

YOUTH ALL AMERICAN

ARMED FORCES BOWL

JULY 4TH WEEKEND



PAT TILLMAN
FOUNDATION



WOUNDED WARRIOR
PROJECT™

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INTRODUCTION: YOUTH ARMED FORCES BOWL

The Youth Armed Forces Bowl (AFB) is a youth football experience designed to engage, inspire, and empower the youth of America. The purpose of the AFB is to honor our American Heroes who have served this great nation and sacrificed in allegiance to the flag.

The game of football is a sport that brings people together from different paths of life, promotes diversity, and embraces culture. With those principles in mind, the first annual AFB will take place on the weekend of July the 4th 2019 in Houston Texas.

Athletes from all over the U.S. are currently registering to be a part of this event. We are expecting approximately 1,800 athletes in participation between football and cheer. We are also expecting anywhere between 3,000 to 5,000 total spectators to be in attendance. The AFB is a four day family event with activities and celebrations planned throughout the weekend of July the 4th.



BENEFICIARIES: PAT TILLMAN FOUNDATION



The purpose of the Youth Armed Forces Bowl is to honor our American Heroes who have served this great nation and sacrificed in allegiance to the flag. The Pat Tillman Foundation represents our mission and aligns 100% with our goals. Pat Tillman put an all-star NFL career with the Arizona Cardinals on hold to serve his country in the wake of the attacks of 9/11.



About the Pat Tillman Foundation
The Pat Tillman Foundation invests in military veterans and their spouses through academic scholarships—building a diverse community of leaders committed to service to others.

 **PAT TILLMAN
FOUNDATION**

BENEFICIARIES: WOUNDED WARRIOR PROJECT

The Wounded Warrior Project is one of the great American organizations dedicated to serving our Heroes in uniforms. The Youth Armed Forces Bowl is proud to support such a great cause.

About the Wounded Warrior Project

Wounded Warrior Project is a nonprofit organization whose mission is to honor and empower Wounded Warriors. WWP serves to raise awareness and enlist the public's aid for the needs of severely injured service men and women; help severely injured service members aid and assist each other; and provide unique, direct programs and services to meet their needs.



**WOUNDED WARRIOR
PROJECT**



EVENT DETAILS

The Youth Armed Forces Bowl is a four day family event with activities and celebrations planned throughout the weekend of July the 4th. This event is designed for football players and cheerleaders between the grade levels 1st through 8th.

Each grade level will consist of four teams (Marines, Army, Navy, Air Force). This event will give youth athletes and cheerleaders an opportunity to showcase their talents while celebrating our country and honoring our national Heroes.



July 4th (Thursday)

- Athlete check-in, uniform & equipment pickup
 - Athletes and families will participate in 4th of July Celebrations which will include; parades, patriotic festivals, and fireworks
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July 5th (Friday)

- Athletes will gather in the morning for scheduled practices for each age division
 - Cheer Camp for participating cheerleaders
 - Formal Banquet, Red Carpet & Media Day
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July 6th (Saturday)

- 1st Grade - 5th Grade games
 - Athletes and families will gather after the games for a sponsored evening of entertainment and fellowship
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July 7th (Sunday)

- 6th Grade - 8th Grade games
- National Anthem presented by national recording artist before 7th grade games
- Closing AFB ceremony

EVENT DETAILS

Honoring Our Heroes

Each team will be accompanied with a veteran honorary captain from each of the representing branches of the military to participate during the coin flip. During each game, the half time celebration will consist of honoring selected veterans and presenting donations to our beneficiaries and selected surviving military families.

American Hero Medallion

The American Hero Medallion will be presented to 14 veterans who have continued to display extraordinary citizenship in the community. These veterans will also be presented with a donation as a token of appreciation for their sacrifice and service.

Surviving Family Grant

The Surviving Family Grant will be presented during the halftime of the 7th grade game on July 7th. This grant will be awarded to a surviving family chosen from an online applications submission process.

Donation Presentation

Donations will be presented to the Pat Tillman Foundation and the Wounded Warrior Project during the halftime of the 7th grade game.









SPONSORSHIP



Community support is the most important key to hosting empowering events such as this. The Youth Armed Forces Bowl event has plenty of sponsorship and partnering opportunities available for community support. All donations and contributions are tax deductible as we are a 501(c)3 non-profit organization. All of our sponsors will be featured in two special editions of the Certified Sports Magazine, social media campaigns. Below you will find a detailed list of some of the benefits of being a contributing sponsor of the Youth Armed Forces Bowl.

