

# MISSION STATEMENT

Educational social and career preparation activities for high school student-athletes in the Metro Area will stimulate and encourage, emotional creative side, and cognitive growth for a diversified number of youth in the community. A nucleus of dedicated youths with a positive attitude can excel in the community influencing others with an irresistible exuberance, and radiance that create a strong cohesive force among the youths.

# EXECUTIVE SUMMARY

The Area High Schools All-star Football and Basketball Games offer some of the best high school athletes in the state together for a match up not normally seen during the season. The game is a part of an integrated, comprehensive program designed to prepare students for collegiate life. Participants benefit from a series of athletics, scholastic, life training and developmental skills.

New Orleans is a hot bed for basketball and football talent, its best high school players (chosen by a committee of coaches in their parishes) will compete for the second time in a showcase rivalry that matches area high schools against surrounding schools.

Your company's involvement would greatly increase the legitimacy of this program, not only to the community, but to the athletes involved. Your partnership would enhance this event, while reinforcing to student athletes the importance of preparing for success at the next stage of their athletic/academic careers.

## **Past Sponsors:**

Coca-Cola, Fellowship of Christian Athletes, Freeport McMoRan, Foley Marketing, Sheriff Charles Foti, Jr., Phi Beta Sigma Fraternity, Kappa Alpha Psi Fraternity, Kevin Blakes Photography, Representative Rene Gill-Pratt, Representative Edwin Murray, Council Vice President Jackie Clarkson, Representative Cedric Richmond, Barber Athletics, Norman Hand & The New Orleans Saints, Kaplan ACT/SAT Testing, Riddell Sports Equipment, Frito-Lay, Gulf-State Animated, Bruno & Tervalon CPA Firm, and Student Insurance Division.

# **INTRODUCTION**

The Northshore versus Southshore Lake Ponchartrain All-Star Football & Basketball Classic displays the talents of many Division I prospects from area schools. Division I scouts from around the country attend to get a final look at prospects in action.

## **❖ Project Scope and Objectives**

- Establishes quality athletic experience while reinforcing academic priorities.
- Increases opportunities for area high schools Football/Basketball athletes to be exposed to collegiate recruiters.

## **❖ Benefits of Involvement**

- Establishes an event which celebrates the high school careers of local students' athletes.
- Develops an affordable family event.
- Supports high school Football/Basketball without alienating any group of potential ticket purchasers.
- Assists in raising money to benefit High School Athletic Programs.
- Reinforces the positive image of your company in the Louisiana community.
- Provides an excellent tax break incentive.

# **FOOTBALL ACTIVITY SCHEDULE**

## **ACADEMIC SEMINAR – To Be Announced**

Provide participants with academic and career directions via seminars on a range of topics including:

- SAT preparation
- Questions to ask prospective recruiters
- Time Management
- Temptation refusal skills
- Professional athlete achievement statistics

Each participant will receive a copy of the College Bound Student Athletes Guide Published by the NCAA.

## **PRE-GAME BANQUET – To Be Announced**

ACT/SAT preparation

Participants: The All-Star athletes, Homecoming Queens, Principals, Coaches, Community & Civic Organization Leaders, School Board Officials and Local Politicians.

## **ALL-STAR GAME**

***LOCATION: LOUISIANA SUPERDOME***

General Admission: \$10.00 to benefit Athletics' Association Half-time performance will feature the All-Star Bands from area high schools

# **EVENT OVERVIEW**

- 5,000 - 8,000 Fans attend the games
- More than 200 All-Star Athletes are currently attending Collegiate Institutions
- Generates additional revenues for local businesses
- Generates additional revenues for upcoming All Star games
- Events will generate extensive media coverage for all businesses participating

## **GOAL**

Raising the standards for young student-athletes in the Metro Area and seeing them through college is a reality. The participants will go through the academic seminars and special events to work harder to qualify for college and upgrade GPA scores. The Academic Seminar will help student athletes understand college preparation on and off the court. The activities will expose student athletes to college recruiters.

