

INSIDE

THE DRAFT

COMMUNITY ON THE CLOCK



**FIRESIDE CHAT WITH JEROME BETTIS, NFL LEGENDS,
COACHES, AND POTENTIAL DRAFTEES**

WEDNESDAY, APRIL 22 | 6:00-9:30 PM

PPG WINTERGARDEN





ABOUT JEROME BETTIS

Jerome Bettis, a Super Bowl Champion and Pro Football Hall of Famer, is renowned as one of the greatest NFL running backs of all time.

Among the elite group of nine players in NFL history to rush for 13,000 yards, Bettis concluded his remarkable 13-season career in January 2006.

He retired immediately after the Pittsburgh Steelers' victory over the Seattle Seahawks in Super Bowl XL, which took place in his hometown of Detroit.

ABOUT BUS STOPS HERE FOUNDATION

Jerome established the Bus Stops Here Foundation in 1997. This foundation aims to offer inner-city youth opportunities and resources to help them become healthy, confident, and productive members of society.

Jerome has always aspired to lead by example. He believes in giving back to the communities that enabled his success and recognition. Bettis strongly feels that not only his parents, extended family, and teachers but also various programs and individuals significantly influenced and shaped his life.

Now, he is committed to making a real difference in the lives of underprivileged youth in our society.





ABOUT BOYS & GIRLS CLUBS OF WESTERN PENNSYLVANIA

Founded in 1888, Boys & Girls Clubs of Western Pennsylvania (BGCWPA) serves nearly 11,000 youth annually, providing a safe, supportive, and fun environment with programs in academics, leadership, mentorship, career readiness, and sports.

With eleven Clubhouse locations and several school and community partners throughout the region, BGCWPA is shaping the future for young people across Southwestern Pennsylvania.



BOYS & GIRLS CLUBS
OF WESTERN PENNSYLVANIA



ABOUT JEROME BETTIS' CYBERBUS

Jerome Bettis' CyberBus is a state-of-the-art mobile classroom equipped with computers, Wi-Fi, and interactive technology designed to deliver hands-on learning in Science, Technology, Engineering, Art, and Math (STEAM), Artificial Intelligence (AI), computer science, digital literacy, and workforce readiness.

The CyberBus will travel to Boys & Girls Clubs of Western Pennsylvania (BGCWPA) Clubhouse sites across the region, including Carnegie, Northern Area (Millvale), Shadyside, Sto-Rox Upper Elementary School (McKees Rocks and Stowe Township), McKeesport, Scott Primary Elementary School (Shaler Area School District), Aliquippa Junior/Senior High School (Beaver County), Duquesne City School District, and Downtown Pittsburgh. Programming will include after-school sessions, summer camp activations, and special STEAM and AI learning events for youth.

Beyond BGCWPA Clubhouses, the CyberBus will also provide special programming at Joey Porter's Jasmine Nyree Campus, CNX's Mentorship Academy, Mel Blount's Youth Home, and additional community events throughout Western Pennsylvania.

This initiative is a cornerstone of the Jerome Bettis Bus Stops Here Foundation's mission to close the digital divide and create meaningful educational and workforce pathways for youth in underserved communities.



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR — \$150,000

Exclusive | Only 1 Available

Naming Rights

- Inside the First Round Draft presented by [Sponsor Name]
- Top logo placement across all event branding, media, and digital assets

VIP Access & Hospitality

- Twenty-Four (24) VIP Tickets
- Private Meet & Greet with Jerome Bettis & celebrity guests (up to 24)
- Premium seating and priority access
- Red Carpet Experience for sponsor guests
- Eight (8) Autographed Items
- On-Site Brand Integration
- Premier branding and largest signage placement
- Custom on-site brand activation opportunity
- On-stage verbal recognition
- Option to present a featured program segment

Marketing & Media Exposure

- Top inclusion in all press and post-event coverage
- Prominent logo placement on event website, ticketing pages, email campaigns, and recap materials

