO CHANGE? ”



INFORMED FAMILIES
MAKE BETTER DECISIONS.



BETTER DECISIONS
CREATE STRONGER COMMUNITIES.



STRONGER COMMUNITIES
BUILD A STRONGER FUTURE.

ABOUT THE FIRESIDE CHAT A CONVERSATION WITH MAINE PRINCE



The Fireside Chat: A Conversation with Maine Prince will serve as the central thought-leadership experience of The Sports Blueprint for Change™ Official Book Launch.



Moderated on stage, the discussion will examine the Evolution of Sports in America, with particular emphasis on the rapidly changing Name-Image-Likeness landscape and the increasing complexity of decisions facing parents, student-athletes, educators, and athletic leaders.



As the business of sports continues to evolve, families are being required to understand issues that extend well beyond athletic performance. College recruiting, NIL opportunities, contracts, financial decision-making, athlete branding, eligibility, professional representation, career preparation, and long-term planning are now increasingly interconnected.



The Fireside Chat will address a critical challenge:

How do families make informed decisions in an environment where the rules, economics, opportunities, and risks around sports continue to change?



Through a strategically guided conversation, Maine Prince will provide perspective on the responsibilities of both parents and student-athletes. Parents will be encouraged to become better-informed decision-makers, ask more sophisticated questions, evaluate professional guidance, and understand the broader implications of opportunities presented to their children. Student-athletes will be challenged to become proactive participants in their own development—understanding that athletic talent may create access, but preparation, education, financial literacy, character, and sound decision-making ultimately influence long-term outcomes.



The discussion is designed to move beyond awareness and toward action. For corporate partners, the Fireside Chat represents an opportunity to align with a highly relevant national conversation involving education, family empowerment, financial literacy, youth development, workforce preparation, community leadership, and economic opportunity.



The objective is not simply to discuss what is changing in sports, but to help stakeholders understand what those changes mean for families and communities across America.



At its core, the conversation reflects a broader principle of the American experience: the opportunity to pursue Life, Liberty and the Pursuit of Happiness with greater knowledge, preparation, and access to information.



The Sports Blueprint for Change™ believes the future of sports should not be measured solely by athletic achievement. It should also be measured by how effectively we prepare families to recognize opportunity, manage responsibility, protect their interests, and build sustainable futures.

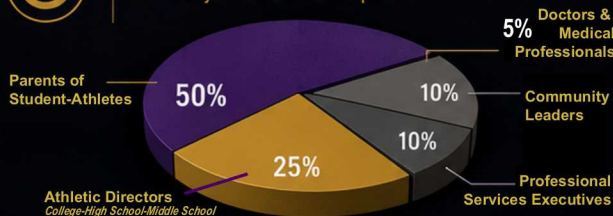


THE SPORTS BLUEPRINT FOR CHANGE™

OFFICIAL BOOK LAUNCH



Collectively, this audience creates a unique cross-section of the people helping student-athletes and families make informed decisions both on and beyond the field of competition.



For corporate partners, this curated demographic provides access to consumers, institutional decision-makers, professional-services executives, business owners, community influencers, and family stakeholders within one highly focused environment.

TARGET AUDIENCE & DEMOGRAPHICS OVERVIEW

The Sports Blueprint for Change™ Official Book Launch is designed to bring together a strategically curated audience of professionals, decision-makers, community leaders, and families who directly influence the athletic, educational, financial, professional, and personal development of student-athletes.

The goal is not simply to fill a room. The goal is to create a high-value environment where meaningful conversations, professional relationships, community engagement, and informed decision-making can take place.



50%
PARENTS OF
STUDENT-ATHLETES

Parents represent the primary audience for The Sports Blueprint for Change™. These families are actively navigating youth sports, college recruiting, Name-Image-Likeness, education, financial decisions, athlete development, health and wellness, and long-term career planning.



25%
ATHLETIC
DIRECTORS

Athletic Directors serve as key institutional leaders within schools, athletic departments, and sports organizations. Their presence creates opportunities for conversations surrounding student-athlete education, programming, workshops, family engagement, and broader community partnerships.



10%
COMMUNITY
LEADERS

Civic, nonprofit, educational, faith-based, business, and neighborhood leaders provide an important connection between sports, families, schools, corporations, and the communities they serve.



10%
PROFESSIONAL
SERVICES EXECUTIVES

Attorneys, financial advisors, accountants, architects, engineers, consultants, business owners, entrepreneurs, and other professional-services leaders whose expertise and influence intersect with families, businesses, institutions, and communities.



5%
DOCTORS &
MEDICAL PROFESSIONALS

Healthcare professionals contribute valuable perspectives surrounding athlete wellness, injury prevention, mental health, rehabilitation, performance, healthcare access, and long-term quality of life.



THE RESULT IS AN AUDIENCE INTENTIONALLY BUILT FOR MORE THAN VISIBILITY. IT IS DESIGNED TO CREATE ENGAGEMENT, RELATIONSHIP DEVELOPMENT, PROFESSIONAL NETWORKING, BRAND ALIGNMENT, BUSINESS OPPORTUNITY, AND SUSTAINABLE COMMUNITY IMPACT.



THE SPORTS BLUEPRINT FOR CHANGE
MAINE PRINCE PLAN FOR AMERICA

EVENT MARKETING & PROMOTION STRATEGY

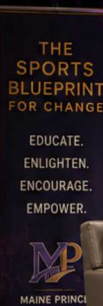
Sponsor Exposure & Marketing Integration | The Sponsor Advantage

Our marketing strategy is designed to do more than promote an event; it creates sustained awareness around the Evolution of Sports in America, engages families navigating the changing athletic landscape, and positions corporate partners alongside an important national conversation.



MULTI-CHANNEL PROMOTIONAL CAMPAIGN

Our comprehensive campaign leverages digital marketing, social media, email outreach, professional networks, community partnerships, direct engagement, public relations, earned media, and word-of-mouth promotion to reach approximately **100,000** qualified consumers and stakeholders.



NEW YORK CITY, NY

SPONSOR EXPOSURE & MARKETING INTEGRATION

Corporate partners are strategically incorporated throughout the marketing lifecycle, with visibility tailored to your sponsorship level and goals.