# **BASKETBALL ACTIVITY SCHEDULE**

## **ACADEMIC SEMINAR - To Be Announced**

Provide participants with academic and career directions via seminars on a range of topics including:

- SAT preparation
- Question to ask prospective recruiters
- Self-respect
- Temptation refusal skills
- Professional athlete achievement statistics

Each participant will receive a copy of the College Bound Students Athletes Guide published by the NCAA (National Collegiate Athletic Association).

## **PRE-GAME BANQUET – To Be Announced**

*LOCATION: To Be Announced*

ACT/SAT Preparation

Participants: The All-Star Athletes, Winter Formal Queens/Miss Sweetheart, Principals & Coaches, Community & Civic Organization leaders, City Officials and Local Politicians.

## **ALL-STAR GAME**

**LOCATION: LOUISIANA SUPERDOME**

General Admission: \$10.00 to benefit the Athletics' Association

Half-time show will feature the All-Star Bands from area high schools

## **ADDED ATTRACTIONS**

All-Star was created to unite communities for a common bond. Schools shared a bond on the football field as well as on the basketball court, but still there was something missing. Homecoming Queens were highlighted from each individual school. What goes better with football? An All-Star Band, was created to bring music and splendor to the pageantry that already existed, and what an addition it was. The All-Star Band is comprised of members from various high schools that compete for scholarships from various colleges. These young people exemplify energy, talent and showmanship to surpass all others. Their performance in past years was so outstanding the New Orleans Saints invited them to perform at a Monday Night Football Game for the half-time show.

## **CHEERLEADER/DANCE COMPETITION**

### **ALL- STAR CHEERLEADER/DANCE COMPETITION**

**LOCATION:** To Be Announced

**DATE:** To Be Announced

**TIME:** To Be Announced

The year 2002 marked a first in as much, All-Star hosted a cheerleader competition at Tulane Fogelman Arena. Over 18 cheerleading teams competed for titles. Teams varied from several parishes. It truly was a family oriented experience as a crowd of over 1,000 cheered them on. In addition, the teams participated at the All-Star Football Game and there was a half-time performance with the All-Star Band. A dance competition for dance teams was held in association with the cheerleader competition.

# **HISTORY**

The immediate benefits for students-athletes provide educational and college scholarships opportunities.

# **PROJECTION**

The concept of using sports as an instrument to motivate young people to accomplish their goals is very appealing and pragmatic. Ask yourself the question, what would New Orleans be like without athletic events for high school students? The daily-encouragement has forced us to seek more sponsors and volunteers at every level to ensure the continuing growth and success at the All-Star Football and Basketball Games. Whether you are a participant or a spectator at the games, it will never go unnoticed that there is a very competitive, but friendly atmosphere at the games. The thrill of victory and the excitement of buzzer winning games are conversational topics long after the games are over. The cohesion among students from the same school is often experience at the climax of athletic events. The joy, rapport, and counseling opportunities parents have before, during and after the games are unparalleled at any other times. More importantly the competitive nature between the student athletes has bonded parishes together for a life time.

<b>ALL-STAR BASKETBALL GAME PROPOSAL</b>	
Tulane University	\$ 3,500.00
Basketball Film	500.00
Banquet	10,000.00
Radio Advertising	3,500.00
Team & Coaches Shirts	1,000.00
Awards	1,700.00
Personal Productions (Decorations)	700.00
<b>TOTAL ESTIMATED COST</b>	<b>\$20,900.00</b>
<b>ALL-STAR FOOTBALL GAME PROPOSAL</b>	
Louisiana Superdome	\$ 15,000.00
Louisiana Superdome Simulcast	10,000.00
Banquet	18,000.00
RTA Bus Posters	7,800.00
Jerseys	3,000.00
Additional Student Accident Insurance	1,500.00
Radio Advertising/Signs	3,000.00
Coaches Shirts	1,000.00
All Star Awards and/or Souvenirs	2,500.00
All Star Band Transportation	5,000.00
Personal Productions	700.00
Cheerleader/Dance Competition	5,000.00
<b>TOTAL ESTIMATED COST</b>	<b>\$72,500.00</b>
<b>SPONSORSHIP</b>	
PLATINUM	21,000.00
GOLD	15,000.00
SILVER	10,000.00
BRONZE	5,000.00
TABLE SPONSORSHIP #1	1,000.00
TABLE SPONSORSHIP #2	500.00