



CELEBRITY WEEKEND 2007

- FRIDAY, MAY 18TH**
 - **Celebrity Weekend Golf Tournament**
 - 12:00 noon lunch and 1:00 p.m. shotgun start at Painted Dunes
 - **Celebrity Weekend Basketball Tournament**
 - 5:00 p.m. Address High School Gyms
- SATURDAY, MAY 19TH**
 - **Celebrity Weekend Health Fair and Football Camp**
 - 10:00 a.m. Address High School Football Field
 - **Celebrity Weekend Basketball Game**
 - 7:00 p.m. Address High School Main Gym
- SUNDAY, MAY 20TH**
 - **Celebrity Weekend Basketball Tournament Championship Games**
 - Address High School Main Gym - TBA



The Ray Mickens Champions Fund, established in 2004, is a Non-Profit organization whose specific goals are to develop, support, and promote programs and educational initiatives that enrich the lives of youth. Additionally, the Fund supports collaborative efforts among educational institutions, youth organizations and faith-based groups.

The **Champions Fund** has provided quality activities to over 2,500 area youth through the following programs:

- **FOOTBALL CAMP-**
 - Free football clinic featuring NFL Players, NFL grab bags, free food, and photos and autographs
- **HEALTH FAIR:**
 - Aimed at educating parents and youth on issues related to healthy living
- **READING CONTEST:**
 - Encourages students to read and write through a reward-based incentive that includes an NFL Weekend Package with game tickets, lodging and transportation to a Dallas Cowboys game
- **MENTORING CONTEST:**
 - Focuses on motivating high school students to continue their education after graduation
- **BASKETBALL TOURNAMENT:**
 - Designed to promote competition among same-age youth in a positive, encouraging atmosphere



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Dear Prospective Sponsor,

As we prepare for the 4th annual Ray Mickens Celebrity Weekend on May 18-20, 2007, I would like to invite you to join us by supporting the Champions Fund. This year's event promises to be a networking opportunity for everyone, as my closest NFL associates and I join our supporters to build on last year's accomplishments.

The tremendous success of the 2006 Celebrity Weekend was due in large part to the generosity of our friends at Western Refinery. They joined with NFL stars such as Donovan Daruis, Kevin Mathis, Dat Nguyen, Aaron Glenn and Russell Maryland at the Painted Dunes Golf Course to take part in wonderful golfing with a positive purpose in mind. This year promises to bring another round of fabulous golfing, fun and festivities in the desert.

Last year's Football Camp and Health Fair experienced remarkable results because of the generous contributions from Champion Lending Group. Nearly 400 local youth participated in amazing activities, received great gifts, and gained lifetime memories of their day with NFL, UTEP and local high school stand out football players. Participants also benefited from the valuable information promoting healthy living that area agencies provided during the Health Fair.

Another success story from last year's event was the Celebrity Basketball game, which featured NFL, NBA, and local favorites from the UTEP team. EMS and Fire Department personnel were also on hand. More than 1,500 fans enjoyed the friendly competition and the prize giveaways. This year we will launch the 1st Annual Celebrity Weekend Basketball Tournament featuring competition among same-aged youth in a positive and encouraging atmosphere. This event is expected to host teams from Dallas, Texas; Washington D.C., Alabama, New Mexico and El Paso, Texas!

The success of the 2006 Celebrity Weekend allowed us to expand the Champions Fund Reading Contest throughout the Northeast and Central parts of the city. We also doubled the prizes and increased participation in the reading program. The four-first-place winners enjoyed an all expense-paid weekend to the Lions vs. Cowboys game in Dallas!

Your sponsorship of the Celebrity Weekend will help ensure that the Champions Fund continues to provide the youth and families of El Paso and the surrounding areas with opportunities to participate in enriching, educational activities. I extend my sincere gratitude to previous sponsors, and I look forward to making new connections with prospective friends. See you out on the golf course!

Ray Mickens
Founder

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[Sponsorship Opportunities]

SUPER BOWL SPONSOR

Celebrity Golf Tournament Title Sponsor - **-\$5,000**
Naming rights to Celebrity Weekend Golf Tournament - Four (4) Four-person teams paired with a celebrity golfer - Golf shirts with your company's logo for celebrity golfers - Silent Auction and Opening Night Pairing Party branded by Title Sponsor - Product and/or banner placement throughout Celebrity Weekend - Signage throughout Celebrity Weekend Events - Personal visit from Ray Mickens at your place of business - Gift bag inclusion - Premium positioning in all advertising - First hole branded with Title Sponsor flag - Eight (8) VIP passes to all Celebrity Weekend events

AFC SPONSOR - \$2,500

Recognition in all advertising - Two (2) players paired with celebrity golfer - Signage at Celebrity Weekend Events - flagged hole (includes logo on flag 18) - Gift bag inclusion - Four (4) VIP passes to all Celebrity Weekend events

TOUCHDOWN SPONSOR - \$1,500

Advertising recognition - Four (4) players paired with celebrity golfer - Flagged hole (includes logo on flags 2-17) - Gift bag inclusion - Four (4) VIP passes to all Celebrity Weekend events

FIELD GOAL SPONSOR - \$1,000

Four (4) players paired with a celebrity golfer - Flagged hole (includes logo on flags 2-17) - Gift bag inclusion

BLEACHER SPONSOR - \$250

One individual to play in the Celebrity Golf Tournament

** Celebrity Golf Tournament includes greens fees, golf carts and catered lunch*

** Professional photos will be taken at Celebrity Golf Tournament*



[Title Sponsorship]

FOOTBALL CAMP AND HEALTH FAIR

In 2006, more than 300 kids enjoyed a free **Football Clinic** featuring NFL Players, NFL grab bags, a photo with the players, an autograph from the players, and free food & drinks. The **Health Fair** provided educational material on healthy living to both parents and youth

- Football Camp & Health Fair Title Sponsor Recognition
- Primary booth at the health fair, promoting your company
- Banner with the title "The Ray Mickens -Your Company Name- Football Camp"
- Camp shirts with your company logo on front as title sponsor for celebrities to wear
- 2 foursomes to play in the 4th Annual Celebrity Golf Classic at Printed Dunes including:
 - One Celebrity Golfer per team
 - Professional Photo taken w/Ray Mickens & the Team's Celebrity Golfer
 - Catered Lunch at the Award Presentation
 - Flagpole w/Company logo placed at golf hole
 - All Beverages (soda, beer, wine & liquor)
 - Greens Fees
 - Golf Carts
 - Gift Bags for Golfers

Package **\$5,000**

CELEBRITY WEEKEND 2007 SPONSORSHIP FORM

Name: _____

Name of Company Advertised: _____

Address: _____

City/State/Zip: _____

Phone: _____



PACKAGES

- Super Bowl Sponsor
- AFC Sponsor
- Touchdown Sponsor
- Field Goal Sponsor
- Bleacher Sponsor
- Football Camp Sponsor

PLEASE NOTE THAT ALL ARTWORK MUST BE CAMERA-READY. DEADLINE FOR PROMOTIONAL MATERIALS IS APRIL 20, 2007

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