EVENT
ADVERTISING



DIGITAL
PROMOTIONS



SOCIAL MEDIA
RECOGNITION



EMAIL
COMMUNICATIONS



SPONSOR
ANNOUNCEMENTS



EVENT
SIGNAGE



STEP-AND-REPEAT
BRANDING



BOOK
ADVERTISING



ON-SITE
ACTIVATIONS



VIP
ENGAGEMENT



COMMUNITY BOOK
DISTRIBUTIONS



PHOTOGRAPHY
COVERAGE



VIDEO
CONTENT



MEDIA
OPPORTUNITIES



POST-EVENT
RECOGNITION

THE SPONSOR ADVANTAGE

The most powerful sponsorships create relationships, not simply impressions.
Your partnership fuels impact—and delivers measurable value.



BRAND
AWARENESS



CONSUMER
TRUST



CUSTOMER
QUALITY
PERCEPTION



COMMUNITY
GOODWILL



PROFESSIONAL
RELATIONSHIPS



LONG-TERM
BRAND
LOYALTY



WORD-OF-MOUTH
PROMOTION

The sponsor advantage is larger than event-night visibility.
It places your organization at the forefront of a movement focused on informed families, stronger communities, and a better-prepared generation.

YOUR BRAND. YOUR COMMUNITY. OUR COLLECTIVE IMPACT.



THE SPORTS BLUEPRINT FOR CHANGE
MAINE PRINCE PLAN FOR AMERICA

TITLE SPONSOR – \$100,000

EXCLUSIVE OPPORTUNITY – ONE (1) AVAILABLE,

The Title Sponsor receives the highest level of visibility, integration, hospitality, community impact, and corporate positioning associated with The Sports Blueprint for Change™ Official Book Launch.

MAINE PRINCE
AUTHOR & NFL AGENT



THE SPORTS BLUEPRINT
FOR CHANGE
MAINE PRINCE PLAN FOR AMERICA

Fireside Chat:
The Evolution of Sports

MICHAEL STRAHAN
HALL OF FAME | TV PERSONALITY

MIAMI, FL

TITLE SPONSORSHIP INCLUDES:

- | | | | | | |
|----|--|---|----|--|---|
| 1 | | Exclusive Title Sponsor Designation | 11 | | Premier Digital Branding |
| 2 | | "Presented By" Brand Positioning | 12 | | Corporate Brand Recognition During the Program |
| 3 | | Full-Page Advertorial in the Book – 500 Words | 13 | | Dedicated Corporate Activation Area |
| 4 | | Full-Page Advertisement in the Back of the Book | 14 | | Branded Registration or Welcome Experience |
| 5 | | Three-Minute Company Introduction & Executive Remarks | 15 | | Exclusive Sponsor Recognition in Event Media Materials |
| 6 | | Premier Front-Row Seating | 16 | | Featured Social Media Recognition Spotlight |
| 7 | | Six (6) Sponsor Guest Admissions | 17 | | Professional Photography, Executive Photo & Corporate Content Opportunity |
| 8 | | VIP Reception Access | 18 | | Company Recognition on Donation of 100 Books to Local Families |
| 9 | | Registration Access to Opt-In Attendees | 19 | | Maine Prince Community Service Appearance |
| 10 | | Premier Logo Placement on Event Signage | 20 | | Post-Event Recognition & Priority for Future Blueprint Partnerships |



18. COMPANY RECOGNITION ON DONATION OF 100 BOOKS TO LOCAL FAMILIES

100 copies of The Sports Blueprint for Change™ provided to local parents of student-athletes with the support of [Company Name].

ADDITIONAL TITLE SPONSOR RECOGNITION

"Founding Corporate Partner of The Sports Blueprint for Change™"

This designation recognizes the company's leadership role in helping launch a larger educational platform focused on parents, student-athletes, sports leadership, financial literacy, health, career preparation, generational wealth, and community impact.



MEDIA VISIBILITY



DIGITAL BRANDING



VIP ACCESS



AUDIENCE ACCESS



COMMUNITY BOOK
IMPACT



WELCOME
EXPERIENCE



PROFESSIONAL
CONTENT



STRATEGIC
PARTNERSHIP

All sponsorship benefits, activations, signage, attendee information, community final agreement, attendee consent where applicable, production feasibility.



book distributions, appearances, and venue usage are subject to mutually agreeable scheduling, and venue policies and approvals.



THE SPORTS BLUEPRINT FOR CHANGE™

MAINE PRINCE PLAN FOR AMERICA

PRESENTING SPONSOR — \$50,000

EXCLUSIVE OPPORTUNITY — ONE (1) AVAILABLE

The Presenting Sponsor receives premium brand visibility, corporate hospitality, attendee engagement, community impact, and event recognition associated with The Sports Blueprint for Change™ Official Book Launch.

Positioned directly beneath the Title Sponsor, the Presenting Sponsor receives significant integration throughout the event experience while supporting the broader mission of educating and empowering parents, student-athletes, and communities.

PRESENTING SPONSORSHIP INCLUDES:

1		Exclusive Presenting Sponsor Designation
2		Premium Corporate Brand Positioning
3		Full-Page Advertisement in the Back of the Book
4		Company Logo on Step-and-Repeat Banner
5		Corporate Table / On-Site Activation
6		Premier Front-Row Seating (4)
7		Five (5) Sponsor Guest Admissions
8		VIP Reception Access

9		Premium Logo Placement on Event Signage
10		Digital, Promotional & Program Recognition
11		Registration Access to Opt-In Attendees
12		Social Media & Public Relations Recognition
13		Company Recognition on Donation of 100 Books to Local Families
14		Maine Prince Community Service Appearance
15		Professional Photography, Post-Event Recognition & Future Partnership Consideration

KEY SPONSOR VALUE



PREMIUM
VISIBILITY



TARGETED
EXPOSURE



MEANINGFUL
PARTNERSHIP



COMMUNITY
IMPACT



AUDIENCE
ENGAGEMENT



BRAND
EQUITY



MEDIA & PR
RECOGNITION



LEGACY & LEADERSHIP
ASSOCIATION

ENGAGE THE AUDIENCE.
INVEST IN FAMILIES.
SERVE THE COMMUNITY.
BUILD LASTING BRAND EQUITY.

All sponsorship benefits, brand activations, signage, category exclusivity, attendee information, book advertising, community book distributions, appearances, and venue usage are subject to final agreement, attendee consent where applicable, production deadlines, mutually agreeable scheduling, production feasibility, and College Football Hall of Fame policies and approvals.



