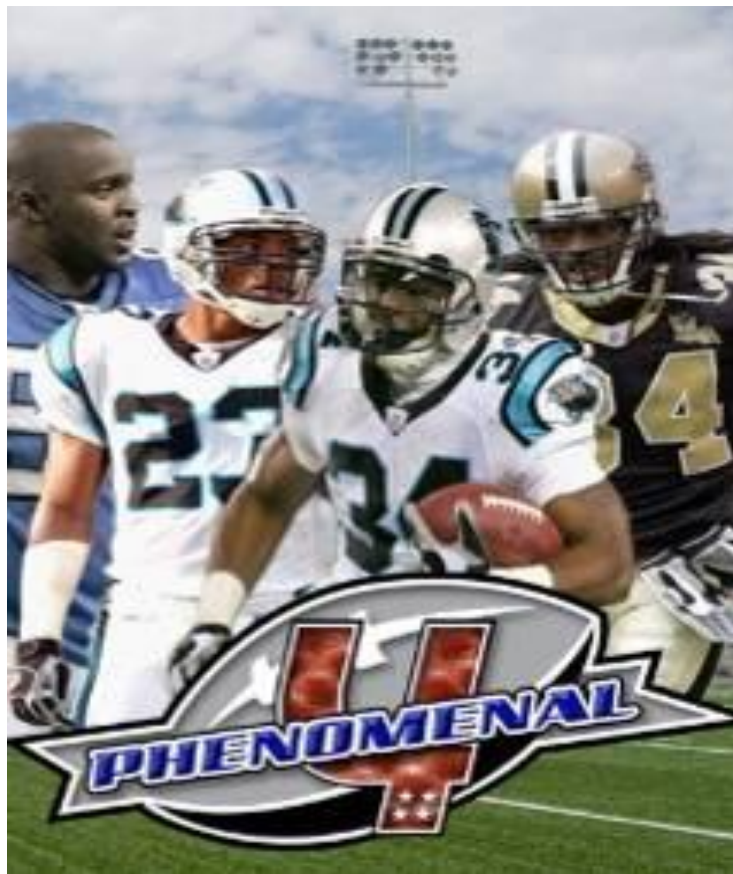




Sponsorship Prospectus



Cleats and Kicks Combine
June 25-26 2010
University of Memphis
South Campus

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Introduction and Overview

Former University of Memphis and current and retired NFL standouts Reggie Howard, DeAngelo Williams, Mike McKenzie and Marcus Bell will host the 4th Sports & Leadership Camp for young athletes: *The Phenomenal Four Cleats & Kicks Combine*. The 2010 camp will be run June 25-26 and will be held at the University of Memphis South Campus.

The football campers will have the opportunity to be exposed to a number of athletic and leadership disciplines that assist in the improvement of areas such as passing, receiving, blocking, tackling, running and strength development. Throughout the camp, these same professional and collegiate athletes will also be able to discuss a number of life and character development principles with the youth.

Each participant will be provided food, beverages, fun activities, and a backpack full of souvenirs including a commemorative combine t-shirt. Also, every camper will have the opportunity to walk away with autographed jerseys, footballs, t-shirts, photographs, etc. Each participant is asked to bring a sack of canned foods to registration to benefit the Mid-South food bank.

This sponsorship prospectus highlights some of the ways in which sponsor organizations can benefit from the opportunities available at the 2010 Cleats & Kicks Combine.

History of the Youth Program

In 2005, former University of Memphis Football defensive teammates Reggie Howard and Mike McKenzie decided to team up again to help youth within the Memphis Community. Reggie had just recently retired from the National Football League and had just started the Reggie Howard Foundation. Mike was an active player in the NFL but wanted to make an impact on the youth in the cities where he had played youth, collegiate, and professional football.

In the summer of 2005, Howard and McKenzie hosted the “Off the Corner Community Weekend.” The weekends’ featured activity was a 2-day football mini-camp. This mini-camp was designed to use football techniques to teach young males very important life skills such as leadership, discipline, and sportsmanship. The camp also used football training to promote healthy, active lifestyles among youth. This 2005 summer camp played hosts to approximately 250 youths from ages 11-18 who lived in the Memphis area.

