

REGGIE BUSH

Charity

WEEKEND

EST. 2015

CHAMPIONS FOR KIDS.

2016

JULY 14-17

www.reggiebushweekend.com

MAKE A DIFFERENCE

... and make it fun.

IT'S A WIN-WIN.

Sponsoring a Reggie Bush Charity Weekend event provides you the unique opportunity to connect with the Greater San Diego and Manhattan Beach communities, to build brand awareness with an enticing demographic and to show your organization's support of an important cause: winning the future for our kids.

Each event reaches a different key audience segment and offers an entertaining and engaging way for you to impress clients, vendors and employees by participating side-by-side with NFL players, Hollywood celebrities, media personalities, leaders representing a wide variety of industries and communities, and other influencers.

SOMETHING FOR EVERYONE.

Looking for the opportunity to be a part of one of the biggest events in Manhattan Beach of the year? Considered to be the "Wimbledon of Beach Volleyball," the [57th AVP MANHATTAN BEACH OPEN](#) reaches an audience of over 40,000 attendees each year. This year the AVP has partnered with the Reggie Bush Charity Weekend. Put your name in front of a captive audience of thousands and consider a sponsorship.

In the mood for a more one-on-one experience with young aspiring football players or kids who are spending a day having fun? Learn more about how you can be a part of the two-day [PROCAMPS YOUTH FOOTBALL CAMP](#) with Reggie Bush.

If you want to be part of a star-studded golf experience with maximum visibility, then the [REGGIE BUSH CHARITY](#)

CELEBRITY GOLF TOURNAMENT

sponsorship is right for you. Get your name in front of NFL players and veterans, celebrities, and local young professionals.

Associate your name with a once-in-a-lifetime evening by sponsoring the [GALA](#) event. In addition to celebrities and professional athletes, high net-worth individuals, international business owners, entrepreneurs, public officials, socialites, civic leaders, and media representatives are all expected to be in attendance.

Take part in an event that is the cornerstone of combining sports with philanthropy by attending the [CHAMPIONS BASKETBALL LEAGUE'S](#) San Francisco vs. Los Angeles game, generously benefiting Reggie Bush Charity Weekend. This summer basketball league game features players straight out of the NBA.

2nd Annual Reggie Bush Charity Weekend

THURSDAY

JULY 14

ProCamps Football Camp
with Reggie Bush
and football friends
Day One
9:00 AM to 12:00 PM
Helix High School
La Mesa, CA

Reggie and friends are on the field to promote confidence and discipline in young people as they attend a variety of sessions focusing on the importance of leadership and character development.

Advance Movie Screening
for Football Camp youth
participants
3:00 PM to 6:00 PM
Location TBD

After a fun-filled day of football, the kids enjoy a sneak peek of an exciting family film.

FRIDAY

JULY 15

ProCamps Football Camp
with Reggie Bush
and football friends
Day Two
9:00 AM to 12:00 PM
Helix High School
La Mesa, CA

Celebrity Charity
Beach Volleyball Tournament
on Stadium Court
3:00 PM to 7:00 PM
Main Beach
Manhattan Beach, CA

Beach volleyball tournament
with Reggie and friends plus
top professional volleyball
players and Olympians such
as April Ross and
Kerri Walsh Jennings

After Party with Special Guest
Artist following event

SATURDAY

JULY 16

Celebrity Charity Golf Tournament
with Reggie Bush and friends
Del Mar Country Club
Rancho Santa Fe, CA

Players will team up with
NFL and other professional
athletes, celebrities, media
personalities, and community
leaders on the course for a
unique networking opportunity,
chances to win hole-in-one,
and other contest prizes

8:00 AM to 4:00 PM
10:00 AM Shotgun Start
Followed by a cocktail
and awards reception

Gala Event
6:30 PM
The Lodge at Torrey Pines
La Jolla, CA

SUNDAY

JULY 17

Champions Basketball
League Game

San Francisco vs. Los Angeles

Exact Location: TBA
San Diego, CA

A competitive professional
men's summer basketball
league game exclusively built
with players straight from the
NBA for a passionate fan.

