

PLEASE JOIN TUTAN REYES AT

THE FIRST ANNUAL

PRO FOOTBALL

B  **WLING**

CHALLENGE

benefiting  **BEYOND the**
Boroughs
NATIONAL SCHOLARSHIP FUND

MONDAY, OCTOBER 26, 2009
7:30PM

LUCKY STRIKE
624-660 W. 42ND STREET
NEW YORK, NY 10036



Dear Friend:

It is with great excitement that I extend an invitation to join me for my **1st Annual Pro Football Bowling Challenge**. All proceeds from this event will go to support **Beyond the Boroughs**, a national scholarship fund I founded in 2007. Beyond the Boroughs awards college scholarships to students with a college acceptance letter but unmet financial need. It is an unfortunate fact that the combination of hard work and a bright mind does not guarantee success. No matter how one quantifies it, success is inextricably bound to higher learning. Economic hardship and skyrocketing tuition costs make the dream of upward social mobility achieved through a degree impossible for millions of capable young people. So, let's do what we can to help and have some fun doing it.

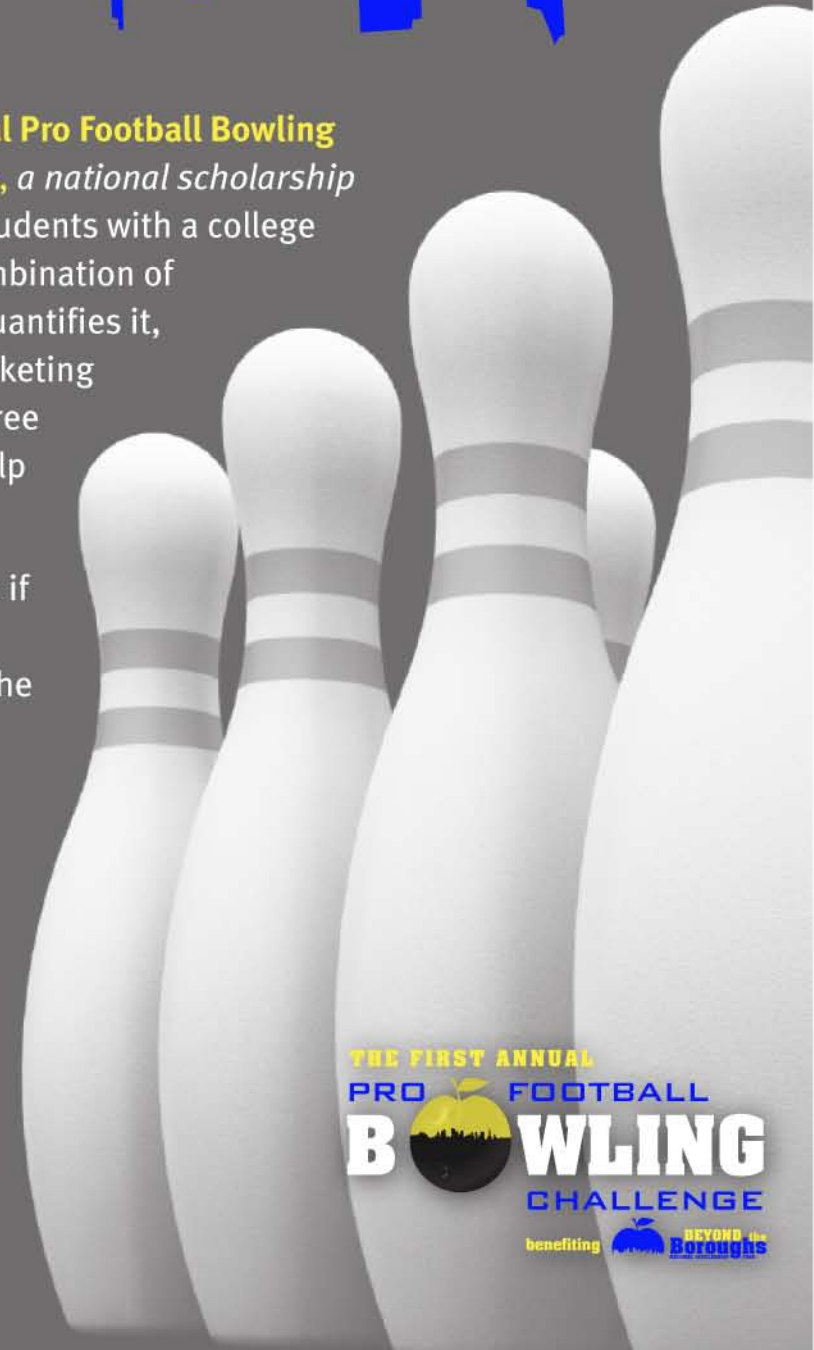
On Monday, October 26, 2009 at Lucky Strike Lanes in New York City we will see if the professional athletes we watch on a weekly basis have what it takes to out bowl local business men and women and more importantly see who can raise the most scholarship funds.