DALLAS, TX



THE SPORTS BLUEPRINT FOR CHANGE™

MAINE PRINCE PLAN FOR AMERICA

EDUCATE. ENLIGHTEN. ENCOURAGE. EMPOWER.



MAINE PRINCE
FOUNDER & AUTHOR



MODERATOR
TV NEWS ANCHOR



100 copies of The Sports Blueprint for Change™ provided to local parents of student-athletes with the support of [Company Name].

PRESENTING SPONSOR POSITIONING

The Presenting Sponsor will be recognized as one of the two principal corporate partners supporting the official launch of The Sports Blueprint for Change™. This partnership provides significant visibility before, during, and after the event while also producing a tangible community impact through educational book distribution and corporate community service.

CHICAGO, IL

CHAMPIONSHIP PARTNER — \$25,000

LIMITED OPPORTUNITY — FOUR (4) AVAILABLE

The Championship Partner sponsorship provides corporations with a powerful combination of brand visibility, community impact, attendee engagement, corporate hospitality, and direct association with The Sports Blueprint for Change Official Book Launch. Championship Partners receive meaningful exposure before, during, and after the event while helping extend the educational mission beyond the walls of the event and directly into the community.

CHAMPIONSHIP PARTNERSHIP INCLUDES:

	1. Official Championship Partner Designation		2. Company Logo on Official Step-and-Repeat Banner		3. Full-Page Advertisement in the Book
	4. Sixty-Second Sponsor Spotlight by Maine Prince		5. Company Table / On-Site Activation Space		6. Three (3) Sponsor Guest Admissions
	7. VIP Reception Access		8. Company Recognition on Donation of 100 Books to Local Families		9. Maine Prince Community Service Appearance
	10. Social Media Sponsorship Acknowledgement		11. Logo Placement on Selected Event Signage		12. Digital & Event Promotional Recognition
	13. Verbal Recognition During the Official Program		14. Professional Photography & Corporate Photo Opportunity		15. Post-Event Sponsorship & Community Impact Recognition



100 copies of *The Sports Blueprint for Change* provided to local parents of student-athletes with the support of [Company Name].

COMMUNITY IMPACT BEYOND THE EVENT

This partnership is designed for companies that want their sponsorship to produce an impact beyond logo placement and event night. Through the distribution of 100 copies of *The Sports Blueprint for Change* to local parents of student-athletes, the Championship Partner helps place practical educational information directly into the hands of families navigating today's sports landscape. The partnership is further extended through Maine Prince's participation in a company-coordinated community service initiative.

CORPORATE CITIZENSHIP • YOUTH INVESTMENT • FAMILY ENGAGEMENT
EDUCATION • COMMUNITY SERVICE • SPORTS LEADERSHIP



CHAMPIONSHIP PARTNER POSITIONING

Championship Partners will be recognized among the leading corporate supporters of *The Sports Blueprint for Change* Official Book Launch. This partnership is ideally suited for companies seeking to connect with a curated audience including Parents of Student-Athletes, Athletic Directors, Attorneys, Financial Advisors, NFL Alumni, Medical Professionals, Business Executives, and Community Leaders.



BE SEEN.

ENGAGE THE AUDIENCE.

SERVE THE COMMUNITY.

HELP BUILD THE BLUEPRINT.

FOUR (4) CHAMPIONSHIP PARTNERSHIPS AVAILABLE

All sponsorship benefits, book advertising, brand activations, signage, community book distribution, appearances, photography, and venue usage are subject to final agreement, applicable production deadlines, mutually agreeable scheduling, production feasibility, and venue policies and approvals.

PHILADELPHIA, PA

IMPACT PARTNER — \$15,000

LIMITED OPPORTUNITY — FOUR (4) AVAILABLE

The Impact Partnership combines community investment, educational impact, brand visibility, and exclusive access to *The Sports Blueprint for Change* Official Book Launch. At the heart of this partnership is a powerful mission — helping place the book directly into the hands of parents of student-athletes, equipping families with the tools, knowledge, and confidence to support success on and off the field.

THE SPORTS
BLUEPRINT
FOR CHANGE

MAINE PRINCE PLAN FOR AMERICA

IMPACT PARTNERSHIP INCLUDES:


1.
Official
Impact Partner
Designation


Donation of
100 Books to
Parents of
Student-Athletes


Company
Recognition on
Community Book
Distribution


Company Logo on
Official Step-and-
Repeat Banner


Two (2) Sponsor
Guest Admissions


VIP Reception
Access


Social Media
Sponsorship
Acknowledgement


Logo Placement on
Selected Event &
Digital Materials


Verbal Recognition
During the
Official Program


Professional
Photography &
Post-Event Impact
Recognition



100 copies of *The Sports Blueprint for Change* provided to local parents of student-athletes with the support of [Company Name].

100 BOOKS. 100 FAMILIES. ONE GREATER IMPACT.

This partnership transforms sponsorship into a tangible educational investment. The donated books help families navigate and understand critical issues, including:


EDUCATION


FINANCIAL
LITERACY


NAME, IMAGE &
LIKENESS


MENTAL
HEALTH


THE PARENT'S
GAME PLAN


GENERATIONAL
WEALTH


ATHLETE
HEALTH & SAFETY


CAREER
READINESS


SPORTS LAW &
CONTRACTS


COMMUNITY
LEADERSHIP

Put the information into the hands of the families who need it.

YOUR PARTNERSHIP
PAVES THE WAY.

Together, we can place knowledge in the hands of families and create a stronger, more informed community.



FOUR (4) IMPACT
PARTNERSHIPS AVAILABLE

Potential Community Impact:
400 BOOKS.

If all four partnerships are secured, participating companies can collectively help provide 400 copies of *The Sports Blueprint for Change* to parents of student-athletes through selected schools and community organizations.



EDUCATE. ENLIGHTEN. ENCOURAGE. EMPOWER.  HELP BUILD THE BLUEPRINT.

All sponsorship benefits, branding, book distributions, photography, signage, and venue usage are subject to final agreement, production deadlines, distribution logistics, production feasibility, and venue approvals.





THE SPORTS BLUEPRINT FOR CHANGE™

OFFICIAL BOOK LAUNCH

EDUCATE. ENLIGHTEN. ENCOURAGE. EMPOWER.

LOS ANGELES, CALIFORNIA



COMMUNITY PARTNER — \$10,000

LIMITED OPPORTUNITY — FIVE (5) AVAILABLE

The Community Partnership is designed for corporations, professional firms, foundations, and organizations that want to make a direct and visible investment in parents, student-athletes, education, and the local community through The Sports Blueprint for Change™ Official Book Launch.