Evening
Tipoff Time: 6:00 PM

PROCAMPS YOUTH FOOTBALL CAMP

YOUTH CAMP WITH REGGIE BUSH AND FOOTBALL FRIENDS

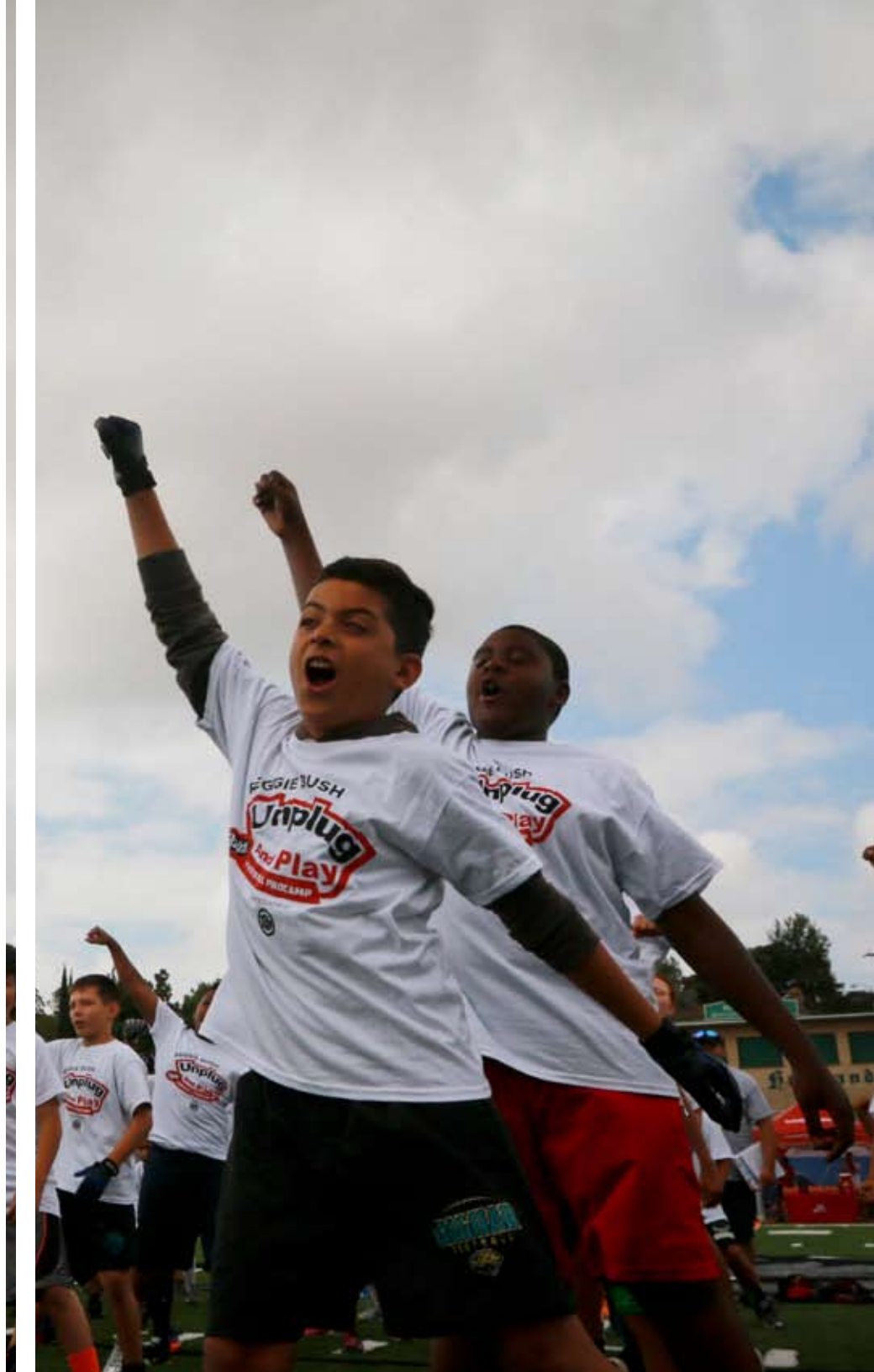
The premiere producer of youth sports camps, ProCamps has teamed up with Reggie Bush and friends for this two-day event filled with team building, learning and fun for kids of all levels.

ABOUT THE EVENT

Reggie and friends are on the field with camp participants to provide the training and experience they need to be, not only be skilled athletes, but also confident people. This is a great chance for kids to meet and interact with empowering and inspiring football experts.