How can you get involved? I am asking you to become a sponsor of the bowling challenge. Please review the enclosed sponsorship opportunities. I thank you in advance for your support and we look forward to a great night of fun and entertainment for a wonderful cause.

With Gratitude,

Tutan Reyes

Tutan Reyes



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ABOUT THE EVENT

LUCKY STRIKE



INVITED ATHLETES AND CELEBRITIES*

Kris Jenkins – New York Jets

Jay Alford – New York Giants

Kenny Anderson – Former NBA Player

Kevin Boss – New York Giants

Derrick Burgess – New England Patriots

Danny Clark – New York Giants

Rocsi Diaz – BET

David Diehl – New York Giants

Marques Douglas – New York Jets

Drayton Florence – Buffalo Bills

Brandon Jacobs – New York Giants

Cedric Jones – Former New England Patriot

Maurice Jones-Drew – Jacksonville Jaguars

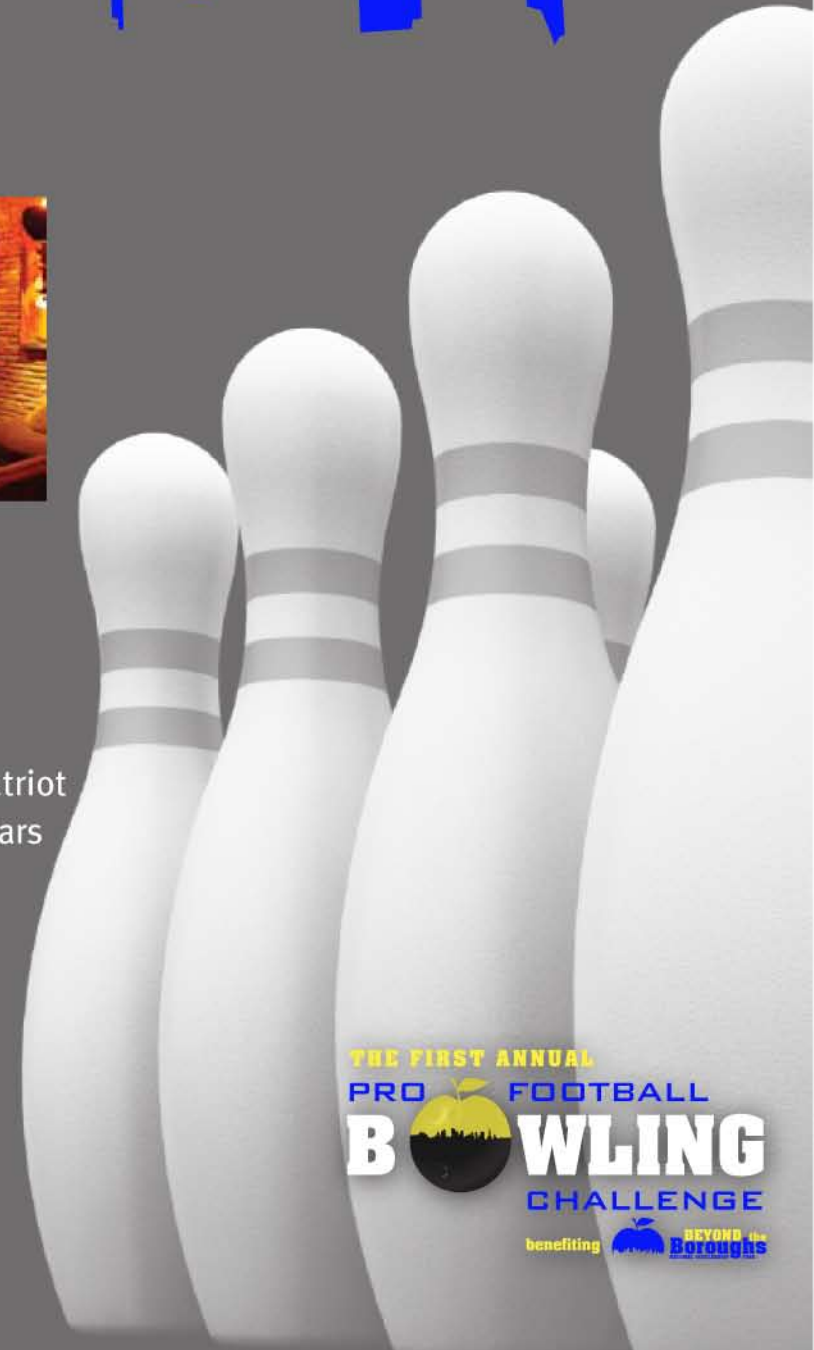
Eli Manning – New York Giants

Mike Peterson – Atlanta Falcons

Warren Sapp – Retired NFL Player

Justin Tuck – New York Giants

Osi Umenyiora – New York Giants



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*CONFIRMED AT TIME OF PRINTING

PRESENTING SPONSOR (1 AVAILABLE)
\$50,000

- **\$20,000 Beyond the Boroughs Scholarship** named for the Company
- Logo incorporated into event logo
 - o e.g. Pro-Football Bowling Tournament presented by “Company”
- Prominent Acknowledgement on all materials
- On-Site Signage
 - Step and repeat signage
 - Gobos
 - Logo acknowledgement on flat screens
 - 2-page spread in event program for Company Advertisement
- 3 teams – total of 21 players (6 per team + 1 athlete/celebrity)
- 10 additional tickets
- Priority Lane Selection
- Team photos with Athlete
- Activation area within the event to promote products
(Company provides any additional marketing materials needed)
- Opportunity to host company-branded pre-event cocktail reception for VIP guests and athletes
- Inclusion in press release and other press materials
- Autographed Memorabilia
- Opportunity to provide premium gifts for VIP guests



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KING PIN SPONSOR (3 AVAILABLE)**\$10,000**

- Acknowledgement on:
 - Step and repeat signage
 - Logo acknowledgement on flat screens
 - Page in event program for Company Advertisement
- 2 Teams – total of 14 players (6 per team + 1 athlete/celebrity)
- 6 additional tickets
- Team photos with Athletes
- Invites for all guests to attend VIP cocktail-reception
- Inclusion in press release and other press materials
- Opportunity to provide premium gifts for VIP guests

