

HAMPTON ROADS YOUTH FOUNDATION  
**26th Annual Football Camp**  
WEEKEND



**2022 SPONSORSHIP PROPOSAL**



# EXECUTIVE SUMMARY

The Hampton Roads area has produced many young men who have become productive off the field while excelling as professional football players. Our community has either seen or read about these young men throughout the course of their careers. They represent the message we stress to young people in our community regarding education, dedication, responsibility and integrity. These young men have given the people of the Hampton Roads area a reason to be proud of their accomplishments as professional football players and as productive citizens.

Over 9,500 youth have participated in HRYF football camps and over \$23,000 in scholarships have been awarded to high school men and women by HRYF. The mission of this program is to bring together the professional football players we admire to interact with the youth from our community. This desire can be fulfilled through your support of the 26<sup>th</sup> Annual Hampton Roads Youth Foundation Camp Weekend.

The objectives of the camp are as follows:

Allow some of our community's young people the opportunity to meet and interact with some of their football heroes

Promote an environment in which camp participants will be able to see how education takes priority over football

Provide participants with a greater understanding of football

Reinforce the importance of positive role models to young people

Serve as a resource in the athletic, social and professional development of the participants

Provide workshops that focus on leadership skills development





# HAMPTON ROADS YOUTH FOUNDATION FOOTBALL CAMP FACT SHEET

## HIGH SCHOOL STUDENT ATHLETE LEADERSHIP SYMPOSIUM

- WHEN:** Friday, July 8, 2022, 9:00am-12:00pm
- WHERE:** Armstrong Stadium, Hampton University
- BACKGROUND:** The interactive workshops will include the following sessions:
1. Financial Literacy
  2. Teen Dating Violence Awareness
  3. Mental Health Awareness
  4. Social Media Best Practices
  5. Law Enforcement Interaction
- COST:** **FREE!**
- WHO:** Professional facilitators, industry experts, professional football players and coaches.

## 26TH ANNUAL HAMPTON ROADS FOOTBALL CAMP

- WHEN:** Saturday, July 9, 2022, 8:00am-2:00pm
- WHERE:** Armstrong Stadium, Hampton University
- BACKGROUND:** Camp will be facilitated by current and former NFL Players. They will conduct on the field workouts, drills and instructions.
- COST:** **FREE!**
- WHO:** Current and former NFL Player







# PUBLICITY OVERVIEW

## STRATEGY

We have a robust marketing campaign designed to produce and provide ample exposure with the following media partners:

### RADIO

#### STATIONS

103 Jamz FM  
92.1 FM The Beat  
88.1 WHOV  
BNIS  
Movin 107.7  
Z104 FM  
ESPN 94.1 FM

### TELEVISION

We have made contact with the following television stations:

NFL Network  
ESPN  
WVEC-TV, Channel 13  
6:00pm and 11:00pm  
WTKR-TV, Channel 3  
6:00pm and 11:00pm  
WAVY-TV, Channel 10 (committed)  
6:00pm and 11:00pm

### INTERNET/SOCIAL MEDIA

HRYF.org  
ultimaterecruit.com  
Virginiapreps.com  
**Twitter/Instagram/SnapChat**  
HRYF757  
**Facebook**  
Hampton Roads Youth Foundation  
**YouTube Channel**  
YouTube.com/hryf

### NEWSPAPERS

Coverage with the following:  
*The Daily Press*  
*The Virginian Pilot*  
*Hampton Roads tv*  
(in conjunction w/VA Pilot)

### PODCAST

757 Roundtable Talk



# CHAMPIONSHIP CLUB

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## Exclusive Title Sponsor:

Recognition as title sponsor of the event  
(e.g. Hampton Roads Youth Foundation and  
SPONSOR NAME)

## Digital Assets:

Opportunity for online promotion via HRYF  
website, Twitter, Facebook, Instagram;  
Introduce Leadership Symposium for High School  
Athletes; Post event recognition for 2 weeks on all  
digital assets

## Print/Media Assets:

Recognition as title sponsor in all media advertising,  
promotions, press release, invitations, twitter  
@HRYF757 and HRYF website;  
Name mention in Mike Tomlin's event commercial.

