



PRESENTING THE FIRST ANNUAL

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**SUPERTY BOWL**

# INTRODUCING THE SUPERTY BOWL

- ▶ First flag football tournament to benefit the Ty Louis Campbell Foundation for childhood cancer research.
- ▶ Sunday, November 12, 10am - 3pm.
- ▶ Carmel Sports Club, 11 Old Route 6, Carmel, NY.
- ▶ 7th and 8th graders, 16 teams (first come/first served, registration link found online at [SuperTy.org](http://SuperTy.org))
- ▶ Round robin followed by single elimination.
- ▶ Everyone plays at least 3 games.
- ▶ Attendance is expected to exceed 500.
- ▶ Participating communities include Brewster, Harrison, Rye Brook, Mahopac and Carmel, among others.



# TLC – INSPIRED BY TY LOUIS CAMPBELL



- ▶ TY was diagnosed with a brain tumor when he was 2 years old. People started calling him "SuperTy" and the name stuck.
- ▶ Frustrated with the lack of safer, more effective treatment options for children with cancer, the Campbell Family started fundraising to help advance research in the hopes of saving his life. TLC is an certified 501(c)(3) nonprofit.
- ▶ Although Ty passed away in 2012, they remain very active and have become very respected in the childhood cancer research landscape.
- ▶ TLC has since pledged more than \$800,000 to research in five years.
- ▶ TLC funds a researcher in the lab at the Weill Cornell Brain and Spine center by supporting the Ty Louis Campbell Fellowship.
- ▶ TLC collaborates with charity partners including St. Baldrick's and Solving Kids' Cancer in order to share knowledge and to have a seat at the table with their esteemed Scientific Advisory Boards.

# REACH

- ▶ The TLC Foundation is widely known in the Hudson Valley and beyond with more than xxxxxx unique donors over the course of 5 years.
- ▶ Social Media reach is more than 25,000 (20,600 Facebook, 1,900 Instagram and 1,800 Twitter).
- ▶ [SuperTy.org](http://SuperTy.org) blog posts average 4,000 readers per post.
- ▶ The TLC Foundation has been featured in 8 national media segments across TV and Radio, and TLC events have generated a total of more than 1,200 local news stories (online, TV and mostly print).
- ▶ Local fundraising events average 5 pre-event media placements with local newspapers/online community news, and 2 media segments post-event (with photos).

# SPONSORSHIP OPPORTUNITIES

WHAT'S INCLUDED	TOURNAMENT TITLE SPONSOR \$2,500	GAME SPONSOR \$1,000	GOLD \$500	SILVER \$250	BRONZE \$100
COMPANY LOGO PROMINENTLY DISPLAYED ON BACK OF EVENT T-SHIRT AND STAGE BACKDROP FOR AWARD PRESENTATION	YES				
SPONSORSHIP REFERENCE IN ALL PRINTED LITERATURE AND DIGITAL MATERIALS	YES	YES			
EXCLUSIVE DEDICATED VERTICAL SIGN AT AWARDS STAGE	YES	YES	YES		
PERMISSION TO DISTRIBUTE SAMPLES OR BROCHURES ON-SITE	YES	YES	YES	YES	
LOGO FEATURED ON REGISTRATION PAGE	YES	YES	YES	YES	
GRATITUDE POSTINGS ON SOCIAL MEDIA CHANNELS (IG, FACEBOOK AND TWITTER)	YES (5)	YES (4)	YES (3)	YES (2)	YES (1)
LOGO DISPLAYED ON BANNER AT EVENT	YES (3)	YES (2)	YES (1)	YES (1)	YES(1)

SUPPORT THE SUPERTY BOWL ([CLICK HERE TO COMPLETE THIS FORM ONLINE](#))

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# SPONSORSHIP AGREEMENT FORM

**COMPANY**

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*Send company logo in vector format to [jbianco@superty.org](mailto:jbianco@superty.org) by November 1.*

**CONTACT**

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**MAIL FORM WITH PAYMENT/ITEM TO:**  
The TLC Foundation  
1787 Route 6  
Carmel, NY 10512  
845.204.5447

**EMAIL**

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**PHONE**

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TITLE SPONSORSHIP *one available* (\$2,500)     GAME SPONSORSHIP *four available* (\$1,000)

GOLD (\$500)     SILVER (\$250)     BRONZE (\$100)     AUCTION ITEM (details below)

**AUCTION ITEM DESCRIPTION (IF APPLICABLE):**

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Estimated Value \$ 

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AGREEMENT DETAILS: By way of this agreement, it is understood that the sponsor will remit payment to the Ty Louis Campbell (TLC) Foundation by November 1, 2017. In return, the TLC Foundation guarantees sponsor representation as outlined in the sponsorship proposal (i.e. social media posts, on-site signage, etc.).