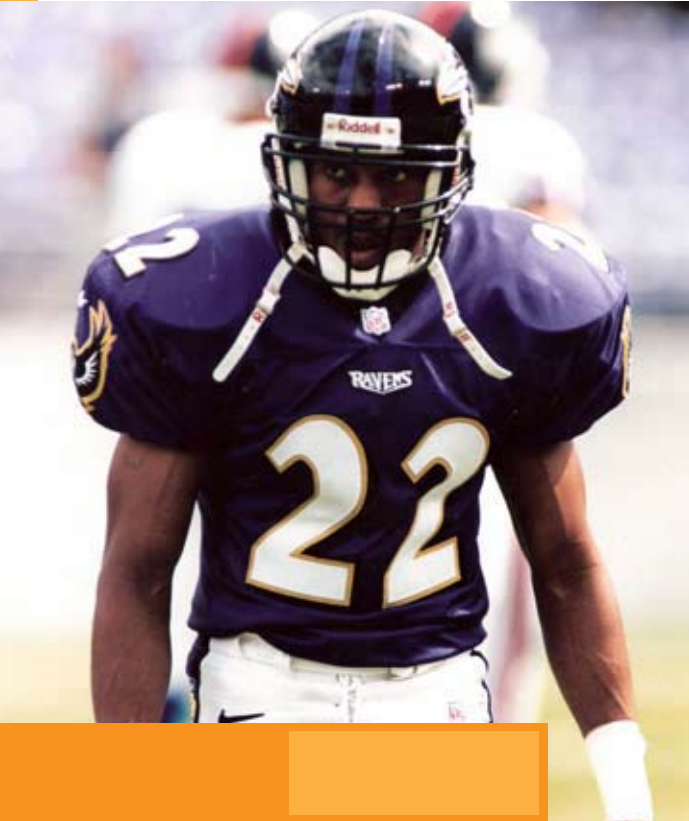




# SPONSORSHIP LEVELS

MAY 15-17, 2009 • MIAMI, FLORIDA

# Duane Starks



## Founder

Duane L. Starks, a native Floridian, started his football career with a local Miami optimist football team at the early age of 8.

Throughout his formative years he continued to excel at the game of football. By the time he entered high school at Miami Beach Senior High, he held the quarterback position. To become a professional and recognizing the importance of education, Duane knew that college would be the next level. Little did he know the challenge he would be facing consisted of financial and educational difficulties. As a result, Duane was forced to attend an out-of-state junior college (Holmes Community College of Mississippi), later to return to Miami, only to find that some of the courses taken were not accredited for the university of his choice (University of Miami).

Duane's only recourse was now to attend the local Miami-Dade Community College, where he successfully earned the proper credits to attend the University of Miami; ultimately becoming an outstanding defensive football player which led to his successful 10 year professional career in the NFL and proudly Superbowl XXXV Cornerback for the Champion Baltimore Ravens.

Later Duane signed with the Arizona Cardinals which in 2005, landed him a starting position with the New England Patriots, Super Bowl XXXIX Champions. Continuing in his career, March 2006, Duane signed with the Oakland Raiders landing him a starting position as cornerback there as well.

# Make It Hot History

## MIAMI BENEFICIARIES OF STARKS CHARITABLE FOUNDATION

- Overtown Optimist Youth Football Program
- Scott lake Optimist Youth Football Program
- Overtown Community
- Miami-Dade County High School Graduates
- Miami-Dade County Back to School Workshop
- Miami-Dade County Schools
- Andrew Smith Cancer Treatment Trust
- Hurricane Disaster Relief Fund
- September 11 Disaster Relief Fund
- American Red Cross
- Believers in Christ Ministries
- New Birth Baptist Church
- Miramar Optimist Club
- Miramar Optimist Football 110 lb.
- Overtown Youth Center

## Personal Testimony

After experiencing his young daughter being airlifted to Children's Hospital of Philadelphia (CHOP), with the infant onset of hyperinsulinism Duane Starks found yet another passion in the support of CHOP who treated and nurtured his infant daughter to health.

