



Become a Robert Royal Foundation Marketing Partner



the
ROBERT ROYAL
Foundation



For Sponsorship, Exhibitor, Corporate Hospitality and Advertising inquiries:

Bruce Allen

bruce@robertroyal.org - 832.362.0611

Historical Facts

THE ROBERT ROYAL FOUNDATION

is a non-profit 501(c)(3) organization dedicated to help raise awareness and tackle childhood obesity by promoting education, fitness and overall health in schools and communities. The foundation is also committed to empower the youth of New Orleans in how to deal with social and cultural issues within their community such as youth violence and gang prevention. We strive to provide the youth with the educational tools enabling them to grow into productive adults and reach their future success; bridging the gap between having a dream and achieving it through strength, courage and determination.

MISSION STATEMENT

Dedicated to expanding upon the legacy of Robert Royal and his foundation by empowering the youth with exercise and knowledge to help fight the childhood obesity epidemic in our country.

OBJECTIVES

Our goal is to increase active participation in health and fitness, sports, and education, to help reduce and eliminate childhood obesity. The Robert Royal Foundation offers life enrichment programs dedicated to developing the youth in how to deal with social and cultural issues within the community. As an organization we have set key objectives to help reduce the financial burden facing many of the youth today as they progress within their chosen sports and educational goals. The foundation tackles overall health, education, and youth violence prevention to rural and remote communities in greater New Orleans area, and to provide opportunities for ongoing professional development.

BIOGRAPHY

Robert Shelton Royal, born May 15, 1979, is native to New Orleans Louisiana. He graduated from Edna Karr High School in 1997 where he was a standout athlete in football and basketball. Robert received an athletic scholarship to Louisiana State University, where he was named All American in 2001, to then earn a Bachelor of Science degree in Kinesiology, graduating in 2002. Robert was drafted 5th round of the 2002 draft by the Washington Redskins, where he played tight end for four years. Following his successful career with the Washington Redskins, Robert signed a five year contract with the Buffalo Bills in 2006 as a free agent where he gave back to his community on a consistent basis with donations to the youth as well as to disabled veterans offering free meals in the community. In 2009, Robert signed a 4-year deal with the Cleveland Browns where he continued to make a strong impact in the community by creating the “Royal Kingdom” which provided Cleveland Browns game tickets and meals to the children of Cleveland.

Through Robert's foundation, which focuses on improving the lives of young people in his hometown of New Orleans, Royal holds the T.E.A. M. P.H.I.T Kidz Football and Cheer and Wellness Clinic. Roberts work ethic, positive attitude, dedication, and leadership skills makes him a positive influence and a community leader. The T.E.A.M P.H.I.T Kidz Wellness Clinic has been a great success and growing with more attendees each year.

Our Wellness Clinic

The Robert Royal Foundation will be hosting its 10th annual fundraising event beginning on June 30, 2016, which will include a Children's Hospital Visit and T.E.A.M. P.H.I.T. **Kidz Football & Cheer & Wellness Clinic** at Behrman Stadium. The Robert Royal Foundation is dedicated to help raise awareness and tackle childhood obesity by promoting education, fitness and overall health in schools and communities. The foundation is also committed to empower the youth of New Orleans in how to deal with social and cultural issues within their community such as youth violence and gun prevention. As in the past, the success of our event has largely been due to the contributions of our sponsors who have gone out of their way to lend financial support to this event. Every year the money we raise will continue to fund the scholarship and grant program for underprivileged youth, as well as giving back to the families, and the communities of New Orleans.

In the past, we've fostered and maintained partnerships with companies such as the NFL, NFLPA, Whole Foods Market, Little Caesars, USA Football, Gulf Coast Social Services, Smoothie King, Crescent City Graphics, Gatorade, Verizon, (NORDC) New Orleans Recreation Development Commission, McDonald's, M & I Financial Management, LA CHIP, Coca Cola, Academy Sports, Combine Starz, The ARIA Casio, Rubenstein's, Dick's Sporting Goods and Simple Mobile.

As a sponsor, your organization will receive brand exposure from our local, regional, and national media outlets. Your company's brand will be advertised through all publicity and promotions for our events. In addition, you will gain brand awareness to our captive audience of more than 3,000 attendees during our weekend of events. Not to mention, we will have over 25 NFL, NBA athletes and celebrities from various professional teams helping us with our cause. As a company dedicated to giving back, we hope to add you to our list of contributing sponsors. Entertainment Tonight Host ROCSI DIAZ made a guest appearance at our clinic to speak with the kids.

