



BACK 2 SCH L FEST

CONCERT & FOOTBALL JAMBOREE

PRESENTED BY

STRONG ARM, INTERNATIONAL MUSIC GROUP & POWER 96

in association with

DR. WILBERT "TEE" HOLLOWAY DISTRICT 1

FREE & OPEN TO THE PUBLIC

SCHOOL SUPPLIES DISTRIBUTION

VOTER REGISTRATION • HEALTH SCREENINGS • HAIR CUTS



Florida Youth Football League

Florida Youth Football League (FYFL) is a non-profit organization dedicated to utilizing recreational and competitive team sports as the vehicle to instill humility, assertiveness and integrity in our young athletes. In the spirit of community collaboration, Flo Rida professionally known as Tamar Dillard and Lee “Freezy” Prince launched the Florida Youth Football League January 2012 to serve as a direct feeder program to South Florida high school sports. The mission of the FYFL is to empower student athletes to become leaders on and off the field by instilling the values and importance of education and team work in a safe and non-threatening environment.

BACK 2 SCHOOL FEST

On Sunday, August 12, 2012 from 2pm – 9pm
 Florida Youth Football League in association with
 Strong Arm Management, International Music
 Group, Power 96 and Dr. Wilbert "Tee" Holloway
 District 1, will organize the inaugural Back 2
 School Fest at Traz Powell Stadium. Back 2
 School Fest, a free concert & football jamboree,
 is organized to assist parents with preparing their
 children for back to school by distributing back
 packs/school supplies, offering health
 screenings, haircuts & so much more. In addition
 to school supplies, all food and drinks are
 complimentary (while supplies last).



FLO RIDA



About Flo Rida

Over the last several years, Flo Rida has pulled off a pretty neat trick. Not only has the Florida-born rapper become a chart fixture thanks to the blockbuster singles “Low (feat. T-Pain),” “Right Round,” “Club Can’t Handle Me,” and his most recent chart-topping hits, “Good Feeling”, “Wild Ones (feat. Sia), & “Whistle” he’s also broken down barriers by uniting millions of fans of pop, hip-hop and club music around the world and establishing himself as an international, genre-busting superstar in the process.

To Date, Flo has SOLD OVER 60 MILLION Singles WORLD WIDE!





Event Facts



Property Name :

Florida Youth Football League Back 2 School Fest

Event Date:	August 12, 2012
Region	South
Concentration	Miami, FL
Has a Title Sponsor	Available
Has a Presenting Sponsor	Co Presenter Available
Property offers exclusive sponsorship rights	Yes
Linked to Alcohol related products	VIP Hospitality Only
Linked to Tobacco related products	No
Property Type:	Free Community Event
Audience Type:	
Consumer	
Audience Size:	3K – 5K
Extended Audience:	100,000

Estimate Audience Ratio:

60% Children (6-17)
10% College Age (18-22)
15% Young Adults (23-35)
15% Mature Adults (36-55)

Estimate Ethnicity Ratio:

65% African American | 5% Caucasian | 30% Hispanic / Latino

Estimate Gender Ratio:

45% Female 55% Male

Package Offers:

Naming Rights/Title Rights	Yes
Signage	Yes
Booth/Display Space	Yes
Pouring Rights/On-site Sales	Yes
Speaking Opportunity	Yes
Category Exclusivity	Yes
Print	Yes
Internet/Web	www.FloridaYouthFootballLeague.com
Product Sampling	Yes
VIP/Hospitality	Yes
Merchandising/Promotional Giveaway	Yes
Rights to Marks	Yes
Other	Yes

Onsite Social Responsibility:

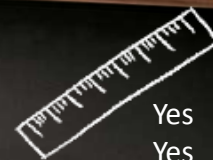
Voter Empowerment & Voter Registration
Stop the Violence Promotion
Health Screening (HIV/AIDS, Student Physicals,
Blood Pressure & more)

FYFL Back 2 School Fest Goal

Education Advocacy and the promotion of Social Responsibility

Location:

Traz Powell Stadium, 11380 NW 27th Ave, Miami, FL 33167



Major Exposure Is Available For Your Brand

Strategic Partners and Sponsors benefit from the enormous amount of exposure provided by an alliance with the Florida Youth Football League. Each strategic partnership or sponsorship package is developed to provide maximum exposure for your brand. The Florida Youth Football League provides on site branding, sampling, product distribution in addition to exposure on FloridaYouthFootballLeague.com, various public relations efforts and the opportunity to have direct contact to many consumers, various trendsetters and celebrities.



Provides

- Direct Marketing Opportunities to Children & Families
- Live Appearances & Performances by Some of Today's Most Influential Talent
- Football Jamboree
- Free & Open to the Public Event
- Back Pack & School Supplies Distributed to a Prescreened Group of Children

Co Presenter

&



In Association Sponsorship

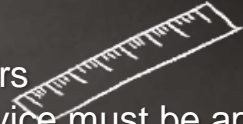
Option for Flo Rida location appearance for autograph signing and/or meet and greet (Appearance logistics must be presented in writing)

Florida Youth Football League will design a campaign to maximize the sponsors marketing objective

Call to obtain additional information to secure your company as an official Co-Presenter or "In Association" Sponsorship designation

Florida Youth Football League is capable of developing a sponsorship package to meet your overall objective. The following sponsorship opportunities are available, but you are not limited to these packages only. Call us to discuss the development of combining various packages listed below or to design a package to specifically meet your marketing needs.

ADDITIONAL SPONSORSHIP OPPORTUNITIES



Florida Youth Football League Back 2 School Fest VIP Sponsor - \$10,000

Sponsor recognition during radio promos

Logo placement on print advertisements

Logo recognition on all promotional materials to include event T-shirts, posters, flyers

Option of on site sampling, product distribution, product display, etc (product or service must be approved)

Logo/website link placed on www.FloridaYouthFootballLeague.com, twitter/facebook mention

Logo inclusion on the official on site event badges

On-site banner placement

Name recognition in event-related press releases

Continuous stage mentions

VIP badges

Official Florida Youth Football League Back 2 School Fest Event Sponsor - \$5,000

Logo recognition on all promotional materials to include event posters, flyers

Option of on site sampling, product distribution, product display, etc. (product or service must be approved)

Logo/website link placed on www.FloridaYouthFootballLeague.com, twitter mention

On-site banner placement

Name recognition in event-related press releases

Continuous stage mentions

VIP badges

Florida Youth Football League Supporting Sponsor - \$1,500

Logo placement on flyers * Logo placement on www.FloridaYouthFootballLeague.com

Stage mentions * (4) VIP badges



IN KIND SPONSOR



Products may be provided by various sources unless a company is interested in becoming the exclusive product sponsor by meeting the respective product goal

Exclusivity is based on a first come, first served basis

Sponsorship level will be based on the monetary value of the total product donation

Proposed product request include:

All items are for elementary, middle and high school students

Items	Goal	Non-Exclusive Sponsors May Provide
School Back Packs	3K – 5K	Minimum of 10
School Supplies	3K – 5K each	Minimum of 10 each
T-Shirts	3K	Minimum of a dozen
Water	2K Cases	Minimum of 5 cases

Additional items include:

Athletic Shoes, Apparel, Uniforms, Books, Computers, etc



Contact

To secure sponsorship or for additional information on the inaugural
Florida Youth Football League Back 2 School Fest

Please log on to

www.FloridaYouthFootballLeague.com

or contact us:



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