Carolina Panthers teammates Reggie Howard and DeAngelo Williams were the former University of Memphis Tigers who partnered up to sponsor the next years’ camp. In June 2006, Howard and Williams held the “Sport and Leadership Camp for Kids” on the campus of Kirby High School. This year, several guest speakers were brought in, including Memphis Police Director Larry Godwin, to help the young men focus more attention on creating a positive life for themselves off the football fields. The 2006 camp hosted 350-400 youth. Young men from the ages of 8-18 traveled from as far as Arkansas to participate.

In 2007, Howard, McKenzie, and Williams teamed up with former Tiger and retired NFL player Marcus Bell to co-sponsor Summer Jam X: Sport and Leadership Camp for Kids. This year, several Shelby Youth Sports (SYS) teams participated as well as other prominent youth groups within the city such as The Boys and Girls Club of Memphis and Big Brothers Big Sisters. This was also the first year that the camp had several sponsors including Wal-Mart and PepsiCo.

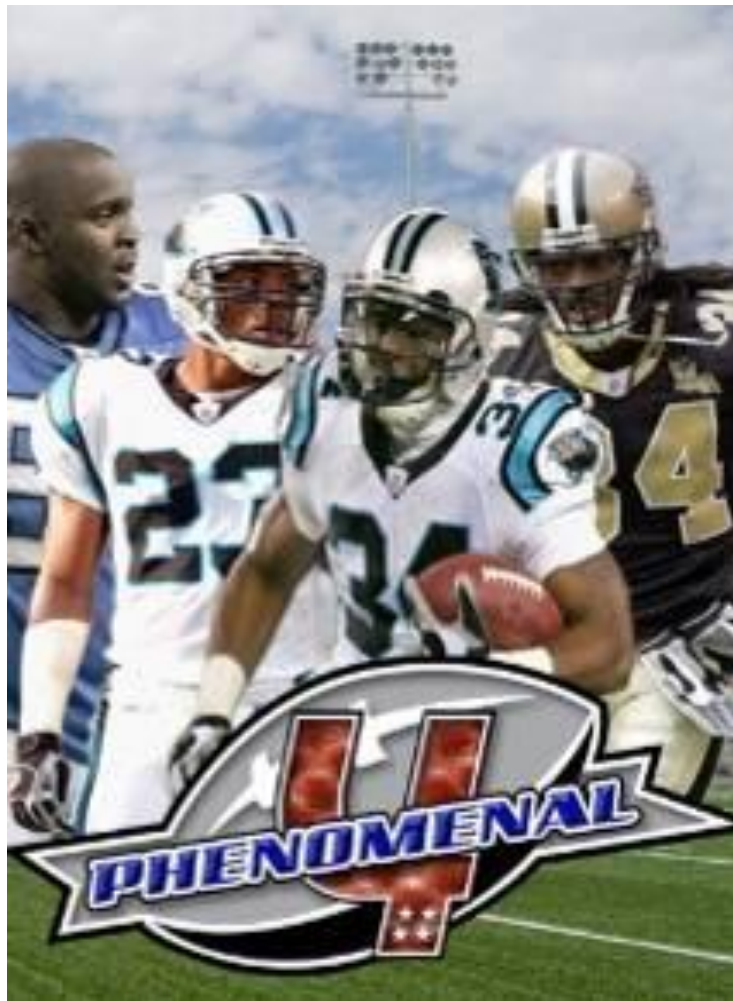
The camp was supposed to be capped at 500 participants. However, the 2007 football camp serviced almost 700 youth from several counties in the Mid-South. The four NFL players did not want to turn away any child who wanted to participate in the camp and independently came out of their pockets to supplement funds so that all young men who wanted to participate could be involved.

Because of the camaraderie of the four former Tigers, they decided that the four of them should continually work together as a group to produce future programs for youths in the Mid-South communities. Bell, Howard, McKenzie, and Williams were coined the Phenomenal Four because they hope and believe that by working together, they can create a phenomenal, positive impact in the lives of the youth that they encounter.

This year camp will be held on June 25-26, 2010 on the South Campus of the University of Memphis. The camp will offer football training from NFL professionals. We anticipate that this 2010 camp will be bigger and better than the previous camps. Because of the tremendous growth over the past three years, the Phenomenal Four are expecting and preparing for at least 750 kids to participate in the combine this summer.