COMMUNITY PARTNERSHIP INCLUDES:



1. OFFICIAL COMMUNITY PARTNER DESIGNATION

Recognition as an official Community Partner of The Sports Blueprint for Change™ Official Book Launch on applicable sponsorship and event materials.



2. DONATION OF 50 BOOKS TO PARENTS OF STUDENT-ATHLETES

Recognition in connection with the distribution of 50 copies of The Sports Blueprint for Change™ to parents of student-athletes through a selected local school or community organization.



3. VIP RECEPTION ACCESS

Access for the designated Community Partner representative to the invitation-only VIP Reception prior to the official program.



4. ONE (1) SPONSOR GUEST ADMISSION

One admission for a designated company executive, employee, client, community partner, or corporate representative.



5. COMPANY RECOGNITION ON COMMUNITY BOOK DISTRIBUTION

Company name and/or logo included on applicable communications, acknowledgements, photography, or materials associated with the sponsored 50-book community distribution initiative.



6. SOCIAL MEDIA SPONSORSHIP ACKNOWLEDGEMENT

Company recognition through applicable Maine Prince, Prince Management Group, and The Sports Blueprint for Change™ social-media communications surrounding the event and community partnership.



7. LOGO PLACEMENT ON SELECTED EVENT & DIGITAL MATERIALS

Company name and/or logo included at the Community Partner level on applicable sponsor recognition signage, event webpages, digital materials, promotional communications, and selected event graphics.



8. POST-EVENT COMMUNITY IMPACT RECOGNITION

Company acknowledgement in applicable post-event sponsor communications, event recap content, photographs, community book-distribution recognition, and selected impact-related materials.



50 BOOKS. 50 FAMILIES. BUILDING STRONGER COMMUNITIES.

Through the distribution of 50 copies of The Sports Blueprint for Change™, Community Partners help place valuable educational information directly into the hands of parents of student-athletes.



FIVE (5) COMMUNITY PARTNERSHIPS AVAILABLE



POTENTIAL COMMUNITY IMPACT: 250 BOOKS

EDUCATE. ENLIGHTEN. ENCOURAGE. EMPOWER.
INVEST IN FAMILIES. HELP BUILD THE BLUEPRINT.





SPORTS BLUEPRINT FOR CHANGE™

OFFICIAL BOOK LAUNCH

EDUCATE. ENLIGHTEN. ENCOURAGE. EMPOWER.
DENVER, COLORADO



EMPOWERING
YOUTH.
STRENGTHENING
FAMILIES.
BUILDING
FUTURES.

levelupyouth.org



EDUCATE. ENLIGHTEN. ENCOURAGE. EMPOWER.
SUPPORT THE MISSION.
INVEST IN FAMILIES.
HELP BUILD THE BLUEPRINT.

SUPPORTING PARTNER — \$5,000

LIMITED OPPORTUNITY — TEN (10) AVAILABLE

The Supporting Partnership provides corporations, professional firms, small businesses, foundations, and community organizations with an accessible opportunity to support The Sports Blueprint for Change™ Official Book Launch while making a direct educational investment in parents of student-athletes.

SUPPORTING PARTNERSHIP INCLUDES:



1. OFFICIAL SUPPORTING PARTNER DESIGNATION

Recognition as an official Supporting Partner of The Sports Blueprint for Change™ Official Book Launch on applicable sponsorship and partner materials.



2. DONATION OF 50 BOOKS TO PARENTS OF STUDENT-ATHLETES

Recognition in connection with the distribution of 50 copies of The Sports Blueprint for Change™ to parents of student-athletes through a selected local school or community organization.



3. VIP RECEPTION ACCESS

Access for the designated Supporting Partner representative to the invitation-only VIP Reception prior to the official program, creating an opportunity to network with sponsors, invited guests, event leadership, and selected VIPs.



4. SOCIAL MEDIA SPONSORSHIP ACKNOWLEDGEMENT

Company recognition through applicable Maine Prince, Prince Management Group, and The Sports Blueprint for Change™ social-media communications acknowledging the company's sponsorship and community investment.



5. ONE (1) SPONSOR GUEST ADMISSION & EVENT RECOGNITION

One admission for a designated company executive, employee, client, or community representative, along with company name and/or logo recognition at the Supporting Partner level on applicable event and digital sponsor-recognition materials.



50 BOOKS. 50 FAMILIES. ONE COMMUNITY INVESTMENT.

The Supporting Partnership creates an opportunity for companies of all sizes to participate in the mission of The Sports Blueprint for Change™ while creating tangible educational impact beyond the event itself.



TEN (10) SUPPORTING PARTNERSHIPS AVAILABLE

POTENTIAL COMMUNITY
IMPACT: 500 BOOKS



THE SPORTS BLUEPRINT
FOR CHANGE

THE
CARTER CENTER
ATLANTA, GEORGIA

FIRESIDE CHAT CONVERSATION: THE EVOLUTION OF SPORTS

EXCLUSIVE VIP RECEPTION SPONSORSHIP

EXCLUSIVE
★★★★
ONE SPONSOR
AVAILABLE

\$25,000 CASH + IN-KIND SPONSORSHIP

Exclusive Opportunity — One (1) Sponsor Available



Wednesday, November 4, 2026



The Carter Center | Atlanta, Georgia



VIP Reception: 5:30 PM–6:30 PM

CASH SPONSORSHIP INVESTMENT

\$25,000



REQUIRED IN-KIND COMMITMENT

100 x \$75 Gift Certificates
= \$7,500 Retail Value



TOTAL MINIMUM SPONSOR COMMITMENT

\$32,500



THE OPPORTUNITY

The Exclusive VIP Reception Sponsorship places one corporate or restaurant brand at the center of an intimate, relationship-driven hospitality experience preceding the Fireside Chat Conversation: The Evolution of Sports with Maine Prince.



From 5:30 PM–6:30 PM, approximately 50–75 invited VIP attendees, corporate executives, sponsors, community leaders, business professionals, special guests, speakers, and key stakeholders will gather for an exclusive pre-program reception at The Carter Center.



This sponsorship combines brand prestige inside the room with a direct consumer activation after the event.



The Sponsor pays a \$25,000 cash sponsorship fee to secure exclusive naming rights, branding, hospitality benefits, audience access, and an exclusive speaking opportunity.



