

# 2018 CHIEFS CHARITY GAME SPONSORSHIP OPPORTUNITIES



 **CHIEFS**  
**CHARITY GAME**  
— BENEFITING —  
 **CORNERSTONES**  
OF CARE

# 2018 CHIEFS CHARITY GAME

## ABOUT THE CHIEFS CHARITY GAME

On September 19, 2017, at a special outreach visit to Cornerstones of Care, the Kansas City Chiefs announced that the non-profit organization will be the next beneficiary of the Chiefs Charity Game.

Recognized as the top philanthropic game of its type in the NFL, the Chiefs Charity Game continues a long-standing commitment of supporting the local community that was started by team founder Lamar Hunt more than three decades ago.

In partnering with Cornerstones of Care, the Chiefs are reinforcing their dedication to uplifting children and families in crisis throughout the metro area by supporting safe healing environments that respect dignity and inclusion so children and families can experience more fulfilling and rewarding lives. Additionally, collaborations such as these strengthen the organization's dedication to uniting the community by engaging its neighbors through charitable programming while putting an intense concentration on positively impacting youth.

## ABOUT CORNERSTONES OF CARE

Cornerstones of Care provides a range of services to children, young adults and families to help them achieve safety and health. They do this work through six key service areas: education, mental and behavioral health, foster care and adoption, youth support, family support and community trainings. Cornerstones of Care is dedicated to helping children and families wherever they are, whenever they need help. Their team of trauma-informed professionals provide care and support in homes and in communities throughout the region. Last year alone, Cornerstones of Care partnered with 10,000 children and families in five states, including Kansas, Missouri, Nebraska, Colorado and Illinois.

## COMMITTEE

Kyle Hartman, Lockton  
**CHAIR**

Bud Bacon  
David Belpedio  
Doug Black  
Bret Boeger  
Anne Bowman  
Cindy Caragher  
John Corkery  
Ken Gerling  
Brett Gordon  
Steve Lawrence  
David Leavitt  
Lori Mallory  
Beth Manley  
Brian Olson  
Joe Pribula  
CJ Rios  
Earl Santee  
Lindsay Santee  
Mike Slattery  
Caylee Valentine  
Mike Valentine  
Corrine Watkins



**CONTACT** KATIE CULBERTSON, [KATIE.CULBERTSON@CORNERSTONESOFCARE.ORG](mailto:KATIE.CULBERTSON@CORNERSTONESOFCARE.ORG)

# \$100,000 SUPERBOWL SPONSOR

## Event Benefits

### All-Inclusive Trip to Super Bowl for 2

*Additional benefits include:*

- Exclusive Patron's Party Tickets for six (6)
- VIP Car Service to and from Chiefs Charity Game
- Pregame Field Access for six (6)
- VIP access to Pregame Draft Room Party for thirty (30)
- Touchdown Club (VIP End-Zone Viewing for 4 during one quarter)
- Half-Time On-Field Check Presentation for two (2)
- Premium Suite for thirty (30)
- Founder's Suite Access for four (4)
- Chiefs Charity Game Tickets for 250
- Chiefs Charity Game Tickets for Cornerstones of Care Families
- Regular Season Game Tickets - (Quantity and Game TBD)
- VIP Day Experience at Chiefs Training Camp
- Signed Chiefs Memorabilia

## Marketing Benefits

- Photo spread TBD issue of The Independent
- Logo Included on electronic invitation for the Chiefs Training Camp
- Logo Included on electronic invitation for Patron Party
- Step and repeat banner at the Patron Party
- Represented on all sponsorship materials
- Featured in two (2) exclusive social media posts
- Logo Recognition on Event Publicity
- Logo included on step & repeat banner at the Draft Room party
- In-Suite signage/logo placement



### Online Registration

[www.chiefscharitygame.com](http://www.chiefscharitygame.com)

### Sponsorship Contact

Katie Culbertson, Special Events Manager  
Cell 913.515.7951

[Katie.Culbertson@cornerstonesofcare.org](mailto:Katie.Culbertson@cornerstonesofcare.org)