RACK'UM UP SPONSOR (LIMITED AVAILABILITY)**\$5,000**

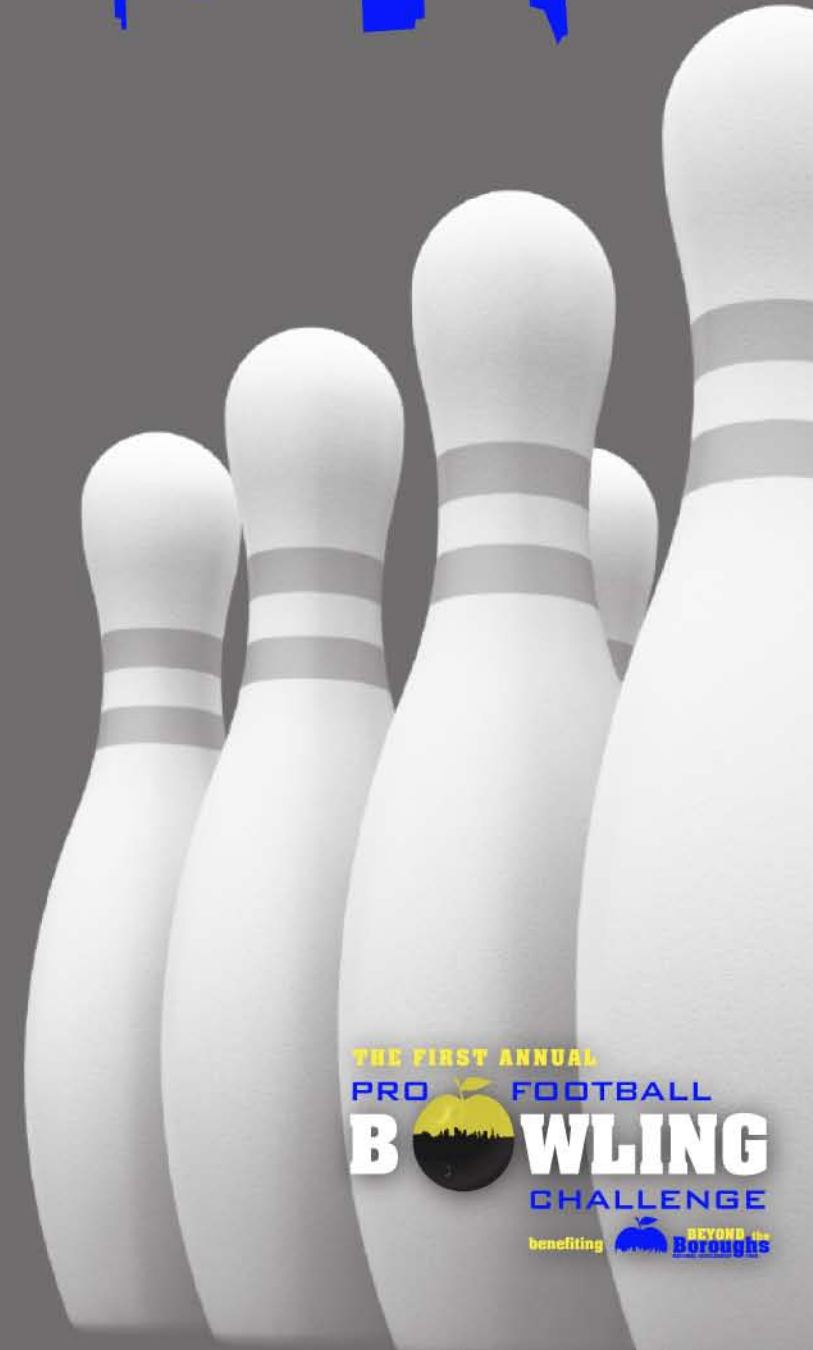
- 1 Team – total of 7 players (6 per team + 1 athlete/celebrity)
- Invites for your team to attend VIP cocktail reception
- 4 additional tickets

BACK ALLEY SPONSOR (LIMITED AVAILABILITY)**\$2,500**

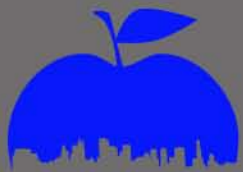
- 3 players to be placed on a team
- 3 additional tickets

SPARE SPONSOR (LIMITED AVAILABILITY)**\$500**

- 2 VIP Individual tickets to come watch/attend the event



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NATIONAL SCHOLARSHIP FUND

Turning the dream of a college education into a reality.

Tutan Reyes, a NFL veteran, realizes how fortunate he is to be where he is today. If not for a full athletic scholarship, he is not sure how he would have overcome the obstacle of paying for college. In 2007, Tutan founded Beyond the Boroughs, a scholarship program that rewards students who have a college acceptance letter, but unmet financial need.