After spending the day with Reggie and his football friends, the young participants are treated to a special advanced screening of a feature motion picture. Last year, the young attendees enjoyed a preview of Marvel's *Ant-Man*.

For ProCamps sponsorship opportunities, please refer to the supplemental informational packet.





CELEBRITY CHARITY BEACH VOLLEYBALL TOURNAMENT

The most prestigious beach volleyball tournament in the U.S., the Association of Volleyball Professionals (AVP) [MANHATTAN BEACH OPEN](#), featuring matches showcasing the next generation of stars, current top players and legends of the past, has partnered with Reggie Bush Charity Weekend and the 619 Charitable Fund.

ABOUT THE EVENT

This world renowned event draws more than 40,000 attendees over the course of the weekend each year with full televised coverage on NBC. Sponsors are invited to attend a special celebrity charity volleyball tournament with Reggie and friends on Stadium Court. Sponsorship also grants prime viewing of an exhibition match highlighting the best of the best in professional beach volleyball such as Silver and Gold Medalists April Ross and Kerri Walsh Jennings. Sponsors will be offered an elevated experience in a premiere VIP Skybox which will offer fans an experience of a lifetime. Finally, supporters enjoy exclusive access to an After Party with a very special guest artist.

VOLLEYBALL TOURNAMENT SPONSORSHIP OPPORTUNITIES

EVENT SPONSOR.....\$3,000

- Access for eight (8) guests to VIP Skybox (the only place with bar service at the open) with premium view of Stadium Court
- Access to exclusive After Party on Stadium Court with special guest artist
- Access to athlete and celebrity meet-and-greet
- Prominent promotional acknowledgment on all promotional materials and website
- Special Reggie Bush Charity Weekend gift bag

VIP SKYBOX SPONSORSHIP.....\$1,500

- Access for four (4) guests to VIP Skybox (the only place with bar service at the open) with premium view of Stadium Court
- Access to exclusive After Party with special guest artist
- Access to athlete and celebrity meet-and-greet
- Acknowledgment of sponsorship on all promotional materials and website
- Special Reggie Bush Charity Weekend gift bag