# \$50,000 SEASON TICKET SPONSOR

## Event Benefits

### 2018 Kansas City Chiefs Club Level Season Tickets for four (4)

*Additional benefits include:*

- Patron Party tickets for four (4)
- VIP tent access for the Chiefs Training Camp in St. Joseph, MO for four (4)
- Round trip black car transportation for four (4) to and from Charity Game
- Pregame sideline passes for four (4)
- VIP access to Pregame Draft Room Party for thirty (30)
- Signature Suite for thirty-two (32) including upgraded food and beverage
- Founder's Suite Access for two (2)
- Lower level tickets for one hundred (100)
- Chiefs Charity Game Tickets for Cornerstones of Care Families
- Half-time on-field check presentation for two (2)

## Marketing Benefits

- Photo spread TBD issue of The Independent
- Logo Included on electronic invitation for the Chiefs Training Camp
- Logo Included on electronic invitation for Patron Party
- Step and repeat banner at the Patron Party
- Represented on all sponsorship materials
- Featured in two (2) exclusive social media posts
- Logo included on step & repeat banner at the Draft Room party
- In-Suite signage/logo placement



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# \$25,000 DIAMOND EXPERIENCE SPONSOR

## Choose ONE Chiefs Experience from the Following Options:

- Coin Toss experience for one (1)
- First pass experience for one (1)
- Opening Drum Ceremony experience for one (1)
- Pregame Tunnel experience for two (2)
- Postgame press conference experience for two (2)

## Event Benefits

- Exclusive Patron's Party Tickets for four (4)
- VIP tent access for the Chiefs Training Camp in St. Joseph, MO for two (2)
- Pregame sideline passes for two (2)
- VIP access to Pregame Draft Room Party for twenty (20)
- Club Level Suite (minimum of 10 seats) including food and beverage
- Founder's Suite Access for two (2)
- Lower level tickets for sixty (60)
- Chiefs Charity Game Tickets for Cornerstones of Care Families
- Four (4) Club Level tickets to two Chiefs games (games TBD)

## Marketing Benefits

- Logo Included on electronic invitation for the Chiefs Training Camp
- Logo Included on electronic invitation for Patron Party
- Represented on all sponsorship materials
- Featured in two (2) exclusive social media posts
- Logo included on step & repeat banner at the Draft Room party
- In-Suite signage/logo placement



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# \$15,000 PLATINUM EXPERIENCE SPONSOR

## Choose ONE Chiefs Experience from the Following Options:

- 2018 Season Ticket Holder for four (4) at the Club Level (limited availability)
- Club Touchdown Zone viewing for four (4)

## Event Benefits

- Exclusive Patron's Party Tickets for four (4)
- VIP tent access for the Chiefs Training Camp in St. Joseph, MO for two (2)
- VIP access to Pregame Draft Room Party for ten (10)
- Club Level Suite (minimum of 10 seats) including food and beverage
- Founder's Suite Access for two (2)
- Lower level tickets for fifty (50)
- Chiefs Charity Game Tickets for Cornerstones of Care Families

## Marketing Benefits

- Logo Included on electronic invitation for the Chiefs Training Camp
- Logo Included on electronic invitation for Patron Party
- Represented on all sponsorship materials
- Featured in two (2) exclusive social media posts
- Logo included on step & repeat banner at the Draft Room party
- In-Suite signage/logo placement



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# \$10,000 GOLD EXPERIENCE SPONSOR

## Choose ONE Chiefs Experience from the Following Options:

### Pregame

- VIP experience at training camp (date TBD), reserved table in VIP tent and two (2) parking passes plus a Helmet Walk for two (2) children
- Access for two (2) to the off-season Sneak Peek practice session

### Game Day

- Sideline passes for four (4)