Since its start in 1885, as the nation's first hospital devoted exclusively to caring for children, CHOP has been the birthplace for many dramatic first in pediatric medicine. The hospital has fostered medical discoveries and innovations that have improved pediatric health care and saved countless children's lives. Today CHOP is one of the leading pediatric hospitals and research facilities in the world. A portion of the funds raised during the MIH Weekend will be donated to continue research of Hyperglycemia.

## BALTIMORE BENEFICIARIES OF STARKS CHARITABLE FOUNDATION

- John Hopkins Hospital
- University of Maryland Medical Systems Children's Hospital
- Cecil Kirk Elementary "Reading is Fundamental" Program
- Baltimore County Department of Social Services
- St. Ambrose Family Outreach Center
- Dee's Place (Addiction Recovery Facility)
- Northwest Bulldogs Youth Football Program
- Camp Springs Early Learning Center "Men in Child Care"
- Cal Ripkin/Lou Gehrig Fund for Neuromuscular Research

## ARIZONA BENEFICIARIES OF STARKS CHARITABLE FOUNDATION

- Chrysalis Shelter for Victims of Domestic Violence

# Make It Hot NFL Retirement & Charitable Weekend

## What to expect

This year's Make it Hot Weekend will be unlike any other, as we celebrate the retirement of NFL star Duane Starks. On May 15-17, 2009, in Miami, Florida, actors Morris Chestnut, Allen Payne and Jamie Foxx; along with NFL players Warren Sapp, Dante Culpepper, Edgerrin James and a host of other entertainers, athletes, and celebrities will join Duane for a weekend chock full of high profile events.

## Friday, May 15th

### Welcome Party

The Bentley Hotel, 101 Ocean Drive, Miami Beach

9:00pm-2:00am

Hosted by Morris Chestnut and Allen Payne

Music by DJ Free Style Steve (Timbaland's Official DJ)

## Saturday, May 16th

### Youth Fun Day

Gibson Park , 401 NW 12th Street

10:00am-2:00pm

- A free event for the children of Overtown. Food, fun, sports, games, celebrity appearances and entertainment.

Performance by Lil Brianna

## Saturday|Retirement Reception & Roast

Karu & Y, Miami, 71 NW 14th Street

5:00pm Reception

6:00pm Roast/Dinner

Music by DJ Kid Capri

- Invitation only event to include cocktails, silent auction, hors d'oeuvres, dinner, and live entertainment
- After party immediately following (open to public)

## Sunday, May 17th

### Beach, Ballers & Bikinis Bash

Royal Palm Resort, 1545 Collins Avenue, Miami Beach

1:00pm-6:00pm

Hosted by TBA

- Food, pool party, jet skis and music by DJ Free Style Steve (Timbaland's Official DJ)



# SPONSORSHIP LEVELS

# Champions



## Title Sponsorship

As the TITLE Sponsor of the Duane Starks “Make it Hot NFL Retirement & Charitable Weekend” your company will receive the following:

- Dedicated mention in all press releases, media alerts, and e-mail blasts announcing your company as the “Presented by ” Sponsor
- Formal announcement during events to highlight Title Sponsorship
- Prominent placement of company logo on mail-out/EPK/ flash e-vites, initiations (VIP Reception/Roast), all promotional materials
- Ten(10) invitations to the VIP Reception & Roast with music provided by DJ Kid Capri
- Full Page Ad in VIP Reception/Roast Program
- Ten(10) VIP passes to the Beach, Ballers & Bikinis Bash
- Placement of the company logo on step and repeat wall
- Placement of company products and/or paraphernalia in gift bags
- Premier photo opportunities with celebrities
- Prominent logo on all Make it Hot Retirement memorabilia
- Title inclusion in all pre/post event media buys
  - Radio
  - Print
  - Fliers
  - Promotional materials
- Rights to have Sponsor Promotional models (if applicable) at the Reception/Roast and Beach, Ballers & Bash
- On-site sampling/product (if applicable)
- On-site logo branding (Gobo Lighting)

