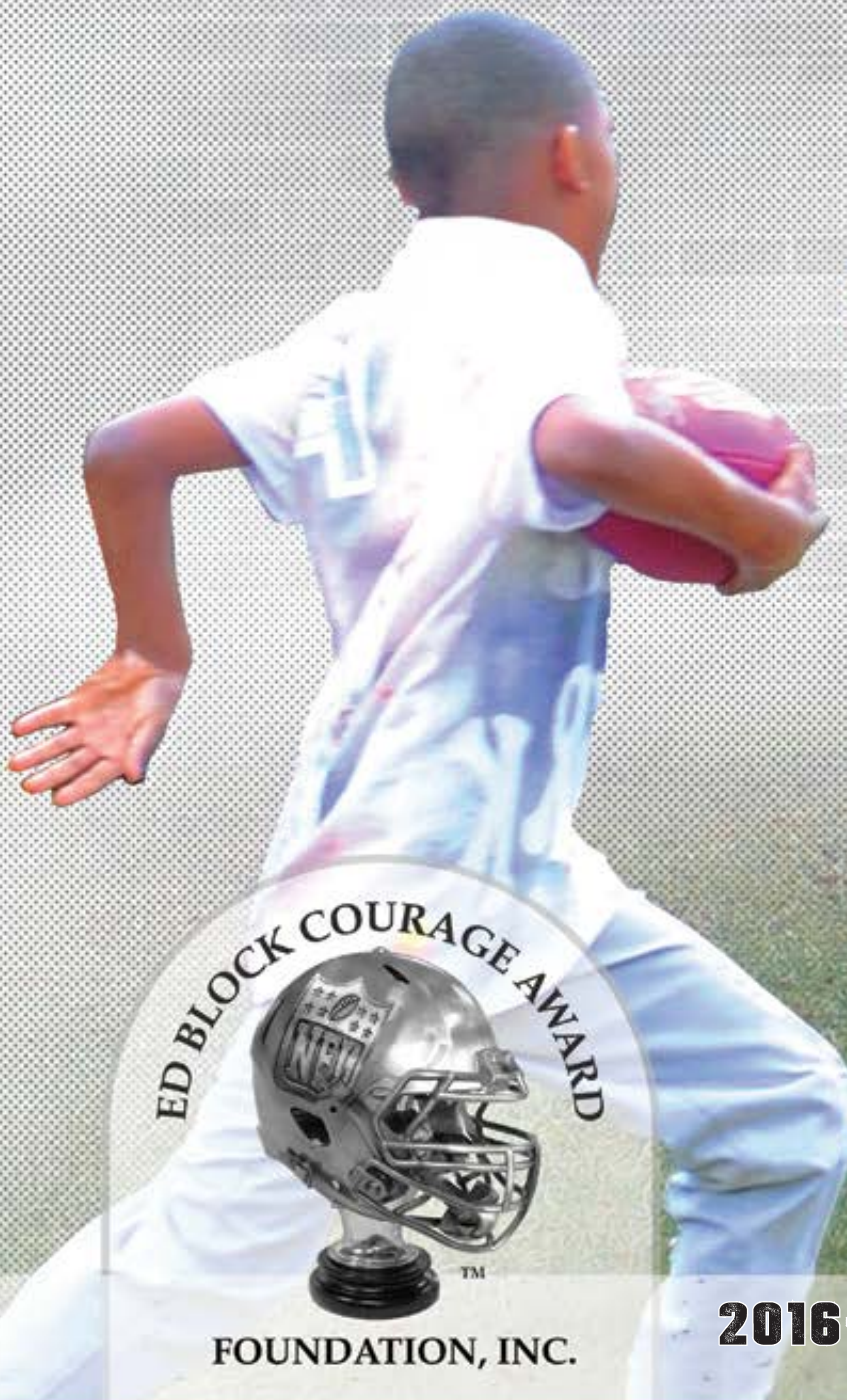


PROTECT NURTURE INSPIRE



ED BLOCK COURAGE AWARD



FOUNDATION, INC.

All-Pro WR
Calvin Johnson



2016-2017 GIVING CAMPAIGN



ENRICHING CHILDREN'S LIVES



The Ed Block Courage Award Foundation, Inc. is dedicated to providing support for abused, neglected, and at-risk children throughout our Courage House National Support Network for Kids.

Through our partnership with the National Football League, the Foundation cultivates awareness for each Courage House and helps to raise funds for their programs and initiatives.

Our Vision is to break the cycle of abuse and neglect and to lay the foundation for generations of safe and nurturing families.