### Chiefs Fan Package

- Tour of Arrowhead Stadium for four (4) on day of the Chiefs Charity Game

## Event Benefits

- Exclusive Patron's Party Tickets for 2
- VIP tent access for the Chiefs Training Camp in St. Joseph, MO for two (2)
- VIP access to Pregame Draft Room Party for ten (10)
- Club Level Suite (minimum of 10 seats) including food and beverage
- Founder's Suite Access for two (2)
- Lower level tickets for forty (40)

## Marketing Benefits

- Represented on all sponsorship materials
- Featured in two (2) exclusive social media posts
- Logo included on step & repeat banner at the Draft Room party
- In-Suite signage/logo placement



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# \$5,000 SILVER EXPERIENCE SPONSOR

## Event Benefits

### Private Club Level Suite (minimum of 10 seats) including food and beverage

*Additional benefits include:*

- Exclusive Patron's Party Tickets for 2
- VIP tent access for the Chiefs Training Camp in St. Joseph, MO for two (2)
- VIP access to Pregame Draft Room Party for ten (10)
- Game day tickets for twenty (20)

## Marketing Benefits

- Represented on all sponsorship materials
- Featured in two (2) exclusive social media posts
- Logo included on step & repeat banner at the Draft Room party
- In-Suite signage/logo placement



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# \$2,500 BRONZE EXPERIENCE SPONSOR

## Event Benefits

### Club Level Seats for Six (6) including food and beverage

*Additional benefits include:*

- Exclusive Patron's Party Tickets for 2
- VIP tent access for the Chiefs Training Camp in St. Joseph, MO for two (2)
- VIP access to pregame Draft Room party for ten (10)
- Game day tickets for ten (10)

## Marketing Benefits

- Represented on all sponsorship materials
- Featured in two (2) exclusive social media posts
- Logo included on step & repeat banner at the Draft Room party
- In-Suite signage/logo placement



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# \$1,000 GAME EXPERIENCE SPONSOR

## Event Benefits

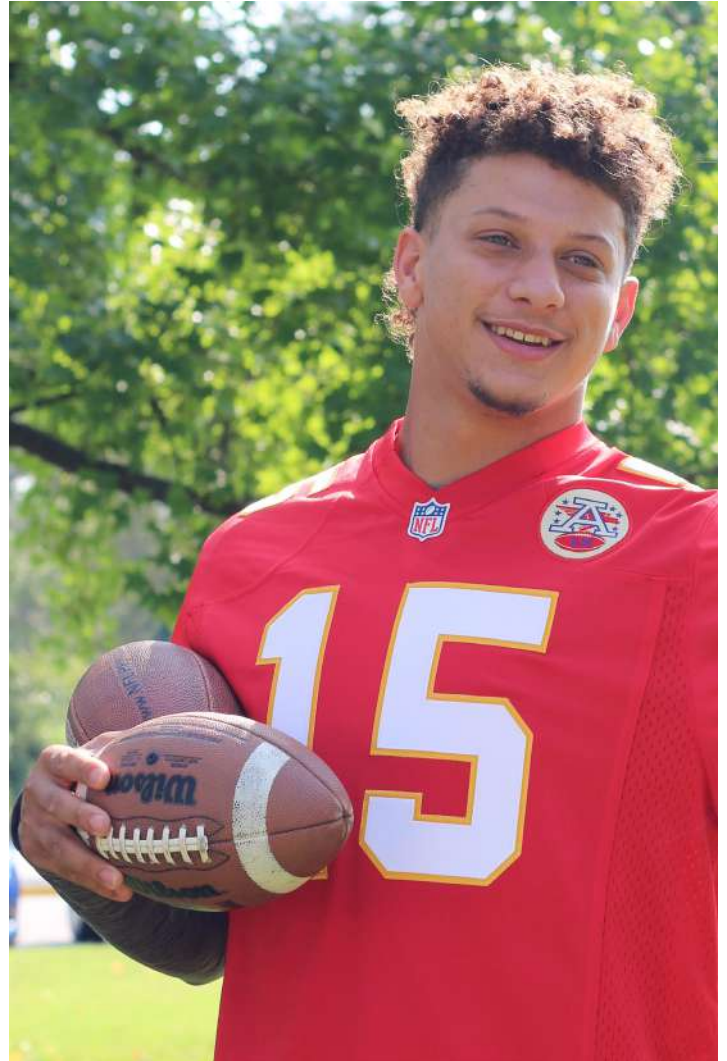
### Chiefs Charity Game tickets for six (6)

