



**LEGENDS** e ACCESS

**NFL HALL-OF-FAMER RAY LEWIS &  
THE RAY OF HOPE FOUNDATION PRESENTS:**

# **THE GOLD JACKET PARTY FOR A PURPOSE**

**FRIDAY, FEBRUARY 1ST 2019**



The 2018 Pro Football Hall of Fame class, NFL Legends, and Hall of Famers, VIP's and Hollywood Celebrities will come together in Atlanta on February 1, 2019 for Ray Lewis' Gold Jacket Party for a Purpose hosted by Academy Award winner & Grammy Award winner Jamie Foxx at the new and incredible Porsche Experience Center in Atlanta.

The Gold Jacket Party for a Purpose and VIP Experience is a three part event that will offer corporate partners international branding opportunities, exposure, and hospitality along with an exhilarating Porsche driving experience, unique activations, concert & comedy performance and acces to mix and mingle with a slew of star celebrities.

**PART ONE: 5:30-7PM EVIP PORSCHE DRIVING EXPERIENCE and Porsche Museum Gallery Cocktail Celeb Cocktail Party**

**PART TWO: 6-10PM VIP PARTY IN THE MAIN ATRIUM AND OUTDOOR COURTYARD Center featuring live music and DJ's**

**PART THREE: 9-10PM JAMIE FOXX LIVE PERFORMANCE AND 2019 HOF CLASS INTRODUCTION**



**PART ONE** of the event is an hour-and-a-half Executive VIP Porsche Driving Experience on the exclusive Porsche Professional Driving Track for top sponsors and celebrities (5:30-7pm). Unlike any other event that will take place during Super Bowl, this interactive and bucket-list experience will include a ride on the Porsche Professional Driving Track, EVIP (Executive VIP) cocktail party and lavish buffet in the exclusive Porsche Museum Gallery and VIP area alongside a lengthy list of Hall of Famers and Celebrities for the concert and comedy performance.

**PART TWO** of the event is a 4 hour (6-10 p.m.) VIP party in the main atrium and outdoor courtyard of the Porsche Experience Center featuring live music & DJ's, Open Bar, hors d'oeuvres from some of Atlanta's most well-known celebrity chefs, classic and new Porsche car exhibits, Cigar Bar, interactive games and stations, concert & comedy performance all the while mingling with current NFL players, NFL Legends and Hall-of-Famers, Hollywood Celebrities and VIP's.

**PART THREE** of the event is an up front and close view of the 2018 Football Hall of Fame class being recognized in your midst followed by a live concert & comedy performance by the incomparable Jamie Foxx. A film star, music star and comedian, this ultra-talented Academy Award & Grammy Award winner will be on our main stage to ring in Super Bowl weekend at what is expected to be the most sought after event in Atlanta – The Gold Jacket Party for a Purpose and VIP Atlanta Experience.

*Customized sponsorship packages are available to meet your brand and hospitality objectives.*



**\$150,000**

### **THE GOLD JACKET PACKAGE**

- ◆ Title and category exclusivity with naming rights
- ◆ Presenting sponsor of event
- ◆ Main logo on media wall/gold carpet
- ◆ Customized brand integration and activation
- ◆ Brand logo on all event photos distributed throughout all marketing, digital and social media content
- ◆ 50 EVIP passes – EVIP Cocktail & Dinner Party with full Open Bar & Dinner Buffet, EVIP area for concert & comedy performance
- ◆ 50 Driving Experiences on the Porsche Track
- ◆ Branded custom wristbands & custom credentials for all EVIP's
- ◆ Branded photo booth in the EVIP area
- ◆ Logo & Mentions in national press release and post release
- ◆ Live mentions of brand by DJs and Jamie Foxx
- ◆ Premier on-site signage/branded marquee media wall at events
- ◆ On-site promotional campaign (branded activations, give-a-ways, etc.)
- ◆ 4 Tickets to the Big Game at Mercedes-Benz Stadium on February 3rd.
- ◆ EVIP/media gifting bags
- ◆ 10 Gold Hall of Fame Football Helmets signed by Ray Lewis
- ◆ 20 Special Hall of Fame Footballs signed by Ray Lewis
- ◆ Organized celeb photo opportunities

# \$100,000

## THE HALL OF FAME PACKAGE

- ◆ Category exclusivity
- ◆ Hall of Fame exclusivity with secondary naming rights
- ◆ Hall of Fame sponsor of event
- ◆ Main logo on media wall/gold carpet
- ◆ Customized brand integration and activation
- ◆ Brand logo on all event photos distributed throughout all marketing, digital and social media content
- ◆ 30 EVIP passes – EVIP Cocktail & Dinner Party with full Open Bar & Dinner Buffet, VIP area for concert & comedy performance
- ◆ 30 Driving Experiences on the Porsche Track
- ◆ Opportunity for top company executives to be picked up in a Porsche and driven to/from Porsche for the event (limited spots)
- ◆ Branded custom wristbands and custom credentials for all VIP's
- ◆ Branded photo booth in the VIP area
- ◆ Mention in national press release and post release
- ◆ Live mentions of brand by Djs and Jamie Foxx
- ◆ Premier on-site signage/branded marquee media wall at events
- ◆ On-site promotional campaign (branded activations, give-a-ways, etc.)
- ◆ 2 Tickets to the Big Game at Mercedes-Benz Stadium on February 3rd.
- ◆ 10 Black Hall of Fame Football Helmets signed by Ray Lewis
- ◆ 10 Special Hall of Fame Footballs signed by Ray Lewis
- ◆ Organized celeb photo opportunities