In addition, the Sponsor provides 100 individual \$75 gift certificates, representing an additional \$7,500 in-kind contribution, creating a tangible reason for VIP attendees to personally experience and engage with the Sponsor's business after the Fireside Chat.



The gift certificates are an additional sponsorship commitment and may not be substituted for, credited against, or deducted from the \$25,000 cash sponsorship investment.



ELEVATE YOUR BRAND.

ENGAGE VIP LEADERS.

DRIVE LASTING IMPACT.

THE VIP RECEPTION PRESENTED BY [SPONSOR NAME]

PREMIUM BRAND EXPOSURE & NAMING RIGHTS



EXCLUSIVE VIP RECEPTION SPONSOR

ONE SPONSOR ONLY

THE SPORTS BLUEPRINT FOR CHANGE



EXECUTIVE NETWORKING

SPONSOR HOST MAKING INTRODUCTIONS

EXCLUSIVE 3-MINUTE REMARKS

VIP GIFT CERTIFICATE PRESENTATION

PREMIUM HOSPITALITY

PREMIUM SPONSOR TOUCHPOINTS

13. SPONSORSHIP VALUE

CASH INVESTMENT:

\$25,000

Secures:

- Exclusive VIP Reception sponsorship rights
- Naming rights
- Premium brand visibility
- Exclusive three-minute speaking opportunity
- Five VIP admissions
- VIP audience engagement
- Opt-in attendee follow-up opportunity
- On-site hospitality activation
- Select event-wide recognition
- Professional content opportunities
- Exclusive category positioning as VIP Reception Sponsor



IN-KIND INVESTMENT:

\$7,500

Sponsor provides:

100 x \$75 Gift Certificates



TOTAL MINIMUM SPONSORSHIP COMMITMENT:

\$32,500



1. EXCLUSIVE PRESENTING RIGHTS

Official designation as:

"The VIP Reception Presented by [Sponsor Name]"

This designation may be incorporated into applicable:

- Event marketing materials
- Digital event communications
- Sponsor recognition materials
- VIP communications
- Event agenda
- Reception signage
- Registration materials
- Select social media promotion
- On-site digital displays
- Post-event sponsor recognition

Only one organization will receive the designation of Exclusive VIP Reception Sponsor.



4. EXECUTIVE PRESENCE

Five (5) Complimentary Full-Access VIP Admissions

These admissions may be used for:

- Corporate executives
- Marketing leadership
- Key clients
- Community partners
- Prospective customers
- Strategic business relationships

Sponsor representatives will have access to the VIP Reception and the Fireside Chat program.



7. GIFT CERTIFICATE PRESENTATION

Gift certificates may be incorporated into the VIP experience through a premium presentation method coordinated with the Sponsor.

- Presentation options:
- "A Special Gift for Our VIP Guests — Compliments of [Sponsor Name]"
 - "Your Next Experience is On Us — Courtesy of [Sponsor Name]"
 - "An Evening for Two Begins Here — Courtesy of [Sponsor Name]"

Certificates should identify the Sponsor and provide clear redemption instructions. Certificates should be transferable and provide reasonable redemption flexibility. Remaining certificates may be used for select speakers, invited stakeholders, community partners, promotional initiatives, or VIP appreciation.



10. SIGNATURE HOSPITALITY BRANDING

- Sponsor-branded cocktail menu
- Sponsor recognition on bar menus
- Custom-named signature cocktail or mocktail
- Sponsor recognition near beverage service areas

"The Blueprint" Signature Cocktail Presented by [Sponsor Name]

Final beverage activation is subject to venue, catering, and alcohol-service policies.



2. PROMINENT ON-SITE BRANDING

- VIP Reception entrance
- VIP registration/check-in area
- Reception signage
- Sponsor recognition displays
- Selected digital event screens
- Main program sponsor recognition screens
- Reception tables or hospitality areas
- Post-event sponsor recognition

Brand placement and production specifications will be coordinated with the event production team.



5. OPT-IN VIP ATTENDEE ACCESS

Following the event, the Sponsor may receive access to available opt-in VIP attendee information, subject to attendee consent and applicable privacy requirements.

Available information may include:

- Name
- Professional title
- Company or organization

This creates an opportunity for thoughtful post-event networking and relationship development beyond the one-hour reception.



8. DEDICATED SPONSOR HOST

A designated event representative will assist the Sponsor's executive team during the VIP Reception and help facilitate introductions for:

- Event leadership
- Corporate attendees
- Special guests
- Speakers
- Community leaders
- Selected stakeholders

The objective is to help transform sponsorship visibility into meaningful relationship-building opportunities.



DIRECT ENGAGEMENT & THOUGHT LEADERSHIP

3. EXCLUSIVE 3-MINUTE VIP WELCOME REMARKS

A designated Sponsor executive receives an exclusive three-minute speaking opportunity during the VIP Reception.

The executive may:

- Welcome VIP guests
- Introduce the Sponsor's organization
- Communicate the company's commitment to families, leadership, community, sports, education, or economic opportunity
- Introduce the complimentary dining/gift experience
- Invite attendees to engage with the company following the event

This is not merely logo exposure.

It gives the Sponsor an opportunity to speak directly to some of the evening's most influential attendees before the main program begins.



THE \$75 VIP GIFT CERTIFICATE ACTIVATION

6. 100 VIP GIFT CERTIFICATES

- 100 Gift Certificates x \$75 Each
- Total In-Kind Retail Value: \$7,500

The certificates create a powerful post-event call-to-action. The activation encourages VIP attendees to personally visit, experience, and spend with the Sponsor at a later date. For relevant partners, this creates pre-holiday drive activation.

Opportunities include:

- Pre-holiday date nights
- Business dinners
- Family dining
- Holiday celebrations
- Client entertainment
- Couple experiences
- Reservation or appointment incentive
- Branded takeaway
- Seasonal restaurant visits

The \$25,000 sponsorship builds prestige.

The \$75 certificate creates action.

They receive a direct reason to walk through the Sponsor's doors and experience the brand personally.



9. PREMIUM BRAND ACTIVATION

The Sponsor may place an approved premium branded activation within the VIP Reception space.

Potential activations may include:

- Premium branded gift
- Curated corporate literature
- Dining or experience cards
- Executive invitation
- Customer acquisition offer
- Reservation or appointment incentive
- Branded takeaway
- Lifestyle experience

The activation should complement the premium environment rather than function as a traditional trade-show display.