*Additional benefits include:*

- VIP access to Pregame Party for six (6)

## Marketing Benefits

- Represented on all sponsorship materials
- Featured in two (2) exclusive social media posts
- Logo included on step & repeat banner at the Draft Room party
- Private Signature Suites signage



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# CHIEFS CHARITY GAME TERM LIST

## **2018 Season Ticket Holders**

Four (4) season tickets at the Club Level for all home games for the 2018 Chiefs season (play-off not included).

## **2019 Super Bowl Tickets**

All inclusive trip to the Super Bowl in 2019 for two (2).

## **Chiefs Draft Day Party**

Experience the NFL Draft Day with the Chiefs at One Arrowhead Drive. You will join the Chiefs at their indoor practice facility at The University of Kansas Health System Training Complex.

## **Chiefs Off-Season Practice Private Viewing**

Guests will attend a private viewing session for a Chiefs practice at The University of Kansas Health System Training Complex. Date is TBD (May or June 2018).

## **Chiefs Regular Season Game Tickets**

Guests will be given 2018 regular season game ticket(s) (number based on sponsorship level) to cheer on the Chiefs at Arrowhead Stadium and join the 76,416 fans!

## **Chiefs Training Camp and Helmet Walk**

Guests will enjoy food and drinks in the Chiefs VIP tent at a Chiefs Training Camp practice: Date/Time TBD

The Helmet Walk will include each child (TBD on total number of children) to be paired with a member of the Chiefs team as the player exits the field following practice. The child may carry the player's helmet while walking with the player back to the Locker Room.

## **Coin Toss Experience for Chiefs Charity Game**

One (1) person will have the opportunity to participate in the coin toss for the Chiefs Charity Game during the pregame program. You will need to plan to arrive early to the Chiefs Charity Game to receive proper access to the field. (Approximately 2.5 hours early).

\*\*Must be at least 10 years of age for sideline access.



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## **Drum Honoree Experience for Chiefs Charity Game**

One (1) person will have the opportunity to act as the Chiefs Charity Game Drum Honoree. You will need to plan to arrive early to the Chiefs Charity Game to receive proper access to the field. (Approximately 2.5 hours early).

\*\*Must be at least 10 years of age for sideline access.

## **First Pass Experience for Chiefs Charity Game**

One (1) person will have the opportunity to throw the first pass of the Chiefs Charity Game during the pregame program. Blue Cross Blue Shield honors the first pass to a community companion. You have the opportunity to honor someone who has shown great community service. Your honoree will then throw the first pass. You will need to plan to arrive early to the Chiefs Charity Game to receive proper access to the field. (Approximately 2.5 hours early).

\*\*Must be at least 10 years of age for sideline access.

## **Patron Party**

A private party to officially kick off our Chiefs Charity Game! Date/Location TBD

## **Postgame Press Conference for Chief Charity Game**

\*\*Must be at least 16 years of age.

## **Pregame Sideline Passes for Chiefs Charity Game**

All guests will exit the field 30 minutes before kick-off.

\*\*Must be at least 10 years of age for sideline access.

## **Pregame E-Tunnel Experience for Chiefs Charity Game**

Guests have the opportunity to walk up into the heart of the stadium where all the pregame action takes place. You'll get to see KC Wolf, Susie and Warpaint run out onto the field. Following the pregame entertainment, you get to experience the behind the scenes view as you stand in the tunnel while both teams run past you onto the field.

\*\*Must be at least 16 years of age.

## **Touchdown Club Passes**

Private VIP hospitality area in the east end zone of the field at the Stadium during the Chiefs Charity Game. Open during the game only.



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