**\$75,000**

## **THE BIG GAME PACKAGE**

- ◆ Category exclusivity
- ◆ Main logo on media wall/gold carpet
- ◆ Customized brand integration and activation
- ◆ Brand logo on all event photos distributed throughout all marketing, digital and social media content
- ◆ 25 EVIP passes – EVIP Cocktail & Dinner Party with full Open Bar & Dinner Buffet, VIP area for concert & comedy performance
- ◆ 25 Driving Experiences on the Porsche Track
- ◆ Branded custom wristbands and custom credentials for all VIP's
- ◆ Branded photo booth in the VIP area
- ◆ Mention in national press release and post release
- ◆ Live mentions of brand by DJs and Jamie Foxx
- ◆ Premier on-site signage/branded marquee media wall at events
- ◆ On-site promotional campaign (branded activations, give-a-ways, etc.)
- ◆ 2 Tickets to the Big Game at Mercedes-Benz Stadium on February 3rd
- ◆ 5 Black Hall of Fame Helmets signed by Ray Lewis
- ◆ 5 Special Hall of Fame Footballs signed by Ray Lewis
- ◆ Organized celeb photo opportunities



## **\$50,000**

### **THE MVP PACKAGE**

- ◆ Category exclusivity
- ◆ Main logo on media wall/gold carpet
- ◆ Customized brand integration and activation
- ◆ Brand logo on all event photos distributed throughout all marketing, digital and social media content
- ◆ 20 EVIP passes – EVIP Cocktail & Dinner Party with full Open Bar & Dinner Buffet, VIP area for concert & comedy performance
- ◆ 20 Driving Experiences on the Porsche Track
- ◆ Branded custom wristbands and custom credentials for all VIP's
- ◆ Branded photo booth in the VIP area
- ◆ Mention in national press release and post release
- ◆ Live mentions of brand by DJs and Jamie Foxx
- ◆ Premier on-site signage/branded marquee media wall at events
- ◆ On-site promotional campaign (branded activations, give-a-ways, etc.)
- ◆ 10 Special Hall of Fame Footballs signed by Ray Lewis
- ◆ Organized celeb photo opportunities

# \$25,000

## THE RAVENS PACKAGE

- ◆ Main logo on media wall/gold carpet
- ◆ Customized brand integration and activation
- ◆ Brand logo on all event photos distributed throughout all marketing, digital and social media content
- ◆ 10 EVIP passes – EVIP Cocktail & Dinner Party with full Open Bar & Dinner Buffet, VIP area for concert & comedy performance
- ◆ 10 Driving Experiences on the Porsche Track
- ◆ Branded custom wristbands and custom credentials for all VIP's
- ◆ Branded photo booth in the VIP area
- ◆ Mention in national press release and post release
- ◆ Live mentions of brand by Djs and Jamie Foxx
- ◆ Premier on-site signage/branded marquee media wall at events
- ◆ On-site promotional campaign (branded activations, give-a-ways, etc.)
- ◆ 5 Special Hall of Fame Footballs signed by Ray Lewis
- ◆ Organized celeb photo opportunities







**\$10,000**

## **THE PLAYERS PACKAGE**

- ◆ Customized brand integration and activation
- ◆ Brand logo on all event photos distributed throughout all marketing, digital and social media content
- ◆ 4 EVIP passes – EVIP Cocktail & Dinner Party with full Open Bar & Dinner Buffet, VIP area for concert & comedy performance
- ◆ 4 Driving Experiences on the Porsche Track
- ◆ Mention in national press release and post release
- ◆ On-site promotional campaign (branded activations, give-a-ways, etc.)
- ◆ EVIP/media gifting bags
- ◆ Organized celeb photo opportunities



**\$2,500**

### **THE RAY OF HOPE PACKAGE**

◆ One (1) EVIP pass - (Executive VIP) Cocktail Party and lavish buffet in the exclusive Porsche Museum Gallery with current NFL players, NFL Legends and Hall-of-Famers, Hollywood Celebrities including Jamie Foxx and top sponsors and VIP's. The EVIP Pass also includes a special VIP area for the concert and comedy performance.

**\$750**

### **THE VIP EXPERIENCE TICKET**

◆ One (1) VIP ticket - VIP party in the main atrium and courtyard of the Porsche Experience Center featuring live music & DJ's, Open Bar, hors d'oeuvres from some of Atlanta's most well-known celebrity chefs, classic and new Porsche car exhibits, Cigar Bar, interactive games and stations, concert & comedy performance all the while mingling with current NFL players, NFL Legends and Hall-of-Famers, Hollywood Celebrities and VIP's.



## The Ray of Hope Foundation

The Gold Jacket Party for a Purpose benefits the Ray of Hope Foundation, which is dedicated to uplifting those in direct need through sharing personalized videos - "ray of hope" - from the many luminaries and game-changers who support our charitable purpose. We feel that by shining a positive light into the life of someone who may be struggling with hardships, there is tremendous power to motivate the inspiration for escaping from the darkness. Some of the luminaries who are part of the Ray of Hope roster include business star Daymond John, Olympian Apolo Ohno, MMA legend Randy Couture, golfer Dustin Johnson, NFL Legends Trent Dilfer, Eddie George, Takeo Spikes, and Merrill Hoge, journalist and speaker Bonnie Bernstein, and recording artist Joey McIntyre of New Kids on the Block.

Founding ROH Foundation Board  
members Ray Lewis, John Brentkus, Rob Vaka

## LEGENDS↔ACCESS

We specialize in connecting LEGENDS (Sports & Entertainment) with the iconic brands of corporate partners and community organizations to make a lasting positive difference.

We strive to build trusted and mutually beneficial relationships thereby allowing great brands and LEGENDS to connect on a more personal level with their fans, consumers and communities.