12. PROFESSIONAL PHOTOGRAPHY & CONTENT

- VIP executive speaking
- VIP Reception activation
- Sponsor signage
- Executive marketing
- Sponsor interaction with Maine France
- Group photographs
- Gift certificate presentation
- Reception atmosphere

These assets can support internal communications, LinkedIn, social media, corporate responsibility communications, client engagement, and community-relations marketing.

PARTNERSHIP POSITIONING

The Exclusive VIP Reception Sponsor isn't simply buying exposure.

The Sponsor is helping create the evening's first premium relationship-building experience while providing VIP guests with a reason to continue their relationship with the brand long after November 4.



YOUR BRAND.



OUR VIP AUDIENCE.



ONE EXCLUSIVE EXPERIENCE.

A RELATIONSHIP THAT CONTINUES AFTER THE EVENT.





THE SPORTS BLUEPRINT
FOR CHANGE

THE
CARTER CENTER
ATLANTA, GEORGIA

The Carter Center | Atlanta, Georgia

OFFICIAL EVENT RECEPTION SPONSOR: \$25,000

DUAL-HOUR • DUAL-ZONE ACCESS

EXCLUSIVE OPPORTUNITY — ONE (1) SPONSOR AVAILABLE



UNPARALLELED
NETWORKING
ACCESS



TWO PRIME
RECEPTION
WINDOWS



PREMIUM
BRANDING &
ACTIVATION



EXECUTIVE
VISIBILITY &
INFLUENCE

OWN THE NETWORKING EXPERIENCE

Command the attention of approximately 300 event attendees while securing meaningful access to executives, professionals, community leaders, parents, athletic leaders, sponsors, special guests, and key decision-makers.

As the Exclusive Official Event Reception Sponsor, your organization will anchor the evening's two primary general-attendee networking windows:



PRE-EVENT
WELCOME RECEPTION

6:00 PM–7:00 PM



POST-EVENT
FINALE RECEPTION

9:00 PM–10:00 PM

The Sponsor receives exclusive branding and activation rights across the designated main-floor reception areas at The Carter Center, creating two distinct opportunities to engage guests:

before the conversation begins

and

after the conversation ends.

ZONE 1: PRE-EVENT WELCOME RECEPTION



ZONE 2: POST-EVENT FINALE RECEPTION



TWO HOURS. TWO NETWORKING WINDOWS. ONE EXCLUSIVE BRAND.





THE SPORTS BLUEPRINT
FOR CHANGE

THE
CARTER CENTER
ATLANTA, GEORGIA

OFFICIAL EVENT RECEPTION SPONSORSHIP INCLUDES

SPONSORSHIP INVESTMENT

\$25,000 CASH

EXCLUSIVE — ONE SPONSOR ONLY

The \$25,000 investment secures:

- ✓ Exclusive Reception Naming Rights
- ✓ Two Primary Networking Windows
- ✓ Dual-Zone Main-Floor Brand Activation
- ✓ Signature Hospitality Branding
- ✓ Exclusive 3-Minute Speaking Opportunity
- ✓ Eight VIP Admissions
- ✓ Premium Branded Networking Tables
- ✓ Opt-In Attendee Access
- ✓ Select Event-Wide Recognition



1 EXCLUSIVE EVENT RECEPTION NAMING RIGHTS

Official Designation Examples:
"THE EVENT RECEPTIONS"
PRESENTED BY [SPONSOR NAME]"
"THE WELCOME & FINALE RECEPTIONS"
PRESENTED BY [SPONSOR NAME]"

- Event agenda and program materials
- Reception signage
- Digital event screens
- Attendee communications
- Event website and digital materials
- Sponsor-recognition materials
- Select social media promotion
- Post-event recognition

Only one organization will receive Official
Event Reception Sponsor designation.

2 DUAL-ZONE PREMIUM BRAND VISIBILITY

- Reception-area digital screens
- Main reception entrance signage
- Registration and directional signage
- Branded high-top tables
- Bar-menu recognition
- Custom-branded cocktail napkins
- Sponsor-recognition displays
- Selected hospitality touchpoints

Attendees repeatedly encounter
the Sponsor across both
networking periods.

3 SIGNATURE HOSPITALITY ACTIVATION

THE BLUEPRINT

Signature Cocktail or Mocktail
Presented by [Sponsor Name]

- Sponsor branding on applicable bar menus
- Custom cocktail napkins
- Sponsor signage adjacent to beverage-service areas
- Premium hospitality presentation

Subject to Carter Center, catering,
licensing, and alcohol-service policies.

4 EXCLUSIVE 3-MINUTE WELCOME REMARKS

THREE-MINUTE WELCOME TOAST
During the 6:00 PM Pre-Event
Welcome Reception

- Welcome attendees
- Introduce the organization
- Communicate commitment to leadership, families, sports, education, business, or community impact
- Invite attendees to experience the Sponsor's activation
- Help officially launch the evening's networking experience

A VOICE IN THE ROOM.

5 EIGHT FULL-ACCESS VIP ADMISSIONS

EIGHT (8) COMPLIMENTARY
VIP PASSES

- Corporate executives
- Marketing leadership
- Key clients
- Strategic prospects
- Community partners
- Business-development representatives

Positions the event as a client-
entertainment and relationship-
development platform.

6 PREMIUM BRANDED HIGH-TOP TABLES

- A visible Sponsor presence
- A natural meeting location
- An executive networking base
- An opportunity for Sponsor representatives to engage attendees
- Repeated exposure during both reception periods

Integrated into the hospitality
environment, not a trade-show booth.

7 OPT-IN ATTENDEE ACCESS

- Name
- Professional title
- Company or organization
- Email address, where permission has been provided

Transforms the sponsorship into
a post-event relationship-development
and business-development asset.

★ EVENT-WIDE RECOGNITION

- Recognition as the Official Event Reception Sponsor
- Logo placement within applicable event sponsor materials
- Digital sponsor recognition during the main program
- Verbal acknowledgment during the event
- Inclusion in professional event photography
- Select social media recognition
- Post-event sponsor acknowledgment

WHY THIS SPONSORSHIP WORKS

The Fireside Chat creates the conversation. The receptions create the relationships.
Before the program: attendees arrive, reconnect, and prepare for the evening.

After the program: attendees discuss the conversation,
meet sponsors and speakers, network, purchase and sign books,
and continue the conversation.