About The Organizers

The Phenomenal Four present a sports weekend to remember from June 24, 2010 – June 27, 2010. Be a part of one of the biggest sporting events of the year and help benefit youth throughout the Mid-South. Each of the player's respective foundations were founded at different times with different missions. However, they all were founded out of the desire for each one of these National Football League players to give back and leave a lasting legacy on the people, especially children, in the communities that helped and supported them throughout their lives.



Marcus Bell

Marcus Bell, a Memphis native, was an instrumental figure in the University of Memphis defensive scheme. Marcus was a highly touted defensive lineman coming out of Kingsbury High School located in Memphis, Tennessee. He decided to stay in his hometown and played football for the University of Memphis from 1997-2000. As a senior, Marcus was one of the anchors of the nations' top-rated rushing defense. He was also one of five Tiger defenders to earn first-team All-Conference USA honors as a senior, tying a league record.

In 2001, Bell was drafted in the fourth round by the Arizona Cardinals. Marcus played three years for the Cardinals and diligently worked his way up to a starting position. After a few years, Marcus moved on and played with the Detroit Lions for three years where he also gained a starting position. In mid-April of 2007, Marcus signed as an unrestricted free agent with the New York Giants.

Before joining forces with the other former University of Memphis players for Summer Jam X, Marcus was already volunteering his time and NFL experience with the young men participating in this summer program. Marcus had been instrumental in making this program a success for six of the years that Summer Jam had been in operation. Marcus has used his influence and time to help raise money for several non-profits including the Reggie Howard Foundation, 34 Ways Foundation, and The DeAngelo Williams Foundation as well as other establishments such as Freedom from Unnecessary Negatives (FFUN). Today he runs the Phenomenal 4 Foundation.

As member of the Arizona Cardinals and Detroit Lions, Marcus allowed fans to hear the perspective of a professional athlete about a wide range of topics. Marcus used his extremely popular Detroitlions.com feature, *Marcus Bell's Speak on It*, to encourage and inspire people. Marcus tells his readers, "Once again for next week, one of the things I want to leave everybody with is: Challenge yourself or challenge each other to do a little better – however you carry your life. Do something better through the course of the week, or day-by-day; however you want to carry yourself. Just challenge yourself to live your life a little better. That's for me – starting with me – starting with everybody that reads this try to pass it on to somebody, try to challenge yourself to live your life a little better."

Reggie Howard and The Reggie Howard Foundation

Reggie Howard did not let a life-altering injury deter him from his goals of becoming an NFL player. At Kirby High School in Memphis, TN, Reggie was a wide receiver and defensive back. Reggie attended Henderson State before becoming one of the starting Defensive Backs for the hard-hitting University of Memphis Tigers from 1997-1999. While in college, Reggie broke his neck in a game against UAB and should have been permanently sidelined from football. Yet, Reggie persevered and played seven seasons in the NFL that include two with the Miami Dolphins and five with the Carolina Panthers.

Reggie has always been active in fundraising for charities through various events including the annual Charity Golf Classic which benefited the Carolina Panthers Courage House, a safe haven for boys and families in crisis. During the off-season, Reggie also participated in the Carolina Panthers Youth Camp and supported United Way efforts.

Reggie and his wife Artesia started the Reggie Howard Foundation in 2005. Purpose, success, and reaching maximum potential are the themes that drive the work of the foundation which vows to actively participate in the community by creating programs and events that will teach children to be goal setters. The foundation will also try to enhance the personal development among youth by encouraging participation in activities that will foster life skills including leadership, respect, and sportsmanship.

The Reggie Howard Foundation has recently launched the Reggie's Kids Youth Program for students. To be a part of the program, students must have good school attendance, good conduct in school, good effort in school academics, and perform 10 hours of community service with an approved agency every report card period. In exchange for meeting the program requirements, the Reggie Howard Foundation provides motivational rewards to the students at no cost to them or their families. For more information about the Reggie Howard Foundation, please visit www.reggiehowardfoundation.com.



Mike McKenzie and 34 Ways Foundation

Mike McKenzie is a Florida native who was highly recruited out of high school. Mike chose to attend the University of Memphis where he played Defensive Back. McKenzie was a force on the Tigers high-ranking defense before the Green Bay Packers drafted him in 1999. Mike played several years for the Green Bay Packers where his long hair was as popular as his hard hits. Mike came back down south and currently plays for the New Orleans Saints.