Sponsorship Benefits

-  All donations and contributions are tax deductible under our 501(c)3
-  Sponsors will be featured in two special editions of the Certified Sports Magazine
-  Sponsors will be featured on event signage and custom banners
-  Sponsors will be featured in event social media campaigns and all marketing material
-  Sponsors will be featured on event website and Certified Sports Network website
-  All sponsors will be publicly recognized at the event as a contributing partner

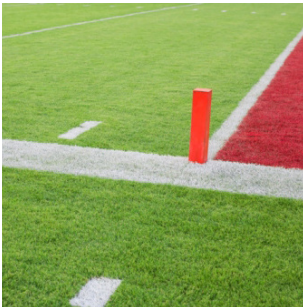
**** No contribution or donation is too small. We are looking for individuals or organizations who would like to sponsor or contribute towards any of the following categories listed on the next page. Individuals or organizations that sponsor a whole category will be listed as the presenting contributor. Sponsors will also have the opportunity to setup event booths throughout the duration of the event to offer services or engage with the families.***

SPONSORSHIP



Surviving Family Grant

We are looking to raise \$10,000 for the Surviving Family Grant which will be awarded on July 7th to one selected family.



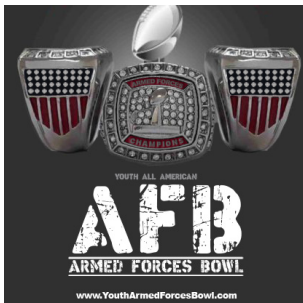
Football Stadium and Misc. Facilities

The total cost of the stadium and facility will be based on selected venue. We are looking to host the event at a college or a large High School stadium.



Armed Forces Bowl Football Helmets

Each athlete will receive a custom Armed Forces helmet to take home. We are expecting approximately 1400 athletes. The total cost to purchase all athletes will be \$147,000.



Armed Forces Bowl Rings & Awards

Athletes will receive Armed Forces Bowl participation rings, custom championship rings, and various MVP awards. The total cost of all awards will be \$6,500.



American Hero Medallion Award

The American Hero Medallion will be awarded to 14 veterans. The total cost of this award will be \$1,800 to manufacture the custom medallions and cases.



Entertainment Venue Rental

On Saturday July 6th we plan on have all participants gather at a local entertainment venue for a night of fellowship and fun. The total price has not yet been determined.



Armed Forces Bowl Team Uniforms

Each athlete will receive a custom Armed Forces uniform, shirt, shorts, and bag. The total cost for these items will be \$105,000.



Armed Forces Bowl Athlete Sponsorship

In youth sports there are always families who can't afford registration. Our goal is to turn no kid around. The price to sponsor an athlete is \$295.

MEDIA



Certified Sports Magazine

A major part of our organization is developing quality engaging content that highlights youth & amateur sports for different media platforms. The Certified Sports Magazine stands as one of our greatest tools to accomplish this goal. The magazine is available as a print edition with over 10,000 units distributed per issue locally and regionally.

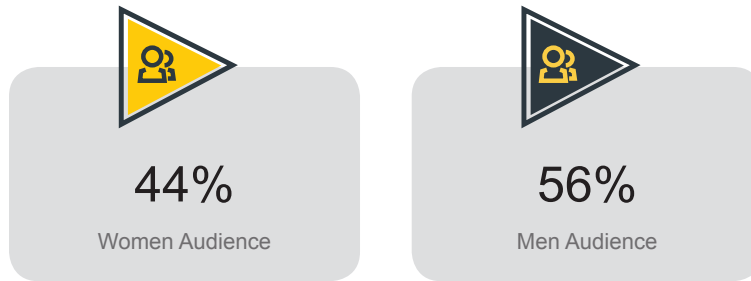
The Certified Magazine also has a digital edition available as a mobile app that can be downloaded on the iPhone and Android. The mobile app is where we create major separation between ourselves and similar organizations. We currently have over 20,000 digital subscriptions across platforms.