## Scholarship Fund:

Portions of your sponsorship will help support the  
HRYF Scholarship Fund

## 757 Roundtable Talk Podcast

Featured guest spot

## Sponsorship Fee:

\$20,000

**Your Sponsorship Is Tax-Deductible**







# TOUCHDOWN CLUB

Presenting Sponsor:	Recognition as presenting sponsor of the event (e.g. Hampton Roads Youth Foundation presented by SPONSOR NAME)
Digital Assets:	Opportunity for online promotion via HRYF website, Twitter, Facebook, Instagram
Print/Media Assets:	Recognition as a sponsor in all media advertising, promotions, media releases, invitations and HRYF website
Scholarship Fund:	Portions of your sponsorship will help support the HRYF Scholarship Fund
757 Roundtable Talk Podcast	Ownership of the 757 Roundtable Talk Podcast for the month of July (i.e. 757 Roundtable Talk presented by SPONSOR NAME)
Sponsorship Fee:	\$15,000

**Your Sponsorship Is Tax-Deductible**





# FIRST DOWN CLUB

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## Digital Assets:

Logo placement on website will include direct link to preferred landing page; Promotions will begin 2 weeks prior to event date

## Print/Media Assets:

Recognition as a sponsor in all media advertising, promotions, media releases, invitations and HRYF website; promotions will begin 2 weeks prior to event date

## Scholarship Fund:

Portions of your sponsorship will help support the HRYF Scholarship Fund

## Sponsorship Fee:

\$5,000

**Your Sponsorship Is Tax-Deductible**







# ALL-AMERICAN CLUB

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## Digital Assets:

Logo placement on website will include direct link to preferred landing page; Promotions will begin 1 week prior to event date.

## Print/Media Assets:

Recognition as a sponsor in all media advertising, promotions, media releases, invitations and HRYF website; promotions will begin 1 week prior to event date