Every year, each NFL team holds a vote to select their Courage Award Recipient—the only award in the NFL chosen by the players. This recognized player has shown the characteristics of integrity and dedication to his craft, and his team, that make him special and deserving of this prestigious award. The recipients then embark on a journey which brings them to Baltimore for a three day event surrounding several outreach activities with abused and at-risk youth and culminates with a National Awards Gala.

With the help of our Baltimore community, and national sponsors, we are excited to present the 39th Annual Ed Block Courage Awards. This marquee event will take place Saturday, March 11, 2017.

Here is more information on how you and your organization can become involved.

Buffalo Bills' WR Marcus Easley with a youngster from St. Vincent's Villa (Baltimore Ravens' Courage House).



SPONSORSHIP LEVELS

AMENITIES

SPONSORSHIP

	\$25K	\$15K	\$10K	\$7.5K	\$5K	\$2.5K
Title Sponsorship ¹	●					
Breakfast with the Players Tickets ²	● 4	● 2				
Empower Girls Workshop Tickets ³	● 4	● 2				
Courage House Inclusion ⁴	●	●	●			
Foundation Event(s) Inclusion ⁵	●	●	●	●		
A CELEBRATION OF EXCELLENCE						
Exclusive VIP Sponsor Reception Tickets ⁶	● 12	● 10	● 8	● 6	● 4	● 2
Autographed NFL Football(s) ⁷	● 3	● 3	● 2	● 1	● 1	● 1
Autographed Courage Awards Recipients Football(s) ⁸	● 2	● 1	● 1	● 1		
Courage Awards Sponsorship Photograph(s) ⁹	● 3	● 3	● 2	● 1	● 1	● 1
Replica NFL Mini Helmet ¹⁰	● 5	● 4	● 3	● 2	● 1	● 1
NATIONAL AWARDS GALA						
Courage Awards Gala Tables ¹¹	● 4	● 3	● 2	● 1	● 1	● 1
Print Media ¹²	●	●	●	●		
Digital Media ¹³	●	●	●	●	●	●
Program Book Cover Recognition ¹⁴	●	●				
Program Book Advertisement ¹⁵	●	●	●	●	●	●

● Numbers next to red dot markers represent the number of corresponding amenities included in that particular package. Detailed explanation of the amenities is on the back page.

Sponsorship will include opportunity for dinner during the National Awards Gala with a designated player recipient and their guest, based on sponsorship level and availability. Each table consists of 10 seats and sponsors will be provided with 8 tickets per table if seated with a recipient or 10 tickets per table if not. Cash sponsors will reserve right for first refusal.

- 1.** Recognition as the Title Sponsor for the National Awards Gala includes on stage, picture backdrops, promotional items (program, tickets, etc.), video boards and all media exposure. Title Sponsors logos will also be recognized on all of the Foundation's social media profiles.
- 2.** Sponsors will be invited to the community outreach at St. Vincent's Villa (Baltimore Ravens Courage House) and will include breakfast with the players.
- 3.** Empower Girls will be hosting a female only workshop with local youth at the Renaissance Hotel, where they will be building "Courage Bears" for the children of St. Vincent's Villa.
- 4.** Sponsors will receive updates on the designated Courage House of their choosing and invitations to that Courage House's various events with discounted or free tickets available.
- 5.** Throughout the calendar year, Sponsors will be included in all Ed Block fundraising events including signage and tickets (based upon sponsorship level).
- 6.** Tickets will be provided for an exclusive VIP Sponsors Reception with the player recipients, which will include food and beverages, auctions and autograph/photo opportunities for all guests.
- 7.** NFL team will provide sponsors with authentic autographed footballs from entire team or select players.
- 8.** Sponsors will be provided with an autographed football from each of the player recipients.
- 9.** Sponsors will be provided photographs of the players with children during the community outreaches and will include the sponsor's logo.
- 10.** Sponsors will be provided with a replica NFL mini-helmet to use for autographs throughout the Courage Awards events.
- 11.** Table(s) will be provided for the National Awards Gala with the program and will include an autograph session, sit-down dinner and beverages for all guests.
- 12.** The Foundation will recognize sponsors in all print Media to include (but not limited to): The Baltimore Sun, PressBox, Towson Times and the Daily Record.
- 13.** The Foundation will recognize sponsors in Digital Media platforms to include; logo and back-link on the Foundation website, logos displayed on all video boards throughout the National Awards Gala and recognition on the Foundation's social media posts.
- 14.** Sponsor's logo will be displayed on the front and/or back covers of the Ed Block Courage Awards Program Book.
- 15.** Sponsors will be provided with an advertisement inside the program book.