The Official Event Reception Sponsor
owns the brand environment surrounding both moments.



BEFORE THE PROGRAM:
WELCOME THEM.



DURING THE PROGRAM:
BE RECOGNIZED.



AFTER THE PROGRAM:
CONTINUE THE RELATIONSHIP.

THE
CARTER CENTER
ATLANTA, GEORGIA

PARTNERSHIP POSITIONING

The Official Event Reception Sponsor isn't purchasing another logo placement.
It is securing exclusive ownership of the event's primary relationship-building environment.

Hospitality. Connection. Conversation. Access. Relationships.

THE
SPORTS BLUEPRINT
FOR CHANGE



YOUR BRAND.



300
ATTENDEES.



TWO NETWORKING
WINDOWS.



ONE EXCLUSIVE
SPONSOR.



OWN THE
WELCOME.



OWN THE
FINALE.



OWN THE
CONNECTION.



THE SPORTS BLUEPRINT — FOR CHANGE —

FIRESIDE CHAT CONVERSATION: THE EVOLUTION OF SPORTS


THE
CARTER CENTER
ATLANTA, GEORGIA

EXCLUSIVE “DINNER ON US” MEAL SPONSOR

CASH-PLUS-IN-KIND SPONSORSHIP MODEL



Wednesday, November 4, 2026



The Carter Center | Atlanta, Georgia



\$25,000

CASH SPONSORSHIP

PLUS

400 × \$75

DINING GIFT CERTIFICATES

In-Kind Retail Value:

\$30,000

TOTAL MINIMUM SPONSOR COMMITMENT:

\$55,000

EXCLUSIVE — ONE (1) MEAL SPONSOR AVAILABLE

THE OPPORTUNITY

The Exclusive “Dinner On Us” Meal Sponsorship gives one restaurant, restaurant group, hospitality company, or dining brand the opportunity to extend the experience of the Fireside Chat Conversation: The Evolution of Sports with Maine Prince beyond The Carter Center and directly into its own business.

The Sponsor pays a \$25,000 cash sponsorship fee to secure exclusive Meal Sponsor rights, premium event branding, recognition, audience engagement, and an executive speaking opportunity.

In addition, the Sponsor provides:

400 × \$75 Dining Gift Certificates
representing an additional:
\$30,000 IN-KIND RETAIL VALUE



Each attendee receives a premium \$75 dining certificate inviting them to visit the Sponsor's restaurant or participating locations on a future date of their choosing.



Certificates will remain valid through:
MARCH 31, 2027



This extended redemption period allows attendees to experience the Sponsor during the holiday season, New Year's celebrations, Valentine's season, business dinners, family occasions, date nights, and early-2027 dining occasions.



The certificates are an additional in-kind sponsorship commitment and may not be substituted for, deducted from, or credited against the required \$25,000 cash sponsorship investment.

DINNER ON US PRESENTED BY [SPONSOR NAME]

TONIGHT'S CONVERSATION CONTINUES.
YOUR NEXT DINNER IS ON US.

Rather than providing food during the Fireside Chat itself, the Sponsor gives every attendee something of tangible value that encourages them to personally visit, experience, and engage with the Sponsor's business after the event.

The sponsorship transforms event exposure into an actionable customer-acquisition opportunity.



400
ATTENDEES



400
GIFT CERTIFICATES



VALID THROUGH
MARCH 31, 2027



ONE EXCLUSIVE
MEAL SPONSOR

YOUR BRAND. | 400 ATTENDEES. | DINNER ON US. | ONE EXCLUSIVE SPONSOR.



EXCLUSIVE SPONSORSHIP RIGHTS

DINNER ON US MEAL SPONSORSHIP PACKAGE



1. EXCLUSIVE MEAL SPONSOR DESIGNATION

Official designation as:
DINNER ON US —
PRESENTED BY [SPONSOR NAME]

and
OFFICIAL MEAL SPONSOR OF THE SPORTS BLUEPRINT FOR CHANGE

- Only one organization receives this exclusive designation.
- Category exclusivity protects you as the sole official dining / meal partner.



2. 400 PREMIUM \$75 DINING GIFT CERTIFICATES

- 400 Individual Dining Gift Certificates
- \$75 Value Per Certificate
- \$30,000 Total Retail Value

Certificates may be redeemable at designated participating location(s).

Each certificate will:

- Clearly identify the Sponsor
- State its \$75 value
- Provide redemption instructions
- Identify participating restaurant locations, where applicable
- Carry an expiration date of March 31, 2027
- Provide reasonable redemption flexibility
- Be transferable unless Sponsor policy requires otherwise

A real reason to become customers.



3. PREMIUM GIFT PRESENTATION

Premium messaging that feels like a benefit, not a coupon.

"DINNER ON US" —
Compliments of [Sponsor Name]

"YOUR NEXT DINNER IS ON US" —
Courtesy of [Sponsor Name]

"CONTINUE THE CONVERSATION OVER DINNER" — Presented by [Sponsor Name]



4. EXCLUSIVE 3-MINUTE SPONSOR REMARKS

Designated sponsor executive receives an exclusive three-minute speaking opportunity during the Fireside Chat event.

- Introduce the Sponsor's organization
- Welcome attendees
- Communicate commitment to Atlanta and the community
- Introduce the "Dinner On Us" experience
- Explain the dining-certificate benefit
- Invite attendees to experience the Sponsor's restaurants
- Reinforce the Sponsor's commitment to hospitality, relationships, and community



A DIRECT VOICE TO THE AUDIENCE.

5. PREMIUM EVENT-WIDE BRAND RECOGNITION

- Recognition through:
- Event sponsor recognition materials
 - Digital event screens
 - Event agenda/program
 - Select attendee communications
 - Event website
 - Social media promotion
 - Registration or attendee materials
 - Post-event recognition
 - Dining-certificate presentation materials

Your branding connects directly with the attendee dining benefit.



6. ON-SITE DINNER ON US ACTIVATION

Activation options create a luxury hospitality experience, not a vendor booth.

- Branded "Dinner On Us" display
- Restaurant imagery
- Dining-experience cards
- QR code directing guests to reservations
- Participating-location information
- Restaurant menus or premium literature
- Reservation incentive
- Customer loyalty enrollment
- Sponsor-branded takeaways
- Gift-certificate presentation area



7. SPONSOR VIP ACCESS

SIX (6) COMPLIMENTARY VIP ADMISSIONS

- Corporate executives
- Restaurant leadership
- Marketing executives
- Key clients
- Community partners
- Strategic prospects

Sponsor representatives participate while building relationships with attendees and stakeholders.