**NET Investment: \$45,000**



## Presenting Sponsorship

As the PRESENTING Sponsors of the Duane Starks "Make it Hot NFL Retirement & Charitable Weekend", your company will receive the following:

- Official presenter of the VIP Reception/Roast or Beach, Ballers & Bikinis Bash
- Dedicated mention in all press releases, media alerts and e-mail blast
- Placement of company logo on all promotional materials marketing Presenting event
- Inclusion in all Pre/Post Event Media buys
- Placement of company logo on step and repeat wall
- On-site private branding
- On-site logo branding (Gobo lighting-VIP Reception/Roast) (Banners-Beach, Ballers & Bikinis Bash)
- Five(5) invitations VIP Reception/Roast
- ½ Page ad in VIP Reception/Roast Program
- Ten(10) VIP passes Beach, Ballers & Bikinis
- Placement of company products and/or paraphernalia in gift bags
- Premier photo opportunities with celebrities

**NET Investments: \$25,000**

# Pro Bowlers



## Elite Sponsorship

As a Elite Sponsor, your company will receive the following:

- Official Food and Beverage Sponsor with prominent branding
- Mention in all press releases, media alerts and e-mail blast
- Logo placement on all promotional materials
- On-site logo branding (gobo lighting and/or banners)
- On-site sampling (if applicable)
- Placement of company products and/or paraphernalia in gift bags
- Inclusion (logo) on all promotional materials
- Premier photo opportunities with celebrities
- Five(5) invitations for VIP Reception/Roast
- ¼ Page ad in VIP Reception/Roast Program
- Five(5) VIP passes for Beach, Ballers & Bikinis Bash

**NET Investments: \$15,000**



# Veterans



## Socialite Sponsorship

As a Socialite Sponsor, your company will receive the following:

- Mention in all press releases, media alerts and e-mail blasts
- On-site sampling
- Placement of company products and/or paraphernalia in gift bags
- Premier photo opportunities with celebrities
- On-site branding
- Three(3) invitations to VIP Reception/Roast
- Logo placement in VIP Reception/Roast Program
- Three(3) VIP passes to Ballers, Beach, and Bikinis Bash

**NET Investments: \$10,000**

# Rookies



## Gift Bag Sponsorship

As a Gift Bag Sponsor, your company will receive the following:

- Placement of company products and/or paraphernalia in gift bags
- Logo placement in VIP Reception/Roast Program
- Three(3) VIP passes to Beach, Ballers & Bikinis Bash
- Premier photo opportunities with celebrities

**Net Investment: \$3,500**

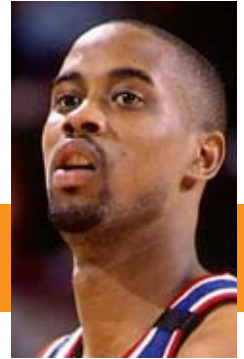
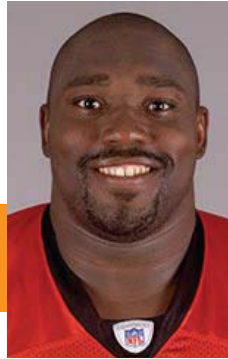
# Play Makers

## Donations

All donation amounts are welcomed and tax deductible. Be a part of the game, play makers win games and save lives.

# Celebrity Appearances

Morris Chestnut, Meagan Goode, Jamie Foxx, Warren Sapp, Drew Rosenhaus, Kenny Anderson and others.



## To Sponsor

PO Box 170103, Hialeah, Florida, 33017

Phone: 888-541-9774 | Fax: 305-829-3375

E-Mail: SCFCares@aol.com

[www.starksfoundation.org](http://www.starksfoundation.org)

The foundation is a tax-exempt charitable organization under section 501(c)3 of the internal revenue code, and is authorized to accept charitable gifts on behalf of Starks Charitable Foundation. All contributions are tax deductible within the limits set by the law.