



**Home of Irrelevant Week**

# Irrelevant Week XL

## July 7-12, 2015

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**PARTNERSHIP OPPORTUNITIES**

THE FOUNDATION FOR THE UNDEFEATED  
3723 BIRCH STREET, SUITE 11, NEWPORT BEACH, CA 92660  
949-463-0505  
INFO@THEUNDEFEATED.ORG

# The Story of Irrelevant Week

Launched in 1976 by NFL alumnus Paul Salata, Irrelevant Week is an annual celebration recognized by the National Football League that honors the last player to be picked in the NFL Draft. Today, Irrelevant Week is the cornerstone of The Foundation for The Undefeated, a national nonprofit organization based in Newport Beach, California that champions stories of perseverance in sports to inspire greatness in others.

For 40 years, Irrelevant Week has been a much-anticipated and beloved celebration honoring football's underdog, while also making charitable contributions to the community. In fact, the organization has donated more than \$1 million to charities over the past four decades.

While each Irrelevant Week is tailored uniquely for the current Mr. Irrelevant, several signature events remain consistent. The annual All-Star Banquet is an evening celebration and fundraiser that gives past and present athletes a chance to roast and toast the guest of honor, Mr. Irrelevant. Fans also have an opportunity to recognize Mr. Irrelevant at a Unified Games and Family Field Day in partnership with the Special Olympics Southern California and the NFL's Play 60 and Punt, Pass & Kick programs.

Mr. Irrelevant and his family visit Disneyland, cruise the Newport Harbor, and participate in interviews at the NFL Network.





# Partnership Opportunities

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Engaging and affordable partnership opportunities are available for Irrelevant Week XL. If your business is looking for a cost-effective way to align itself with one of the most popular and recognizable brand names in professional and collegiate football, then an Irrelevant Week sponsorship can be customized to meet your goals and objectives.

Partnering with Irrelevant Week provides you and your company with exposure to an influential community of Southern California decision makers in addition to visibility in local and national media outlets. Your personalized package enables you to participate in all Irrelevant Week activities from the equivalent of 50 yard line seats.

So whether your business wants to reward top-performing employees with a fun and entertaining experience or get your new product in the hands of passionate football fans, an effective solution will be tailored just for you.

# Which Partnership Level Is Right For You?

**IRRELEVANT WEEK XL PRESENTING SPONSOR (\$40,000):** A presenting sponsor is the most supportive and exclusive level of sponsorship. This level of investment provides you the opportunity to customize a sponsor benefit package to address your specific business needs. Possible benefits **may** include but are not limited to the following:

**Media** —Name included in event title; company name and/or logo in all media communications and event materials; acknowledgement from Mr. Irrelevant in media interviews

**Signage**—Pre-event and venue specific such as event promotion banners, step and repeats, posters, advertisements

**Hospitality**—Two tables of 10 at the Irrelevant Week All-Star Banquet on Friday, July 10, 2015 at the Balboa Bay Resort, premier seating, VIP events, hotel rooms, visit to NFL Network

**On-Site**—Marketing/demonstration booths for products and displays; Presenting Sponsor recognition from podium at events

**Online**—Recognition through TheUndeated.org's social media activities including website, Facebook, Twitter, Instagram

**Other promotional opportunities**—Custom-design of a new event, program, award or other activity that meets your specific needs; opportunity to provide prizes for media or event promotions; couponing/advertising on ticket backs





# Which Partnership Level Is Right For You?



**ALL-STAR BANQUET PRESENTING SPONSOR (\$20,000):** Name included as presenting sponsor; company name and/or logo in all media communications and event materials; company banner/recognition displayed at banquet; premier seating for ten guests plus a celebrity athlete at the Banquet; recognition through TheUndeclared.org's social media activities; distribution of company marketing materials to banquet guests. *Banquet will be on Friday, July 10, 2015 at the Balboa Bay Resort.*

- **HALL OF FAME SPONSOR (\$10,000):** Our most popular partnership level, includes recognition as a Hall of Fame sponsor in all sponsor listings and logo on event materials; premier seating for ten guests plus a celebrity athlete/presenter at the All-Star Banquet; logo recognition on website.
- **MVP SPONSOR (\$5,000):** Recognition as an MVP sponsor in all sponsor listings and name included on event signage and event materials; VIP seating for ten guests plus a celebrity athlete at the All-Star Banquet; logo recognition on website.
- **LOWSMAN TROPHY SPONSOR (\$5,000):** Name included in presentation of Lowsman Trophy at the All-Star Banquet; event signage; banquet tickets for four guests; recognition through TheUndeclared.org's social media activities; opportunity to present Lowsman Trophy to Mr. Irrelevant at banquet.

**UNIFIED GAMES & FAMILY FIELD DAY PRESENTING SPONSOR (\$20,000):** Name included as presenting sponsor; company name and/or logo in all media communications and event materials; company banner/recognition displayed at event; premier seating for ten guests plus a celebrity athlete/presenter at the All-Star Banquet; recognition through TheUndeclared.org's social media activities; distribution of company marketing materials to Field Day attendees.

**ADDITIONAL SPONSOR OPPORTUNITIES** may be available to meet your needs. Please contact us to discuss.



**Home of Irrelevant Week**

**The Foundation for The Undeclared**  
**3723 Birch Street, Suite 11**  
**Newport Beach, CA 92660**  
**949-463-0505**  
**info@theundeclared.org**

**Tax Identification #33-0532488**

The Foundation for The Undeclared champions stories of perseverance in sports to inspire greatness in others. We accomplish our mission of celebrating champions of perseverance by sharing their stories via traditional media, social media, events and other channels.

The inspiration found in individuals overcoming seemingly insurmountable odds is evident throughout sports. TheUndeclared.org will prove that greatness often comes as a result of the very challenges that are encountered.

# Partnership Registration

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

## Please Indicate Level of Sponsorship

- ☐ Irrelevant Week XL Presenting Sponsor (\$40,000)
- ☐ All-Star Banquet Presenting Sponsor (\$20,000)
- ☐ Hall of Fame Sponsor (\$10,000)
- ☐ MVP Sponsor (\$5,000)
- ☐ Lowsman Trophy Sponsor (\$5,000)
- ☐ Unified Games and Family Field Day Presenting Sponsor (\$20,000)
- ☐ We are unable to become a sponsor, but wish to support The Foundation for The Undefeated and its charitable partner with our donation of \$\_\_\_\_\_.

## Make Payments to The Foundation for The Undefeated

We wish to pay by: ☐ Check ☐ VISA/MasterCard/AmEx/Discover

Name on Card: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

CVV Code: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Mail completed form to:

**THE FOUNDATION FOR THE UNDEFEATED**  
**3723 BIRCH STREET, SUITE 11**  
**NEWPORT BEACH, CA 92660**

Tax Identification #33-5322488

**SOLD**