We have several different packages for sponsorship and these are detailed in the sponsorship commitment form enclosed with this letter. We are requesting a donation for the Robert Royal T.E.A.M. P.H.I.T. **Kidz Football, Cheer & Wellness Clinic** on Friday, July 1, 2016. You can choose how you would want to participate in the event and how you would like to help make the community we live in a greater place. All monies raised at the events help to offset the cost of the free clinic for the kids. Thanks for your help in the past as well to help defray the costs of our philanthropic efforts. Moreover, this partnership will leave an everlasting impression on our targeted demographics and impact our community. We will cooperate with you in any way possible to make this partnership feasible and generate higher foot traffic to your local retailers.

We greatly appreciate your participation and any donations that you are able to give for our 2016 clinic! Your support means a great deal. If you have any questions or concerns regarding this request, please feel free to contact us at: 832.362.0611 or email either bruce@robertroyal.org or toneka@robertroyal.org. Thank you in advance for your partnership and for your continued support in this endeavor.



Robert Royal Foundation

T.E.A.M P.H.I.T Kidz Football, Cheer & Wellness Weekend Event Dates & Activities

- *Children's Hospital Visit*
 - Thursday. June 30, 2016, 11AM - 3PM
- *T.E.A.M. Football, Cheer & Wellness Clinic*
 - Friday. July 1, 2016, 10AM - 2PM
- *Volunteer/ Sponsor Mixer*
 - Saturday. July 2, 2016, 7PM





Robert Royal Foundation Marketing Partner Investment Levels



- **TITLE SPONSOR - \$20,000 + (250 campers sponsored)**
 - “Your Company” presents The Robert Royal Foundations T.E.A.M P.H.I.T Kidz Football, Cheer & Wellness Clinic
 - Prominent company logo placement on event banner
 - Significant branding throughout the clinic
 - 200 clinicians sponsored
 - Inclusion in press releases, marketing material, event program and media
 - Photo opportunities with NFL athletes during T.E.A.M Clinic
 - Check presentation at the clinic
 - Signed Football by all NFL Players attending clinic
 - Personalized jersey signed by Robert Royal
 - Luxury Suite for two at The ARIA Casino (valued at \$4,000)
- **PRESENTING SPONSOR - \$10,000 + (150 campers sponsored)**
 - “Your Company” present The Robert Royal Foundations T.E.A.M P.H.I.T Kidz Football, Cheer & Wellness Clinic
 - Prominent company logo placement on event banner
 - Significant branding throughout the clinic
 - Inclusion in press releases, marketing material, event program and media
 - 100 clinicians sponsored
 - Photo opportunities with NFL athletes during T.E.A.M Clinic
- **TOUCHDOWN SPONSOR - \$5,000 + (75 campers sponsored)**
 - Company banner placed on football field during clinic
 - Inclusion in press releases, marketing material, event program and media
- **SPONSOR - \$2,500 + (50 campers sponsored)**
 - Company banner placed on football field during clinic
 - Inclusion in press releases, marketing material, event program and media
- **SUPPORTER - \$100 +**
- **ALL SPONSORS WILL RECEIVE THE FOLLOWING**
 - RRF Website recognition for 9 months
 - Company logo placement on event banner & t-shirts
 - On site access to Marquee athletes, celebrities & key influencers
 - Inclusion on national pre and post press releases to media outlets
 - Clinic T-shirt



Individual Donation* Honoree Donation & Monthly Donation are available
(Please email us for more information on Individual, Honoree and Monthly Donations)

_____ YES, I will be a sponsor

Sponsor Level: TITLE - PRESENTING – TOUCHDOWN – SPONSOR – PATRON -
SUPPORTER

Amount: _____

Name/Title: _____ Phone: _____

Credit Card: **Visa * MasterCard * American Express**

Number: _____ Exp: ____/____ 3 / 4 Digit __ - __ - __ - __

Mailing Address of CC : _____

City: _____ State: _____ Zip: _____

Signature: _____ Date: ____/____/____

Thank you for your Sponsorship!

Please make checks payable to: The Robert Royal Foundation
Please fax to: (713) 583-3584 or by mail: P.O. Box 300976 / Houston, TX 77230



Celebrate
New Orleans
Youth
with Robert Royal
Foundation &
Celebrity Guests



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