Mike was a member of the Saints team when New Orleans was ravaged by Hurricane Katrina. Immediately after the storm, Mike was one of several Saints who dedicated money and time to help rebuild the communities throughout New Orleans. Mike is still working to help restore the city that he calls home during the NFL season. When not in New Orleans, Mike also sponsors charity events in cities throughout Florida to provide support to the youth. In Memphis, Mike has adopted an elementary school and provides activities and programming opportunities for local children.

Mike believes that children need guidance and encouragement to turn their dreams into reality. Mike started the 34 Ways Foundation in 2002 as a support organization that uses sport and various other activities as a vehicle to reach out to youth and communities. The foundation desires to enrich communities and inner cities by providing fun and edifying opportunities to youth ages 11-18.

The standing motto of 34 Ways Foundation is “Teach, Reach, and Educate Youths 4 Life!” The foundation’s top priority is to teach youths the skills needed to survive and cope with diverse situations, to reach out to as many individuals as possible, and to educate them about the importance of staying in school, saying NO to drugs, being productive in community, and being responsible for their lives. For more information about the 34 Ways Foundation, you can visit www.34waysfoundation.com.



DeAngelo Williams and The DeAngelo Williams Foundation

As a record-setting running back for the University of Memphis, DeAngelo Williams lead the Tiger football program in making school history by appearing in three consecutive bowl games. During his 4-year career, DeAngelo also broke several Memphis, Conference USA, and NCAA records. Williams currently holds the NCAA records for most 100-yard rushing games (34) and most all-purpose yards 7, 573.

Among his many honors, Williams was named MVP of the Motor City Bowl, All-American by the AFCA and the Associated Press, C-USA Offensive Player of the Year and first-Team All-C-USA for three straight years, Tennessee Sports Hall of Fame Amateur Athlete of the Year for two straight years, Tennessee Sports Writer Player of the Year for 2004 and was selected to play in the Senior Bowl

DeAngelo was acclaimed for more than his athletic prowess on the field. Williams was praised for his sportsmanship, character, and community leadership. Williams was presented the Inaugural ARA Sportsmanship Award and was a finalist for the John Wooden Cup which is given to the collegiate athlete who exhibits a great attitude and a high level of community involvement. For all of these reasons, DeAngelo was drafted by the Carolina Panthers with the 27th pick in the first round of the 2006 NFL Draft.

The DeAngelo Williams Foundation was chartered in 2006. DeAngelo believes that a quality education and a proactive approach to maintaining good health are key factors for a successful life. For these reasons, the DeAngelo Williams Foundation was created to focus on two key areas: Breast Cancer and Education. The mission of the foundation is to develop and seek initiatives to support the treatment and eradication of breast cancer through preventative care and research. The foundation also strives to become an advocate for education, especially literacy, through philanthropy and community service. For more information about the foundation, you can visit www.deangelowilliams.org.



Benefits of Sponsorship

The Cleats & Kicks Combine is an event that allows your company to help youth throughout the Mid-South and be a part of the NFL Celebrity experience without the usually large corporate sponsorship price tag. With each package, your company will sponsor either 50, 100, 150, or 200 youths to participate in this 2010 camp. The higher the package purchased the more young people your organization supports.

In addition to the package benefits listed in the coming pages, there are other prolific incentives to sponsoring this summer camp. As a sponsor of the Cleats & Kicks Combine, your company will also receive the following:

1. Affiliation with top NFL Players
2. Association with the University of Memphis
3. High profile sports marketing events
4. Opportunities for corporate entertainment and employee/client rewards
5. Strategic Relationships

Because the Cleats & Kicks Combine is being held during the Phenomenal Four Super Sports Weekend, sponsorship for the combine offer your company unique corporate opportunities such as event promotions and corporate client entertainment or employee rewards. Your company could:

1. Develop the Super Sports Weekend as a unique sweepstakes program designed to promote service and generate customer enthusiasm.
2. Utilize the events to entertain important customers, clients, and vendors.
3. Create a unique corporate incentive program for employees or top sales executives as an in-house promotion to motivate all levels of personnel in every critical department within your corporation.