COURT BANNER SPONSORSHIP.....\$5,000

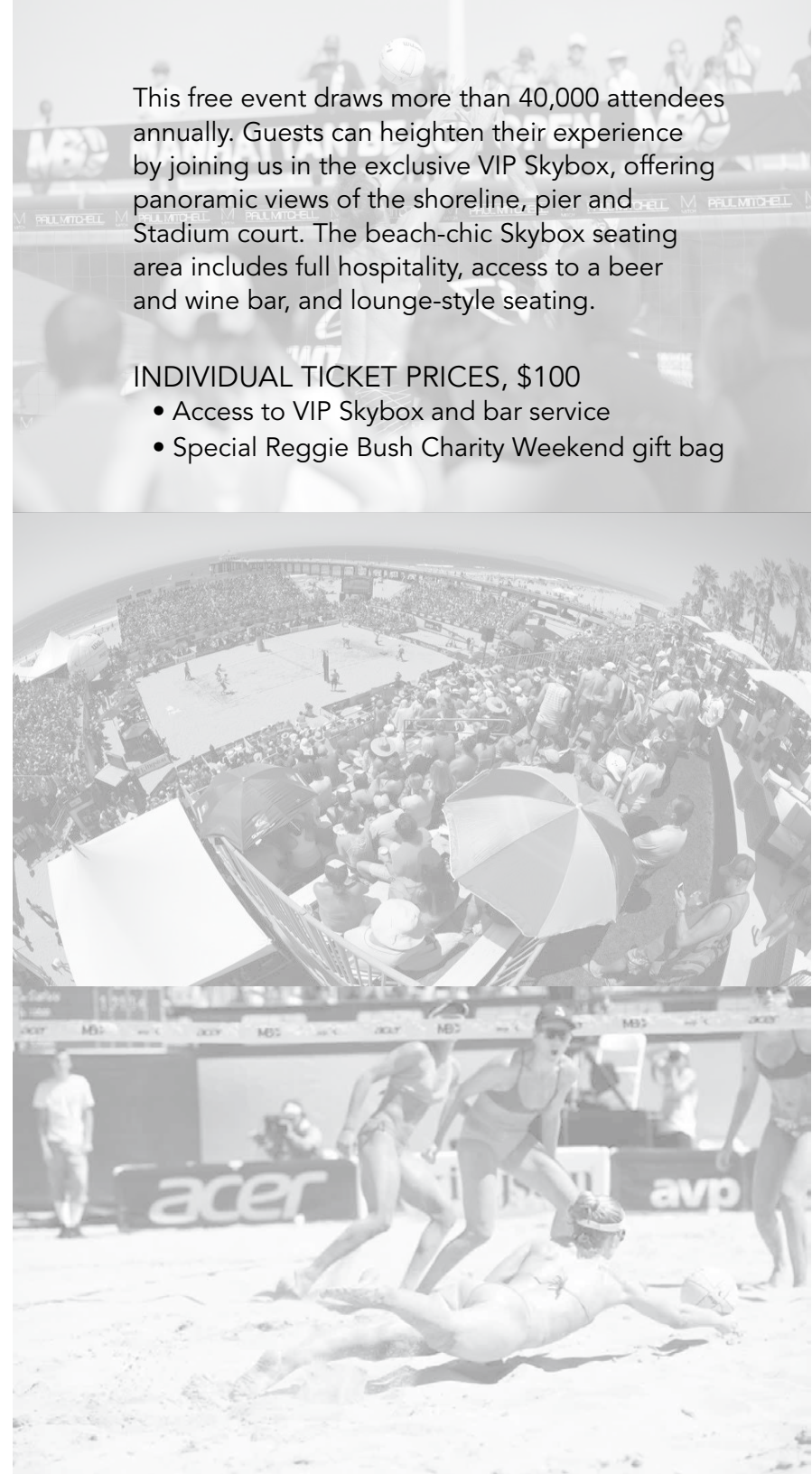
- Name/Logo on rotating digital banner on Stadium Court visible to all Manhattan Beach Open attendees and televised on NBC during Celebrity matches
- Acknowledgment of sponsorship on all promotional materials and website

For Three-Day AVP Manhattan Beach Open Sponsorships please contact Virginia Kirwan at virginia@reggiebushweekend.com for more information.

This free event draws more than 40,000 attendees annually. Guests can heighten their experience by joining us in the exclusive VIP Skybox, offering panoramic views of the shoreline, pier and Stadium court. The beach-chic Skybox seating area includes full hospitality, access to a beer and wine bar, and lounge-style seating.

INDIVIDUAL TICKET PRICES, \$100

- Access to VIP Skybox and bar service
- Special Reggie Bush Charity Weekend gift bag





CELEBRITY CHARITY GOLF TOURNAMENT

ABOUT THE EVENT

A shot-gun start sends a full course of foursomes with celebrities on an entertaining journey through 18 holes of interactive golf. Participants will receive breakfast on arrival, food and beverages on the course throughout the day, and can attend an awards presentation ceremony.

This is a perfect opportunity to network with some of region's most high-profile, high-net worth individuals and celebrities. The top-level sponsorships perfectly mix corporate branding with an elite experience. Capitalize on an attentive audience with targeted impressions and increase brand awareness.

ABOUT THE COURSE

Tucked away in a quiet, secluded valley of Rancho Santa Fe, the Joseph Lee designed golf course at Del Mar Country Club offers an exhilarating experience through the 7,226-yard championship layout.

GOLF TOURNAMENT SPONSORSHIP OPPORTUNITIES

REGGIE BUSH FOURSOME SPONSOR.....up for bid

- One (1) golf foursome with Reggie Bush (3 player positions)
- Name acknowledgment in tournament program
- Team Photo
- Sponsor reference on all promotional materials
- Please visit www.reggiebushweekend.com to be a part of the live online auction

TOURNAMENT SPONSOR.....\$6,500

- Two (2) golf foursomes
- Prominent promotional acknowledgment as Tournament Sponsor before, during and after the event on all elements of website, social media, print, email and press campaigns
- Name/Logo recognition on on-site signage
- Signage at one premium hole
- Opportunity to provide sample product or promotional material in players' gift bags
- Reserved VIP Table at Awards Reception for eight (8) guests