ADVISORY BOARD MEMBERS

Eun Cho

Juliet Gilliam

Lisa Hintz

Cedric Jones

Scott Kefer

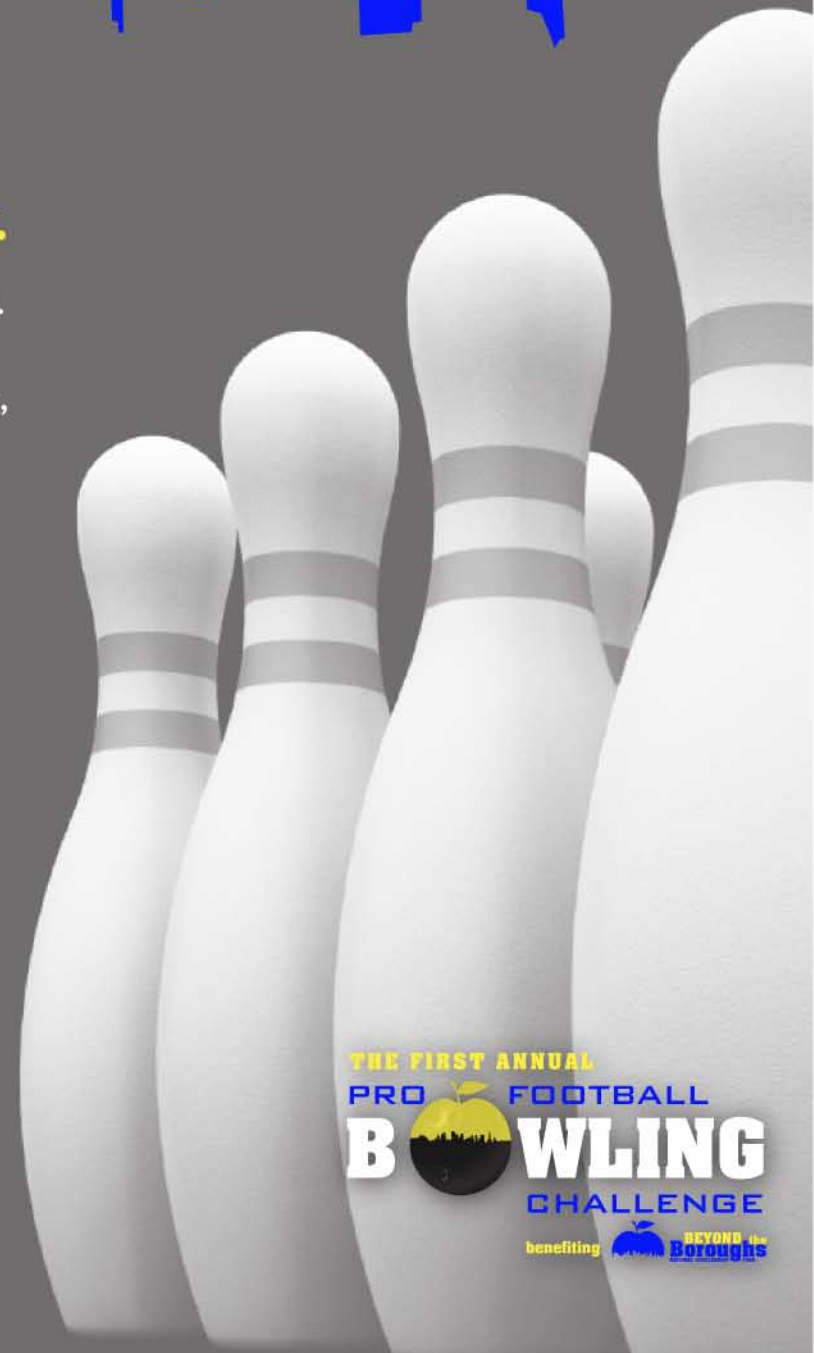
Adrian Keevil

Ray Rayes

Tutan Reyes

Brian Shure

Jenny Goldstock Wright



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GET IN THE GAME

For more information about Beyond the Boroughs or partnership opportunities and team sales for The First Annual Pro Bowling Challenge, please contact:

anika@allstarshelpingkids.org

billie@allstarshelpingkids.org

beyondtheboroughs.org

THIS EVENT WAS POWERED BY:



All Stars Helping Kids was founded by NFL Hall of Famer Ronnie Lott in 1989 with the goal of promoting a safe, healthy and rigorous learning environment for disadvantaged kids in low-income communities. All Stars has been a galvanizing force and vehicle for individuals, professional athletes and corporate partners to invest in the future of children in the San Francisco Bay Area and beyond. Over the last two decades, All Stars has raised more than \$20 million to fulfill its mission and expanded to Los Angeles, Dallas and New York City.

To learn more about All Stars Helping Kids, visit: www.allstarshelpingkids.org

The logo for the Pro Bowling Challenge features the words "THE FIRST ANNUAL PRO FOOTBALL BOWLING CHALLENGE" in a bold, sans-serif font. The word "BOWLING" is the largest and most prominent. A stylized bowling ball with a city skyline silhouette is integrated into the letter "O" of "BOWLING". Below "CHALLENGE", the text "benefiting BEYOND the Boroughs" is written in a smaller font, with a small logo for "BEYOND the Boroughs" to the right.

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