

Calvin Johnson Jr. Foundation, Inc.



March 29, 2017

Greetings!

The Calvin Johnson Jr. Foundation, Inc. (CJJRF) is a non-profit 501(C) 3 organization founded in 2008 by Calvin Johnson Jr., Retired All-Pro NFL wide receiver of the Detroit Lions. The Foundation is dedicated to the education, training, and social development of at-risk youth, along with providing financial assistance to community organizations. Since its inception, CJJRF has assisted hundreds of youth with limited financial resources “catch” their dreams on and off the field. Please visit our website (www.calvinjohnsonjrfoundation.org) for more highlights of our services and outreach and read attached fact sheet.

In 2015, CJJRF started going **PURPLE** in support **PANCREATIC CANCER!!!** In 2014, Calvin’s mother was diagnosed with pancreatic cancer and with early intervention, **SURVIVED!** Unfortunately, pancreatic cancer is typically swift, silent, and often undetected until it's too late. There are no early detection tests, no effective long-term treatments and, unless the cancer is surgically removed in its earliest stages, **NO CURE**. Please join Calvin and CJJRF as we raise awareness and funds for pancreatic cancer and the Foundation quality initiatives.

On June 17, 2017, CJJRF will host an evening of **PURPLE ELEGANCE** at the 8th Annual “Catching Dreams” Scholarship Athlete Extravaganza to be held in Atlanta, GA. This remarkable event will include a **VIP** reception, silent auction, live music, dinner, and presentation of scholarships to deserving scholars. This year CJJRF will provide 6 scholarships, multiple STEM teacher mini-grants, and a monetary stipend to support medical or graduate students dedicated to **pancreatic cancer research**.

Sponsorship engagement affords corporations, businesses, and individual donors an opportunity to partner with the Foundation as a sponsor to broaden their scope of community involvement via financial and in-kind support. The CJJRF has a lot of causes and events that can benefit from corporate, small business, and individual donors generosity. Being a CJJRF sponsor is a business deal, not just a donation. Once a corporation, business, or donor becomes involved with the Calvin Johnson Jr. Foundation the following occurs: 1) Attract customers to their brand; 2) Distinguishing the company’s brand from competitor brands; 3) Strengthens brand by humanizing it; 4) Allows opportunities to get more involved with the community; 5) Builds the company’s credibility and educates the public about its products and services; and 6) Affords opportunity for the community to sample a new product or demonstration to the community.

The Foundation understands there is a genuine interest in working with a sponsor, because the partnership benefits both organizations. Sponsors will have an opportunity to promote their products at the Foundation’s events and community initiatives in Metro Atlanta and Metro Detroit, as well as take part in creating a community of intergenerational change.

Sincerely,

Calvin Johnson Jr, CJJRF Founder and President

Sponsorship Levels

Hall of Famer - \$50,000

- Most prominent company name and logo in all press releases, advertising and PR efforts
- *Sponsor-a-Scholar*
- VIP Premium Seating at Annual Scholarship Gala for 10 guests
- Corporate/Company sign displayed at outdoor events
- Full page ad in Annual Gala
- Program Special recognition during all CJJRF events CJJRF
- Newsletter/E-mail blast
- Calvin Johnson Jr. Website
- Recognition and Link Social Media recognition

Purple All-Star Level - \$10,000

- Direct Donation to Pancreatic Cancer Initiative
- VIP Premium Seating for 3 guests
- Recognition during event
- CJJRF Newsletter Recognition

ALL PRO - \$3,000

- VIP Premium Seating for 1 guest
VIP Reception Invitation for 1 guest
- CJJRF Newsletter Recognition
- VIP Single Ticket (includes VIP reception) \$ 500
- Regular Single Tickets
- \$ 125

MVP Level - \$25,000

- Prominent name and logo placement on all printed materials
- *Sponsor-a-Scholar*
- VIP Premium Seating for 5 guests
- Corporate/Company sign displayed at outdoor events
- Full page ad in Annual Gala
- Program Special recognition during all CJJRF events
- CJJRF Newsletter/E-mail blasts
- CJJRF Website Recognition and Link

Champion Level - \$5,000

- VIP Premium Seating for 2 guests
- Regular Tickets for 2 guests
- Recognition during event
- CJJRF Newsletter Recognition

Program Ads

- Full page - \$500
- Half page - \$250

Other Information

- 100% of the proceeds of these sponsorships benefit the CJJRF Scholarship fund and Pancreatic Research
- All donations over \$250 are tax-deductible: CJJRF Tax ID letter will be provided to sponsors/donors



COMMITTEE USE ONLY
 Personnel _____
 Category _____
 Date Rec'd _____

Yes, I want to support the Calvin Johnson Jr. Foundation!

Contact Information

Sponsor/Donor Name _____

Contact Person _____

Address _____

City _____ State _____ Zip Code _____

Email _____ Phone _____

Sponsorship Levels

Please use my tax-deductible gift to assist youth with limited financial resources "Catch their Dreams."

HALL OF FAMER \$50,000

MVP \$25,000

CHAMPION \$5,000

ALL PRO \$3,000

PURPLE ALL-STAR

Program Advertisement ___ FULL PAGE AD \$500 ___ HALF PAGE AD \$250

Tickets VIP Tickets - \$500 X ___ (QTY) = _____

Single - \$125 X ___ (QTY) = _____ TABLE OF 10 \$1,250 _____

Payment Options

___ Credit Card ___ Check/Money Order ___ Online (read instructions below)

Credit Card # _____ Type _____ Exp. Date _____ Sec. Code _____

Billing Address _____

City _____ State _____ Zip Code _____

Card Holder's Name _____ Signature _____

Online: Visit www.calvinjohnsonjrfoundation.org and click donate now to make a payment.

Mailing and Faxing Instructions

- Please mail the form above and all donations (unless designated for pickup):
CALVIN JOHNSON JR. FOUNDATION, INC. P.O. Box 1015 Tyrone, GA 30290
- Fax: 770-969-8579
- Phone Number: 404-388-5845
- For general questions and other payment options, please contact us at: cjjrf81@yahoo.com

Thank you for your generous donation and help to make our motto “Catching Dreams” a reality for all the youth we touch directly and indirectly! You will receive an acknowledgement letter shortly. CJJRF Tax ID will be provided to sponsors for tax-deduction purposes.

The Calvin Johnson Jr. Foundation, Inc. is a non-profit charitable 501 C (3) organization.

“Dedicated to the education, training, and social development of at-risk youth in Metro Atlanta and Detroit”