CELEBRITY FOURSOME SPONSOR..... \$2,500

- One (1) golf foursome including one celebrity (3 player positions)
- Name acknowledgment in tournament program
- Signed Team Photo
- Sponsor reference on all promotional materials

TOURNAMENT FOURSOME.....\$1,600

- One (1) golf foursome
- Breakfast and lunch provided
- Invitation to Awards Reception with cocktails and appetizers

INDIVIDUAL GOLFER.....\$500

CONTESTS AND OTHER SPONSORSHIPS

- Hole-in-One contest
- Closest to the Pin contest
- Longest Drive contest
- Putting contest
- Chipping contest
- Lowest Net Score contest

HOLE ACTIVITY SPONSORS, starting at \$1,000
Pricing dependent on location and activity

- Prominent signage at designated hole
- Recognition at Awards Reception
- Mention in tournament program

PUTTING GREEN SPONSOR, \$1,000

- Signage on putting green
- Host contest on putting green
- Opportunity to host a promotional table at the putting green

DRIVING RANGE SPONSOR, \$1,500

- Name/logo placement on driving range signage
- Opportunity to host a promotional table at the driving range

GOLF CART SPONSOR, \$2,000

- Logo displayed on cart digital course map as golfers pull up to green or fairway

GOLF BALL DROP, \$20 per ball or \$100 for six

IN-KIND DONATIONS



GALA

GALA EVENT AT THE LODGE AT TORREY PINES

Please join us as we continue the activities of the the Reggie Bush Charity Weekend with the Gala. A festive occasion with a formal dinner, dancing and special opportunities to raise money for the RBCW benefitting charities for kids. This lavish event will attract audiences composed of corporate executives, philanthropists, community leaders, celebrities, and 619 Charitable Fund donors in the high-upper echelon of annual income.

ABOUT THE VENUE

Overlooking the world-renowned Torrey Pines Golf Course with distant views of the Pacific Ocean, The Lodge at Torrey Pines is a perfect backdrop for a fun-filled evening to rub shoulders with professional athletes, celebrities and prominent community members while raising critical funds for children's organizations.



GALA SPONSORSHIP OPPORTUNITIES

EVENTSPONSOR.....	\$6,500
<ul style="list-style-type: none">• One (1) VIP table of ten (10) guests to Gala with preferred seating• Event sponsor reference in all press releases and promotional materials• Logo recognition in program	
BAR SPONSOR.....	\$5,000
<ul style="list-style-type: none">• Two (2) guests to the Gala• Logo placement on bars• Logo recognition in Program• Sponsor reference on all promotional materials• Three available	
GIFT SPONSOR.....	\$2,000
<ul style="list-style-type: none">• Two (2) guests to Gala• Opportunity to provide gifts for each guest including product placement at every seat• Name recognition in program• Exclusive gift sponsorship• Sponsor reference on all promotional materials	
PATRON TABLE.....	\$4,000
<ul style="list-style-type: none">• One (1) table of ten (10) guests at the Gala	
INDIVIDUAL TICKET.....	starting at \$500

GALA PROGRAM ADVERTISING

For advertising opportunities, please contact Virginia Kirwan,
at 714.458.2015 or virginia@reggiebushweekend.com

IN-KIND SPONSORSHIPS

IN-KIND DONATIONS including:

- Live auction items
- Wine for wine pull
- Gift bag items



CHAMPIONS BASKETBALL LEAGUE

ABOUT THE EVENT

Champions Basketball League will host a game in San Diego, CA. The event will feature NBA athletes who recently left the pros playing alongside Hall of Famers with All Stars coaching from the bench. Proceeds will benefit the 619 Charitable Fund's fundraising efforts for The Birthday Party Project and St. Jude Children's Research Hospital.

ABOUT THE LEAGUE

The Champions League with a season of 30 games during July and August will feature over 200 former pro players including former All-Stars. Sixteen teams are slated to begin competing in the summer of 2016, with a strong preference for players who have competed in the NBA during the last three years. Each team will have two former NBA All-stars on the roster and a Hall of Famer in the front office. Players such as Al Harrington, Rasheed Wallace, Maurice Ager, Corey Maguette, Theo Ratliffe, Steve Francis, and many more are all involved in this league with a special interest in charitable giving to the communities in which they play games.



