

NFL-SANCTIONED

# SUPER BOWL BREAKFAST

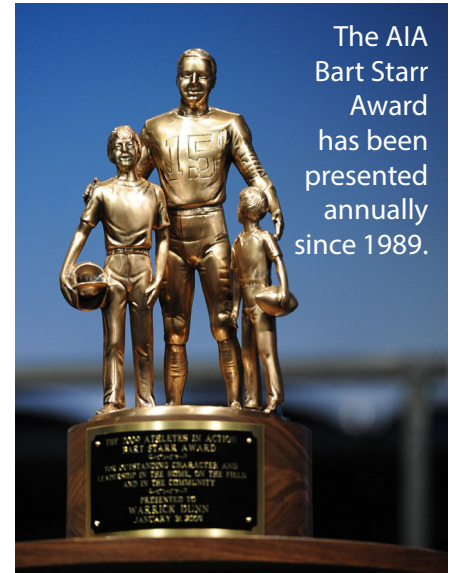
FEATURING THE BART STARR AWARD



*Corporate Event Package*

## Super Bowl Breakfast Facts

- An NFL-sanctioned Super Bowl event started in 1988
- One of the largest public banquet events at the Super Bowl with an average attendance between 1,500–2,000
- Features past and current NFL players, coaches and owners
- The “AIA Bart Starr Award will be presented to a current NFL player, voted on by his peers, for outstanding character and leadership in the home, on the field and in the community
- Target audience of top-level business executives from the host city and around the country



The AIA  
Bart Starr  
Award  
has been  
presented  
annually  
since 1989.

## Past Bart Starr Award Winners

Calais Campbell, JACKSONVILLE JAGUARS  
Benjamin Watson, BALTIMORE RAVENS  
Matthew Slater, NEW ENGLAND PATRIOTS  
Thomas Davis, CAROLINA PANTHERS  
Peyton Manning, DENVER BRONCOS  
Aaron Rodgers, GREEN BAY PACKERS  
Jason Witten, DALLAS COWBOYS  
London Fletcher, WASHINGTON REDSKINS  
Drew Brees, NEW ORLEANS SAINTS  
Kurt Warner, ARIZONA CARDINALS  
Warrick Dunn, TAMPA BAY BUCCANEERS  
LaDainian Tomlinson, SAN DIEGO CHARGERS  
John Lynch, DENVER BRONCOS  
Curtis Martin, NEW YORK JETS  
Troy Vincent, BUFFALO BILLS  
Derrick Brooks, TAMPA BAY BUCCANEERS

Trent Dilfer, SEATTLE SEAHAWKS  
Darren Woodson, DALLAS COWBOYS  
Bruce Matthews, TENNESSEE TITANS  
Aeneas Williams, ARIZONA CARDINALS  
Irving Fryar, PHILADELPHIA EAGLES  
Brent Jones, SAN FRANCISCO 49ERS  
Darrell Green, WASHINGTON REDSKINS  
Jackie Slater, ST. LOUIS RAMS  
Cris Carter, MINNESOTA VIKINGS  
Warren Moon, HOUSTON OILERS  
Gill Byrd, SAN DIEGO CHARGERS  
Reggie White, GREEN BAY PACKERS  
Mike Singletary, CHICAGO BEARS  
Anthony Muñoz, CINCINNATI BENGALS  
Steve Largent, SEATTLE SEAHAWKS



## PRESENTING SPONSOR PACKAGE

- Two tickets to the Super Bowl
- Company spokesperson seated at VIP table at Super Bowl Breakfast
- 5 Priority Tables for the Super Bowl Breakfast
- Former Bart Starr Award winner or NFL athlete seated at table of your choice (subject to availability)
- 10 NFL Super Bowl footballs
- VIP Reception following Breakfast with program participants for up to 6 guests
- Company brochure and/or memento at each place setting
- Official Corporate Logo on high visibility Super Bowl materials
- Listed as Presenting Sponsor on [www.superbowlbreakfast.com](http://www.superbowlbreakfast.com) with link to corporate website or landing page
- Corporate logo on plasma screens at event
- Emcee recognition during the event
- Opportunity for pre-event media interviews with NFL player or alumni on “Radio Row” to promote association with Super Bowl Breakfast and Bart Starr Award



Benjamin Watson, Tony Dungy, Brent Jones, Mike Ditka, Jerry Kramer, Roger Staubach and Steve Young celebrate Super Bowl 50.