8. OPT-IN ATTENDEE ENGAGEMENT

Available opt-in attendee information may include:

- Name
- Professional title
- Company or organization
- Email address, where permission has been provided

Possible outcomes / opportunities:

- Dining invitations
- Restaurant updates
- Reservation promotions
- Loyalty-program enrollment
- Holiday-dining promotions
- Corporate dining relationships
- Future customer engagement



WHY "DINNER ON US" WORKS

Traditional sponsorship creates: AWARENESS.
This sponsorship creates: A CUSTOMER EXPERIENCE.

- Restaurant visitation
- New-customer acquisition
- Incremental spending above the \$75 certificate value
- Additional guests accompanying certificate holders
- Beverage and appetizer purchases
- Dessert and upgraded entrée purchases
- Repeat visits
- Customer database growth
- Social-media exposure
- Word-of-mouth referrals
- Corporate and business dining relationships
- Holiday and special-occasion traffic

One certificate can create more than one customer.



THE REDEMPTION WINDOW

Certificates remain valid through:

MARCH 31, 2027

- Pre-Thanking Giving Day
- Thanksgiving Weekend
- Holiday Celebrations
- Corporate Holiday Dinners
- Christmas Season
- New Year's Celebrations
- January Date Nights
- Valentine's Season
- Business Dinners
- Family Celebrations
- Early-Spring Dining

Traffic can be distributed across nearly five months.

CASH-PLUS-IN-KIND INVESTMENT

- Cash Sponsorship: \$25,000
- In-Kind Sponsorship: \$30,000 RETAIL VALUE
- Sponsor provides: 400 x \$75 Dining Gift Certificates
- Expiration Date: March 31, 2027

TOTAL MINIMUM SPONSOR COMMITMENT:

\$55,000

Cash Sponsorship Fee	\$25,000
400 x \$75 Dining Certificates	\$30,000 In-Kind
Total Minimum Sponsor Commitment	\$55,000
Availability	ONE Sponsor Only
Certificate Value	\$75 Each
Certificates Provided	400
Certificate Expiration	March 31, 2027

THE STRATEGIC ADVANTAGE

THE \$25,000 CASH SPONSORSHIP BUILDS PRESTIGE.
THE \$30,000 DINING ACTIVATION CREATES ACTION.



A REASON TO VISIT.



A REASON TO EXPERIENCE THE BRAND.



A REASON TO BRING SOMEONE WITH THEM.



A REASON TO RETURN.



YOUR RESTAURANT.

400 ATTENDEES.

400 DINING EXPERIENCES.

\$30,000 IN DIRECT CUSTOMER ACTIVATION.

ONE EXCLUSIVE MEAL SPONSOR.

DINNER ON US.

PRESENTED BY [SPONSOR NAME]

One Sponsor. One Exclusive Dining Partnership. Hundreds of Opportunities to Build a New Customer Relationship.



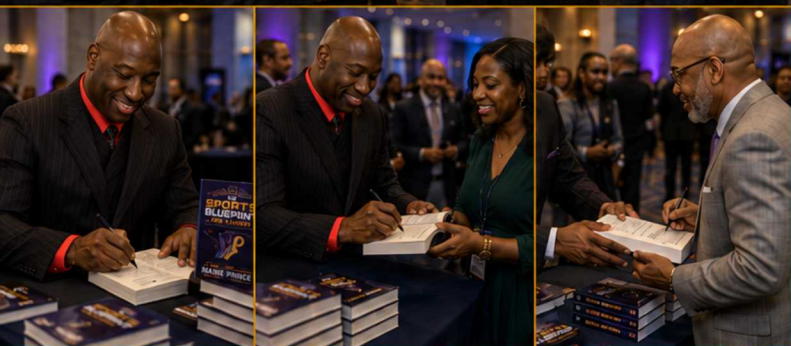
DINNER ON US
PRESENTED BY [SPONSOR NAME]

THE SPORTS BLUEPRINT FOR CHANGE™

OFFICIAL BOOK LAUNCH

EDUCATE. ENLIGHTEN. ENCOURAGE. EMPOWER.

NEW ORLEANS, LOUISIANA



NEXT STEPS TO ACTIVATION

Partnership with The Sports Blueprint for Change™ Official Book Launch begins with a conversation about alignment.

Every organization has different priorities, audiences, communities, marketing objectives, and corporate responsibility goals. Our objective is to understand those priorities and develop a sponsorship activation that creates meaningful value for your company while advancing the broader mission of educating families about the evolving landscape of sports in America.

The activation process is designed to be collaborative, efficient, and results-focused.



STEP ONE — SELECT YOUR PARTNERSHIP LEVEL

Identify the sponsorship opportunity that best aligns with your organization's desired level of visibility, community investment, hospitality, audience engagement, and brand integration. Opportunities range from Supporting Partner through exclusive Title Sponsor, with benefits increasing according to investment and activation level.



STEP TWO — ALIGN CORPORATE OBJECTIVES

Our team will meet with designated company representatives to understand your goals for the partnership. This may include community impact, consumer engagement, brand awareness, employee participation, client hospitality, youth development, education, professional networking, or corporate social responsibility.



STEP THREE — DEVELOP THE ACTIVATION PLAN

Together, we will establish the specific benefits, branding requirements, community initiatives, book distributions, event participation, digital promotion, content opportunities, and other deliverables associated with the partnership.



STEP FOUR — CONFIRM THE PARTNERSHIP

Once the sponsorship agreement is finalized, investment terms, deliverables, production deadlines, brand assets, guest participation, and primary points of contact will be confirmed.



STEP FIVE — ACTIVATE THE PARTNERSHIP

Marketing and promotional integration begins in advance of the October 15, 2026 launch and continues through event night, community engagement opportunities, book distribution, and applicable post-event communications.

Our goal is not simply to place your logo on an event.

Our goal is to create a partnership that places your company at the intersection of sports, education, families, business, and community advancement.

The evolution of sports is already happening.

The question is which organizations will help families prepare for what comes next.

WE INVITE YOUR COMPANY TO JOIN US.



**ALIGN YOUR BRAND.
ACTIVATE YOUR PURPOSE.
HELP BUILD THE BLUEPRINT.**

WWW.MAINEPRINCE.COM