ELITE SPONSORSHIP OPPORTUNITIES

SPONSOR ALL REGGIE BUSH CHARITY WEEKEND EVENTS!

PLATINUM SPONSOR.....\$75,000

- EXCLUSIVE - limited to one

At Manhattan Beach Open:

- Access for ten (10) guests to VIP Skybox (the only place with cocktail service at the open) with premium view of Stadium Court
- Access to exclusive After Party with special guest artist
- Access to athlete and celebrity meet-and-greet

At Celebrity Golf Tournament:

- Two (2) golf foursomes with two celebrities (6 player positions)
- Team photo with celebrity golfers
- Hole signage at one hole
- Port Cochere signage

At Gala:

- VIP seating for twenty (20) guests, including preferred seating

CORPORATE VISIBILITY & RECOGNITION

- Prominent promotional acknowledgment as Reggie Bush Charity Weekend PLATINUM SPONSOR before, during and after the RBCW on all elements of website, social media, print, and press campaigns
- Exclusive press release
- Logo included on printed and digital invitations (subject to deadlines)
- Logo displayed on all on-site signage at every venue for each event
- Full-page ad in printed Gala program
- Opportunity for item placement in celebrity and attendee gift bags
- Opportunity to host a celebrity at each of your tables at the Gala
- Product placement opportunities during events

OVERALL SPONSORSHIP BENEFITS

- Reach key influencers with your brand messages in a cost-effective way
- Access to prominent leaders in the entertainment, sports and business communities
- Communicate with the national audiences of St. Jude Children's Research Hospital and The Birthday Party Project donors, supporters, board members, staff and others



GOLD SPONSOR.....\$50,000

At Manhattan Beach Open:

- Access for six (6) guests to VIP Skybox (the only place with cocktail service at the open) with premium view of Stadium Court
- Access to exclusive After Party with special guest artist
- Access to athlete and celebrity meet-and-greet

At Celebrity Golf Tournament:

- One (1) golf foursomes with one celebrity (3 player positions)
- Port Cochere signage

At Gala:

- VIP seating for ten (10) guests, including choice seating of guest tables

CORPORATE VISIBILITY & RECOGNITION

- Prominent promotional acknowledgment as Reggie Bush Charity Weekend GOLD SPONSOR before, during and after the RBCW on all elements of website, social media, print, and press campaigns
- Logo displayed on all on-site signage at every venue for each event
- Half-page ad in printed Gala program
- Opportunity for item placement in celebrity and attendee gift bags
- Opportunity to host a celebrity at your table at the Gala
- Product placement opportunities during events

DEADLINES

- Logo inclusion on invitation: March 15, 2016
- Ad inclusion in event program: June 15, 2016
- Logo inclusion on event signage: July 1, 2016

THANK YOU TO OUR KEY SUPPORTERS

The following supporters have committed to be a part of Reggie Bush Charity Weekend:

Calvin Johnson

Wide Receiver, Detroit Lions

Joique Bell

NFL Running Back

Golden Tate

Wide Receiver, Detroit Lions

Lance Moore

Wide Receiver, Detroit Lions

Rob Sims

Former NFL Guard

Bruce Miller

Fullback, San Francisco 49ers

Brian Cushing

Linebacker, Houston Texans

Nate Burleson

Former NFL Wide Receiver

Pierre Thomas

NFL Running Back

SILVER SPONSOR.....\$25,000

At Manhattan Beach Open:

- Access for four (4) guests to VIP Skybox (the only place with cocktail service at the open) with premium view of Stadium Court
- Access to exclusive After Party with special guest artist
- Access to athlete meet-and-greet

At Celebrity Golf Tournament:

- One (1) foursome
- Port Cochere signage

At Gala:

- Preferred seating for six (6) guests

CORPORATE VISIBILITY & RECOGNITION

- Prominent promotional acknowledgment as Reggie Bush Charity Weekend SILVER SPONSOR before, during and after the RBCW on all elements of website, social media, print, and press campaigns
- Logo displayed on all on-site signage at every venue for each event
- Sponsor reference in printed Gala program

JOIN US!