## Scholarship Fund:

Portions of your sponsorship will help support the HRYF Scholarship Fund

## Sponsorship Fee:

\$1,000

**Your Sponsorship Is Tax-Deductible**





# PAST PLAYER PARTICIPANTS

**XAVIER ADIBI**  
Former Player  
(Phoebus)

**JAMES ANDERSON**  
Former Player  
(Deep Creek)

**ANTOINE BETHEA**  
Former Player  
(Denbigh)

**DARRYL BLACKSTOCK**  
Former Player  
(Heritage)

**DRE BLY**  
Former Player  
(Western Branch)

**TAJ BOYD**  
Former Player  
(Phoebus)

**AARON BROOKS**  
Former Player  
(Ferguson)

**ANDREW BROWN**  
Houston Texans  
(Oscar Smith)

**ELTON BROWN**  
Former Player  
(Hampton)

**LEVI BROWN**  
Former Player  
(Granby)

**PLAXICO BURRESS**  
Former Player  
(Green Run)

**TRENT CANNON**  
Carolina Panthers  
(Kecoughtan)

**DON CAREY**  
Former Player  
(Booker T. Washington)

**CHUCK CLARK**  
Baltimore Ravens  
(King's Fork)

**CHRIS CROCKER**  
Former Player  
(Deep Creek)

**RONALD CURRY**  
Former Player  
(Hampton)

**CHRIS ELLIS**  
Former Player  
(Bethel)

**JALEN ELLIOTT**  
Lions  
(L.C. Bird)

**WILLIAM FULLER**  
Former Player  
(Indian River)

**MARQUES HAGANS**  
Former Player  
(Hampton)

**DEANGELO HALL**  
Former Player  
(Deep Creek)

**PERCY HARVIN**  
Former Player  
(Landstown High)

**DWIGHT HOLLIER**  
Former Player  
(Kecoughtan)

**JALYN HOLMES**  
Minnesota Vikings  
(Lake Taylor)

**JUSTIN HUNTER**  
Former Player  
(Ocean Lakes)

**MICHAEL HUSTED**  
Former Player  
(Hampton)

**PATRICK JONES II**  
Vikings  
(Grassfield)

**TODD KELLY**  
Former Player  
(Bethel)

**TERRY KIRBY**  
Former Player  
(Tabb)

**KWAMIE LASSITER**  
Former Player  
(Menchville)

**E.J. MANUAL**  
Former Player  
(Bayside)

**JEROD MAYO**  
Former Player  
(Kecoughtan)

**DAZZ NEWSOME**  
Bears  
(Hampton)

**DERRICK NNADI**  
Kansas City Chiefs  
(Ocean Lakes)

**JEREMIAH  
OWUSU-KORAMOAH**  
Browns  
(Bethel)

**CHRIS PEACE**  
Former Player  
(Denbigh),

**BRYAN RANDALL**  
Former Player  
(Bruton)

**LAROY REYNOLDS**  
Atlanta Falcons  
(Maury)

**AARON ROUSE**  
Former player  
(First Colonial)

**CHRIS SLADE**  
Former Player  
(Tabb)

**DARRYL TAPP**  
Former Player  
(Deep Creek)

**TYROD TAYLOR**  
Los Angeles Chargers  
(Hampton)

**SHAMARKO THOMAS**  
Former Player  
(Ocean Lakes)

**MICHAEL VICK**  
Former Player  
(Warwick)

**B.W. WEEB**  
Former Player  
(Warwick)

## OTHER PLAYERS AND GUEST SPEAKERS:

**JOHN AMOS**  
Former Player and Actor

**MIKE BROWN**  
Carolina Panthers

**MOROCCO BROWN**  
Indianapolis Colts  
Director of  
College Scouting  
(Kecoughtan)

**DEON BUTLER**  
Former Player

**MAIA CHAKA**  
NFL Official

**DONOVAN COTTON**  
Tampa Bay Scout  
(Norfolk State)

**RASHAAD COWARD**  
Chicago Bears  
(ODU)

**DEON KING**  
Former Player  
(Norfolk State)

**MARTIN MAYHEW**  
General Manager,  
Washington Football Team

**BRIAN MITCHELL**  
Former Washington  
Redskin, NFL Analyst  
NBC Sports

**MICHAEL ROBINSON**  
Former Player  
(Penn State)

**EDDIE ROYAL**  
Former Player  
(Va Tech)

**MICHAEL SMITH**  
ESPN Analyst

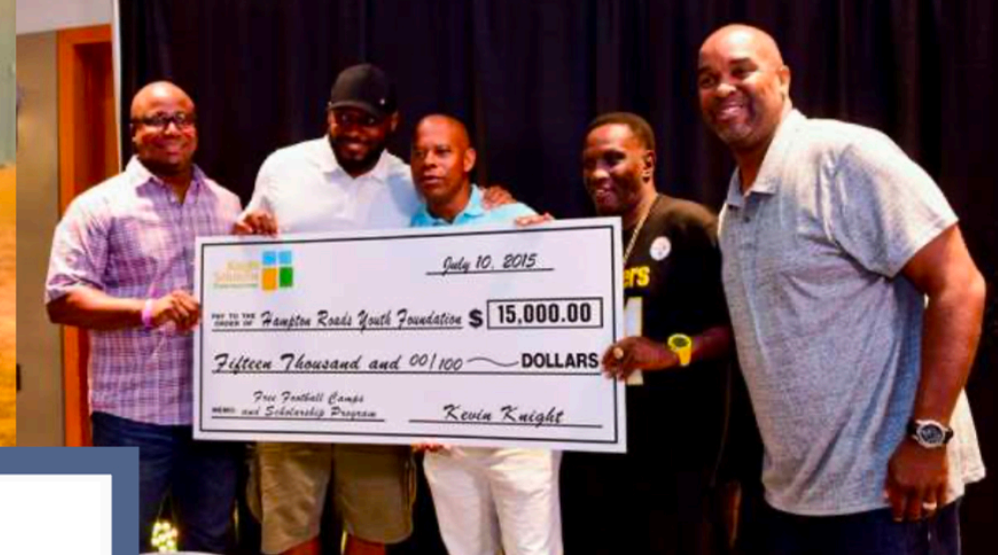
**STEPHEN A. SMITH**  
Co-Host,  
Brother From Another

**LYNDEN TRAIL**  
Former Player  
(Norfolk State)

**STEVE WYCHE**  
NFL Network Analyst







For additional information,  
please contact  
Jaylyn Brown  
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**HRYF.ORG**