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- 📄 The 7th Grade AFB Championship Game will be a full scale television production intended to be broadcast on network television.
 - 📄 All games will be live streamed and archived on various social media outlets including our Certified Sports Network mobile app.
 - 📄 The AFB will have two exclusive “**Certified Sports Magazine**” editions dedicated to the event (pre-event & post event).
 - 📄 Athletes will participate in a true media day experience with interviews streamed on various social media platforms.
 - 📄 Certified Sports Network will be producing a full broadcast mini-series documenting the event on each age level throughout the weekend.
 - 📄 Various media partners will be in attendance at the Youth Armed Forces Bowl which will increase the total exposure and reach of the event.

MARKETING

About Our Audience

Certified Sports Network is uniquely positioned to reach the entire family audience. Our social media reach through posted content and engagement is currently at 40,000 unique individuals per month across platforms. We capture the attention of the youth as well as the parents. Our audience consist of 44% women and 56% men .



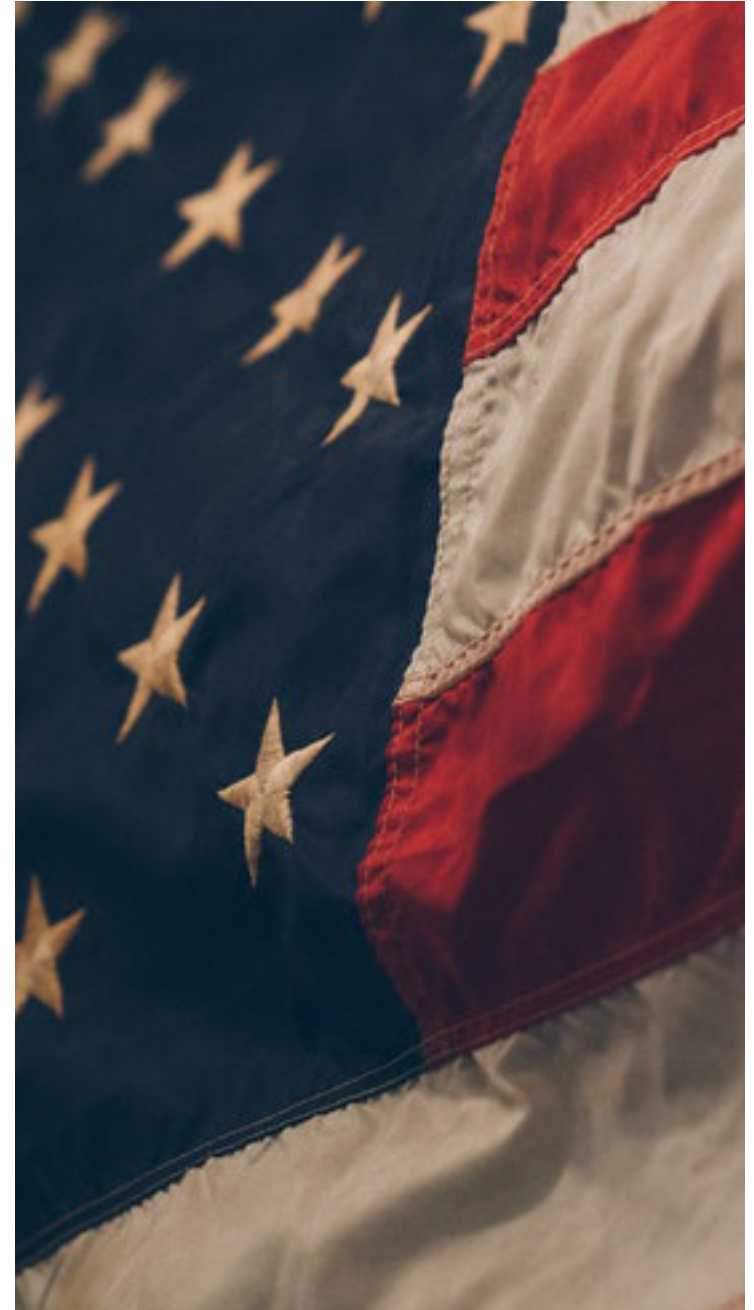
Certified Sports Network (also known as CSN) is a subsidiary of BeastMode Athletic Union.

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***Event website: www.YouthArmedForcesBowl.com
Organization website: www.CertifiedSportsNetwork.com***

***501(c)3 Information: BeastMode Athletic Union
Tax ID Number: 47-1726531
Website: www.BeastModeAthleticUnion.com***

www.YouthArmedForcesBowl.com



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