Digital & Social Amplification

- Dedicated social mentions across The Bus Stops Here Foundation & Boys & Girls Club of Western Pennsylvania platforms
- Five (5) featured mentions across Jerome Bettis' social channels
- Inclusion in post-event highlight video content
- Usage rights to event photos and videos for marketing and PR

Concierge Partnership

- Dedicated sponsor liaison for activation planning and guest experience

FIRST ROUND SPONSOR — \$50,000

Only 3 Available

Premier Named Experience Partner

Select One Exclusive Named Experience

- Official Red Carpet Arrival Partner
- Official Entertainment Partner
- Official VIP Reception Partner

(Example: "VIP Reception presented by [Sponsor Name]"

Included Benefits

- Prominent logo placement across event branding and digital assets
- Sixteen (16) VIP Tickets
- Private Meet & Greet with Jerome Bettis & celebrity guests (up to 16)
- Premium seating and priority access
- Red Carpet Experience for sponsor guests
- Six (6) Autographed Items
- Large-format signage within named experience
- On-stage verbal recognition tied to named asset
- Press and post-event coverage inclusion
- Social mentions across partner platforms
- Three (3) Jerome Bettis social media mentions

SECOND ROUND SPONSOR — \$25,000

Only 5 Available

Official Event Partner

Select One Named Event Feature

- Official VIP Check-In Partner
- Official VIP Gift Bag Partner
- Official Photo Booth Partner
- Official Guest Experience Partner
- Official Cocktail Moment Partner

(Example: "Photo Booth presented by [Sponsor Name]"

Included Benefits

- Logo inclusion across event branding and digital assets
- Eight (8) VIP Tickets
- Meet & Greet with Jerome Bettis & celebrity guests (up to 8)
- Four (4) Autographed Items
- Branded signage at named feature
- Press recognition and logo placement on website and email marketing
- Social mentions across partner platforms
- Two (2) Jerome Bettis social media mentions

THIRD ROUND SPONSOR — \$10,000

Only 6 Available

- Logo inclusion on event website and digital marketing
- Four (4) VIP Tickets
- Meet & Greet with Jerome Bettis & celebrity guests (up to 4)
- Two (2) Autographed Items
- Event signage
- Press recognition
- Social mentions across partner platforms
- One (1) Jerome Bettis social media mention

FOURTH ROUND SPONSOR — \$5,000

Only 6 Available

- Logo inclusion on event website and digital marketing
- Four (4) Tickets
- Event signage
- Press recognition
- Social mentions across partner platforms

SUPPORTING SPONSOR — \$1,500

Only 10 Available

- Logo inclusion on event website
- Two (2) Tickets
- Press recognition
- Social mention across partner platforms

INDIVIDUAL TICKET — \$300

Limited Availability

- Admission to *Inside the First Round Draft*



SPONSORSHIP AGREEMENT

Check one of the following sponsorship levels:

- | | |
|--|---|
| <input type="checkbox"/> Presenting Sponsor — \$150,000 | <input type="checkbox"/> Fourth Round Sponsor — \$5,000 |
| <input type="checkbox"/> First Round Sponsor — \$50,000 | <input type="checkbox"/> Supporting Sponsor — \$1,500 |
| <input type="checkbox"/> Second Round Sponsor — \$25,000 | <input type="checkbox"/> Individual Ticket — \$300 |
| <input type="checkbox"/> Third Round Sponsor — \$10,000 | |

Name

Title

Primary Contact Person
(if different from above)

Company

Street Address

City

State

Zip Code

Phone Number

Fax Number

☐ Please Invoice

☐ Check Enclosed
(Bus Stops Here Foundation)

☐ Credit Card
(Complete information below)

Credit Card Number

Exp. Date

3-Digit CVV #

Authorized Signature

Date

This form may be returned via email or mail to: Alexis Leyh, Valiant 3 Communications
alexis@valiant3communications.com, (716) 949-0071
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