- Opportunity for NFL Player or Alumni to visit table(s) for group photo and social media engagement
- Opportunity to create mutually agreed upon social media contest or campaign to promote association with Super Bowl Breakfast and Bart Starr Award
- Opportunity to share “proud Presenting Sponsor” messaging on your social media with Super Bowl Breakfast and Bart Starr Award
- Opportunity for corporate mention in pre-event media advisory and post-event press release with Super Bowl Breakfast and Bart Starr Award
- Sponsorship Cost: \$75,000

# HOST SPONSOR PACKAGE

- Company spokesperson introduced at Super Bowl Breakfast
- Former Bart Starr Award winner or NFL athlete seated at table of your choice (subject to availability)
- 4 Priority Tables for the Super Bowl Breakfast
- 6 NFL Super Bowl footballs
- VIP Reception following Breakfast with program participants
- Company brochure and/or memento at each place setting
- Listing on program as “Host Sponsor”
- Official Corporate Logo on high visibility Super Bowl materials
- Listed as Host Sponsor on [www.superbowlbreakfast.com](http://www.superbowlbreakfast.com) with link to corporate website or landing page
- Corporate logo on plasma screens at event
- Emcee recognition during the event
- Recognition in media, radio, newspaper articles and ads
- Opportunity to give through stock options for sponsorship
- Sponsorship Cost: \$50,000



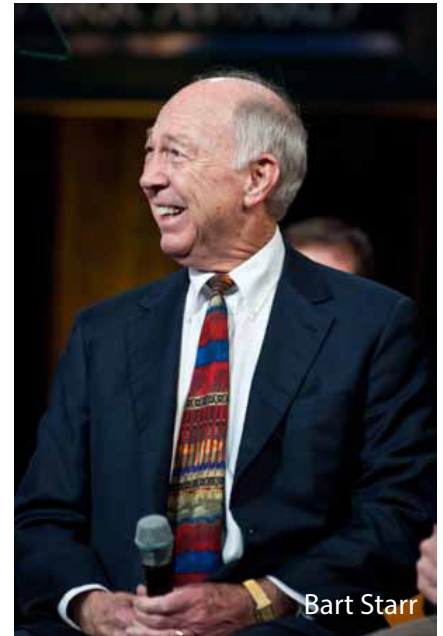
Benjamin Watson at the 2015 Super Bowl Breakfast in Phoenix



Brent Jones and Drew Brees at the 2015 Super Bowl Breakfast in Phoenix

## CORPORATE SPONSOR PACKAGE

- Company spokesperson introduced at Super Bowl Breakfast
- 3 Priority Tables for the Super Bowl Breakfast
- 4 NFL Super Bowl footballs
- VIP Reception following Breakfast with program participants
- Listing on program as “Corporate Sponsor”
- Official Corporate Logo on high visibility Super Bowl materials
- Listed as Corporate Sponsor on [www.superbowlbreakfast.com](http://www.superbowlbreakfast.com) with link to corporate website or landing page
- Corporate logo on plasma screens at event
- Emcee recognition during the event
- Opportunity to give through stock options for sponsorship
- Sponsorship Cost: \$25,000





# EXECUTIVE SPONSOR PACKAGE

- 2 Priority Tables for the Super Bowl Breakfast
- 2 NFL Super Bowl footballs
- VIP Reception following Breakfast with program participants
- Listing on program as “Executive Sponsor”
- Official Corporate Logo on high visibility Super Bowl materials
- Listed as Executive Sponsor on [www.superbowlbreakfast.com](http://www.superbowlbreakfast.com) with link to corporate website or landing page
- Corporate logo on plasma screens at event
- Emcee recognition during the event
- Opportunity to give through stock options for sponsorship
- Sponsorship Cost: \$10,000



Tony Dungy and Peyton Manning  
at the 2015 Super Bowl Breakfast



## What people are saying about the Super Bowl Breakfast...

Super Service Challenge has been the National Title Sponsor of the NFL-sanctioned Super Bowl Breakfast since 2012 and we could not have chosen a better partner than AIA. The Super Bowl Breakfast is one of the most meaningful and inspirational events of the year. The legendary recipients of the Bart Starr Award reflect powerfully a man of great character and purpose far beyond his career as one of the greatest leaders of all time.

**Chris Torti**

Super Service Challenge  
NATIONAL TITLE SPONSOR

The Super Bowl Breakfast provides a consistently high quality and meaningful experience that over the years has become one of the premier NFL sanctioned events. Thrivent and our guests were humbly inspired by all of the remarkable presenters, and we are honored to support the values and principles of the Bart Starr Award and the important mission of Athletes in Action.

**Karen Himle**

Thrivent  
PRESENTING SPONSOR

My various businesses chose an excellent event to sponsor by working with and being a part of AIA's Super Bowl Breakfast. The morning is powerful and character building. It demonstrates true leadership and examples in the marketplace. We will plan to be a sponsor from this point forward because of the impact it has on those attending – calling all of us to higher standards of excellence and integrity in the world!

**Brian Slipka**

Business Broker Investment Corporation  
EXECUTIVE SPONSOR

Well exceeded my expectations. Several after the event indicated how deeply moved they were by the breakfast. Thank you and look forward to participating in future breakfasts!

**Pat Gelsinger**

VMware  
EXECUTIVE SPONSOR

## Contact

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