

TYRANN MATHIEU'S **BLITZ** & *Bling*

MONDAY APRIL 9, 2018
6:30 PM TO 9:30 PM

FEATURING:

LUXURY AUTOMOBILES & FINE JEWELRY
COCKTAILS & WORLD CLASS CUISINE
SILENT AND LIVE AUCTIONS

HOSTED BY:



3101 E. CAMELBACK RD.
PHOENIX, AZ 85016

6:30 PM | COCKTAIL RECEPTION

7:30 PM | DINNER AND AUCTION

AGE 21 AND OVER EVENT | VALET PARKING INCLUDED
COCKTAIL ATTIRE ENCOURAGED | OUTSIDE MEMORABILIA IS PROHIBITED

TYRANN MATHIEU
FOUNDATION

THE MISSION OF THE TYRANN MATHIEU FOUNDATION IS TO MAKE AN IMPACT IN THE LIVES OF FINANCIALLY DISADVANTAGED CHILDREN AND YOUTH THROUGH ENCOURAGEMENT, OPPORTUNITIES AND RESOURCES TO ACHIEVE THEIR DREAMS.



BLITZ AND BLING WITH TYRANN MATHIEU SPONSORSHIP 2018

Benefiting the Tyrann Mathieu Foundation

Expected Attendees: 150 • Fundraising Goal: \$60,000 • Digital Media Reach: 2,068,125



CO-PRESENTING SPONSOR	CO-COCKTAIL RECEPTION SPONSOR	WINE CELLAR SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	TECHNOLOGY SPONSOR	AUCTION SPONSOR	SELFIE STATION SPONSOR	VALET SPONSOR
\$7,500	\$6,000	\$4,800	\$3,600	\$2,400	\$1,200	\$3,000	\$2,000	\$1,500	\$1,500

EVENT PARTICIPATION

NUMBER OF PREMIUM TICKETS TO EVENT	24	20	16	12	8	4	4	2	2	2
NUMBER OF EXCLUSIVE EVENT GIFTS	24	20	16	12	8	4	4	2	2	2
NUMBER OF SEATS AT COCKTAIL RECEPTION	24	20	16	12	8	4	4	2	2	2
BEER/WINE INCLUDED	●	●	●	●	●	●	●	●	●	●
COMPLIMENTARY VALET PARKING FOR ALL GUESTS	●	●	●	●	●	●	●	●	●	●

EVENT RECOGNITION

EVENT PROGRAM - Logo recognition*	LOGO	LOGO								
EVENT VISUAL(S) - Logo recognition*	LOGO	LOGO								
EVENT PROGRAM - Name recognition*			NAME	NAME	NAME	NAME				
EVENT VISUAL(S) - Name recognition*			NAME	NAME	NAME	NAME				
THANK YOU TEXT - Beginning of Event to Attendees	●									
THANK YOU TEXT - Beginning of Dinner to Attendees		●								
THANK YOU TEXT - After Conclusion of Event to Attendees	●									●
THANK YOU TEXT - Day After Event to Attendees	●							●		
EVENT CHECK PRESENTATION	●									
SPEAKING OPPORTUNITY AT EVENT	●									
OPPORTUNITY TO INCLUDE PROMOTIONAL ITEM(S)/MATERIALS* AT EVENT	●	●								
PRODUCT SAMPLING AT EVENT*	●	●								
OPPORTUNITY FOR KIOSK/BOOTH AT EVENT*	●	●								



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	\$7,500	\$5,000	\$4,000	\$3,000	\$2,000	\$1,000	\$3,000	\$2,000	\$1,500	\$1,500
STEP AND REPEAT BACKDROP LOGO EXPOSURE									LOGO	
EVENT SIGNAGE - Logo recognition*	LOGO	LOGO								
BIDDER PADDLES - Logo recognition*								LOGO		
iPADS/TABLETS ON TABLE - Logo recognition*							LOGO			
MEET AND GREET WITH TYRANN MATHIEU - 5 minutes for you and 2 guests, pre-event	●									
ADD ITEM/PROMOTIONAL ITEM(S) IN CELEB GIFT BAG	●									
CLICKABLE LOGO ON AUCTION TECHNOLOGY - platform provided by Gesture Mobile bidding technology							●			
SIGNAGE AT VALET STAND WITH LOGO										LOGO

COMPANY VISIBILITY

CLICKABLE LOGO - clickable to company site on foundation website sponsor page for 1 year	LOGO						LOGO	LOGO		
LOGO RECOGNITION - On foundation website sponsor page for 1 year		LOGO	LOGO							
NAMED AS SPONSOR ON PR COLLATERAL*	NAME	NAME								
NAMED AS SPONSOR ON ANY RADIO AD COLLATERAL	●									
RECOGNITION ON SOCIAL MEDIA ACCOUNTS OF FOUNDATION	●	●								
PERMISSION TO USE THE FOUNDATION PARTNER LOGO	●	●								
BANNER AD ON FOUNDATION HOME PAGE - for 120 days, designed by Foundation	●									
LOGO RECOGNITION ON AT LEAST ONE EMAIL BLAST	●	●								

* Placement of seating will be based on Sponsorship Level. Those that contribute via one payment will receive priority in seat placement. We will do our best to ensure guests will be seated together but cannot guarantee this due to the nature of this event.

**Wine Celer Sponsor is located in a private room, not the main dining room.

***Selfie Station is placed outside entrance to venue.

Must meet copy deadlines to be included in invitations, programs or other items.

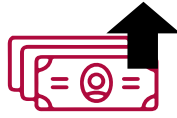
cause marketing

PROFIT + OUR PURPOSE + OUR WELL RESPECTED ATHLETE = LOYAL CUSTOMERS



85%

of consumers would like to see companies do more good



80%

say they would pay more to offset the costs of good efforts



80%

of cause related ads increase perception of shared values by a factor of 10 and increased intent to buy by 2x



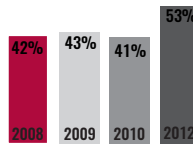
71%

will pay \$2.28 extra for a \$10-product



\$1.85 Billion

spent on corporate sponsorship of causes
+3.9% from the prior year



When quality and price are equal, the most important factor influencing brand choice is

Purpose



6 out of 10 would buy a brand if it supported a cause they care about



72%

would recommend a brand that supports a good cause over a brand that does not



71%

would promote products or services if there is a good cause behind them

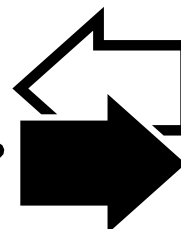
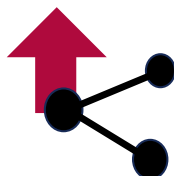


72%

would switch brands of similar quality if it supports a good cause

Sources: Cone, Inc. & Edelman

The ability to increase your visibility and media exposure



Aligning your company with a cause that effectively converts consumers into loyal customers

TYRANN MATHIEU FOUNDATION

TYRANN MATHIEU FOUNDATION + YOUR BUSINESS = STRONGER BRAND WITH A PURPOSE