Be a champion for change and join Reggie Bush and friends at our 2016 charity weekend event. Together we can make a difference in the lives of youths.

www.ReggieBushWeekend.com

THANK YOU TO OUR KEY SUPPORTERS

The following supporters have committed to be a part of Reggie Bush Charity Weekend:

Brody Jenner

Television Personality and Model

BRONZE SPONSOR.....\$10,000

At Manhattan Beach Open:

- Access for two (2) guests to VIP Skybox (the only place with cocktail service at the open) with premium view of Stadium Court
- Access to exclusive After Party with special guest artist
- Access to athlete and celebrity meet-and-greet

At Celebrity Golf Tournament:

- Two (2) golfers
- Port Cochere signage

At Gala:

- Preferred seating for four (4) guests

CORPORATE VISIBILITY & RECOGNITION

- Prominent promotional acknowledgment as Reggie Bush Charity Weekend BRONZE SPONSOR before, during and after the RBCW on all elements of website, social media, print, and press campaigns
- Logo displayed on all on-site signage at every venue for each event
- Sponsor reference in printed Gala program

CONTACT

Please contact, Executive Director, Virginia Kirwan,
at 714.458.2015 or reggiebushweekend@gmail.com
for more information about sponsoring this
premiere weekend.

*All disbursements should be made payable to "619 Enterprises"
benefitting St. Jude and The Birthday Party Project and are
tax-deductible to the fullest extent allowable by law.*