MVP Package

\$5,000



8 Invitations to Private NFL/VIP Cocktail Reception/Silent Auction



4 Teams to play in the Phenomenal 4 Gridiron Golf Tournament with 2 celebrity guests (2 teams of 4)



8 VIP passes for Phenomenal 4 Celebrity Basketball Game



4 Teams to play in the Phenomenal 4 Bowling Tournament



10 Super Sports Weekend Souvenir Shirts



Corporate logo and/or name recognition in all combine print, television, radio, and online advertising and promotions



Company gift of choice for the athletes



Cover advertisement in souvenir program



Premiere logo placement at combine registration area

THERE'S MORE....



CONTINUED



4 Hole Sponsorships at Phenomenal 4 Golf Tournament



A promotional opportunity at your company function with a Phenomenal 4 representative as guest speaker



Preferred seating for each player at receptions/silent auction



Team/Corporate Photographs



First Right of Negotiation for sponsorship of 2010 Cleats & Kicks Combine

For more information about the MVP Package

contact

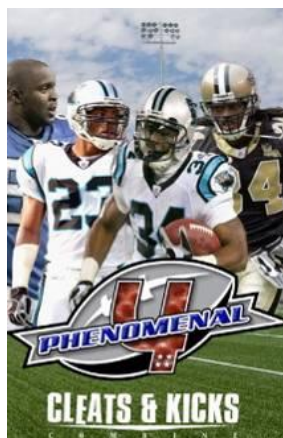
Bryan Sewell at 901-271-6716

Phenomenal Four













P.O. Box 382666

Germantown, TN 38183

Phenomenal4@bellsouth.net











Pro Bowl Package **\$2,500**

-  4 Invitations to Private NFL/VIP Cocktail Reception/Silent Auction
-  2 Teams to play in the Phenomenal 4 Gridiron Golf Tournament
-  4 VIP passes for Phenomenal 4 Celebrity Basketball Game
-  2 Teams to participate in the Phenomenal 4 Bowling Tournament
-  5 Super Sports Weekend Souvenir Shirts
-  Corporate logo and/or name recognition in all combine print, television, radio, and online advertising and promotions
-  Large advertisement in souvenir program
-  Logo placement at combine registration area
-  2 Hole Sponsorships at Phenomenal 4 Golf Tournament
-  Preferred seating for each player at receptions/silent auction
-  Team/Corporate Photographs
-  Company gift of choice for the athlete

For more information about the Pro Bowl Package
contact
Bryan Sewell at 901-271-6716
Phenomenal 4
P.O. Box 382666
Germantown, TN 38183
Phenomenal4@bellsouth.net



Rookie Package
\$1,000

-  1 Invitation to Private NFL/VIP Cocktail Reception/Silent Auction
-  1 Invitation to play in the Phenomenal 4 Gridiron Golf Tournament
-  2 VIP passes for Phenomenal 4 Celebrity Basketball Game
-  1 Invitation to participate in the Phenomenal 4 Bowling Tournament
-  2 Super Sports Weekend Souvenir Shirts
-  Corporate logo and/or name recognition in all combine print, television, radio, and online advertising and promotions
-  Logo placement at combine site
-  1 Hole Sponsorship at Phenomenal 4 Golf Tournament

For more information about the Rookie Package
contact

Bryan Sewell at 901-271-6716

Phenomenal 4

P.O. Box 382666


Germantown, TN 38183

Phenomenal4@bellsouth.net

Upon decision to participate in Sponsorship opportunities we would like to receive your commitment letters as soon as possible and your Sponsorship and by MAY 25, 2010

 MVP Package (1)	\$5,000	All Star
 Pro Bowl Package (2)	\$2,500	Pro Bowl
 Rookie Package (3)	\$1,000	Rookie

We would like to participate in the Phenomenal Four Cleats and Kicks Combine. Please count us in for the _____ Sponsorship Package at \$_____.

 My check or money order is enclosed made payable to **The Reggie Howard Foundation in c/o The Phenomenal 4**

 Bill me (**circle 1**): *VISA* *MC* *Am Ex* *Discover*

Credit Card # _____ Exp. Date: _____

Signature

Date

We are unable to participate as a sponsor at this time. However, please count us in for _____ teams (\$400 per team) at the Phenomenal Four Golf Tournament on June 24, 2010 and/or _____ teams (\$250 per team) at the Phenomenal 4 Bowling Tournament on June 25, 2010 where all proceeds benefit the Reggie Howard Foundation, 34 Ways Foundation, and The DeAngelo Williams Foundation.

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Ext.: _____ Fax: _____

Email Address: _____

For more information contact
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