2016 HONORARY COMMITTEE

Mayor (ret.) Mitch Ward

Marcus Allen

Calvin Johnson

Tony Gonzalez

Michael Strahan

Russell Simmons

Allyson Felix

Ronnie Lott

Brian Cushing

Golden Tate

Nate Burleson

Lance Moore

Pierre Thomas

Stephen Tulloch

Matthew Stafford

Joe Staley

Joel Segal

Shing Tao

Jared Pobre

Stacy Keibler

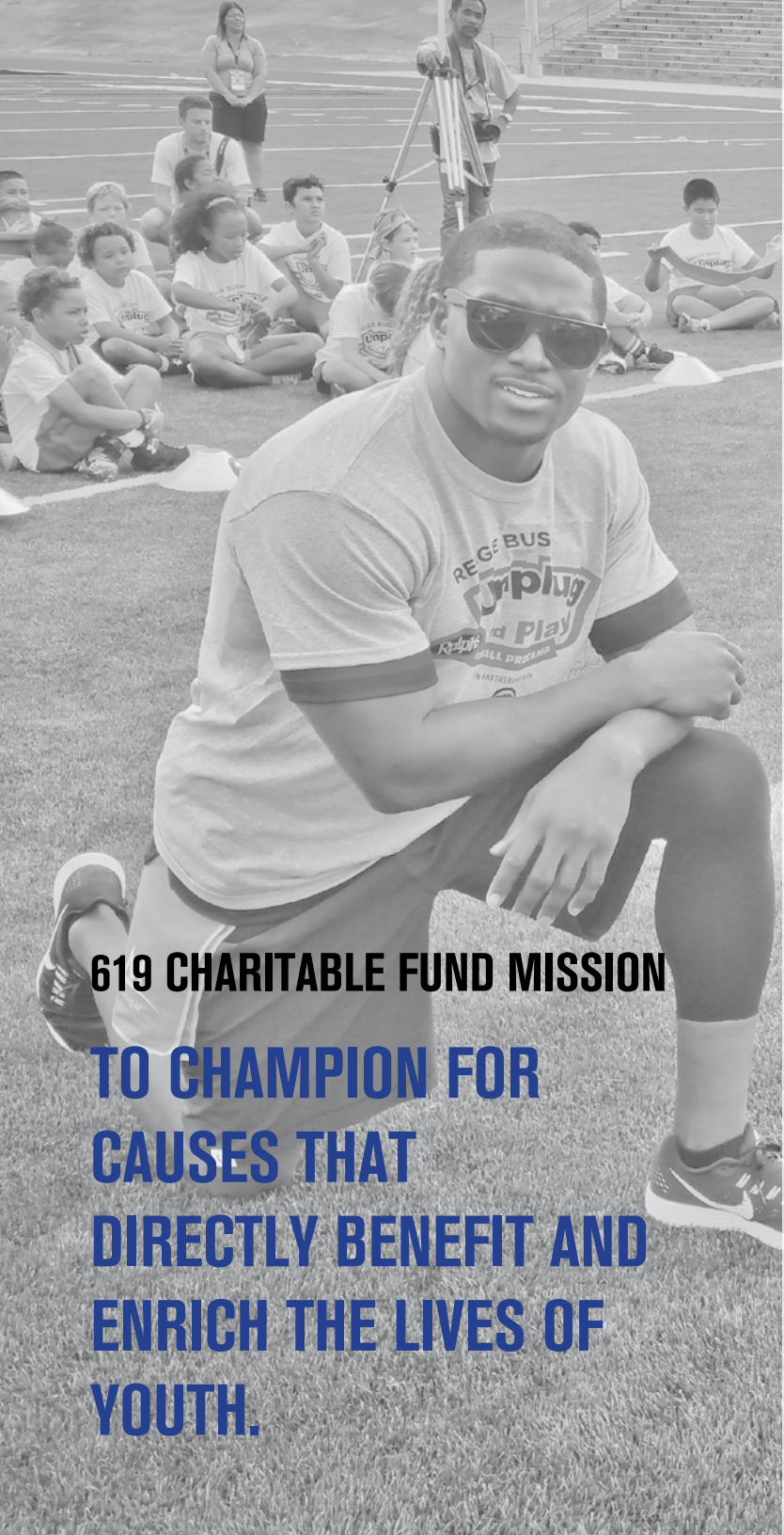
Joiqie Bell

Continue to check our website for an updated
list of celebrities and professional athletes who
have committed to joining the event.
ReggieBushWeekend.com

ELITE SPONSORSHIP BENEFITS

	PLATINUM SPONSOR \$75,000	GOLD SPONSOR \$50,000	SILVER SPONSOR \$25,000	BRONZE SPONSOR \$10,000
Limited to one	●			
CELEBRITY CHARITY BEACH VOLLEYBALL TOURNAMENT				
Number of guests in VIP Skybox	10	6	4	2
Access to After Party with special guest artist	●	●	●	●
Access to athlete meet-and-greet	●	●	●	●
CELEBRITY CHARITY GOLF TOURNAMENT				
Number of players	8	4	4	2
Celebrity players in foursome(s) and team photo	●	●		
Hole Signage	●			
Port Cochere Signage	●	●		
GALA EVENT				
Number of guests	20	10	6	4
Ad in program	Full-page	Half-page		
CORPORATE VISIBILITY & RECOGNITION				
Acknowledgment of sponsorship before, during and after the RBCW on all elements of website, social media, print and press campaigns	●	●	●	●
Exclusive press release	●			
Logo included on printed/digital invitations	●			
Logo displayed on all on-site signage	●	●		
Opportunity for item placement in gift bags	●	●		
Opportunity to host celebrity	●	●		
Product placement opportunities during events	●	●		

Sponsorships are subject to limited availability. The information provided in this document and related materials are intended for informational purposes and may be subject to change without prior notice. Information may be changed or updated without notice.



OUR FOUNDER

With a successful career, Reggie has not forgotten to give back and pay it forward. Now a father of two, he established the 619 Charitable Fund inspired by passion and compassion. Reggie is living proof that kids have the potential to be a force for progress and positive social change in their families, communities, and the world. However, they must first be nurtured and protected to reach this potential. Therefore, the 619 Charitable Fund seeks to support causes that directly benefit youth.

This year Reggie has selected these charities to benefit:

St. Jude Children's Research Hospital® is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Everything we do is centered on our mission: Finding cures. Saving children.® And families never receive a bill from St. Jude. We pay for treatment, travel, housing and food – because all a family should worry about is helping their child life.



The Birthday Party Project's mission is to bring JOY to Homeless Children through the MAGIC of Birthdays! The organization hosts monthly birthday parties at homeless and transitional living agencies across the country. Currently, TBPP celebrates in 10 cities across the country. They believe children everywhere should be celebrated and feel valued, especially during times of trauma or crisis. Since 2012, The Birthday Party Project has celebrated more than 2,100 birthdays with over 19,000 kids in attendance with the help of over 6,000 birthday enthusiasts. Their celebrations are more than just a party. They are a loud exclamation point that kids matter.

619 CHARITABLE FUND MISSION
TO CHAMPION FOR
CAUSES THAT
DIRECTLY BENEFIT AND
ENRICH THE LIVES OF
YOUTH.