



**THEUNDEFEATED.ORG**

*in association with*



A LIONSGATE COMPANY

**SUMMIT ENTERTAINMENT - A LIONSGATE COMPANY**

*presents*

**“DRAFT DAY”**

**MOVIE SCREENING**

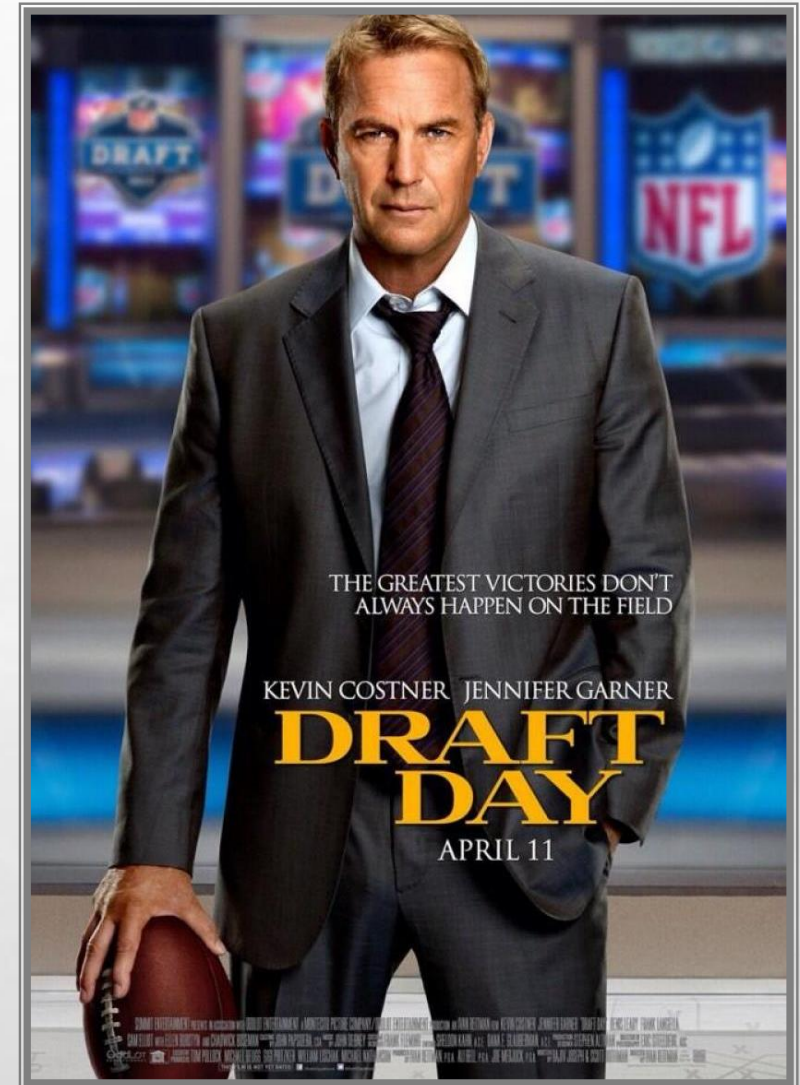
**SPONSORSHIP PROPOSAL**



**COMING SOON!**  
**THURSDAY, APRIL 3, 2014**  
**BIG NEWPORT THEATER**

**Join TheUndeated.org for the star-studded movie screening of **DRAFT DAY** as we raise funds to champion stories of perseverance and support Special Olympics Southern California.**

**Events include a private pre-film reception\*, a red carpet experience, welcome and commentary by film director Ivan Reitman, movie screening, and a spectacular after-party at Newport Beach Civic Center.**



**\*Attendance by invitation only. Access included for sponsors and their guests.**

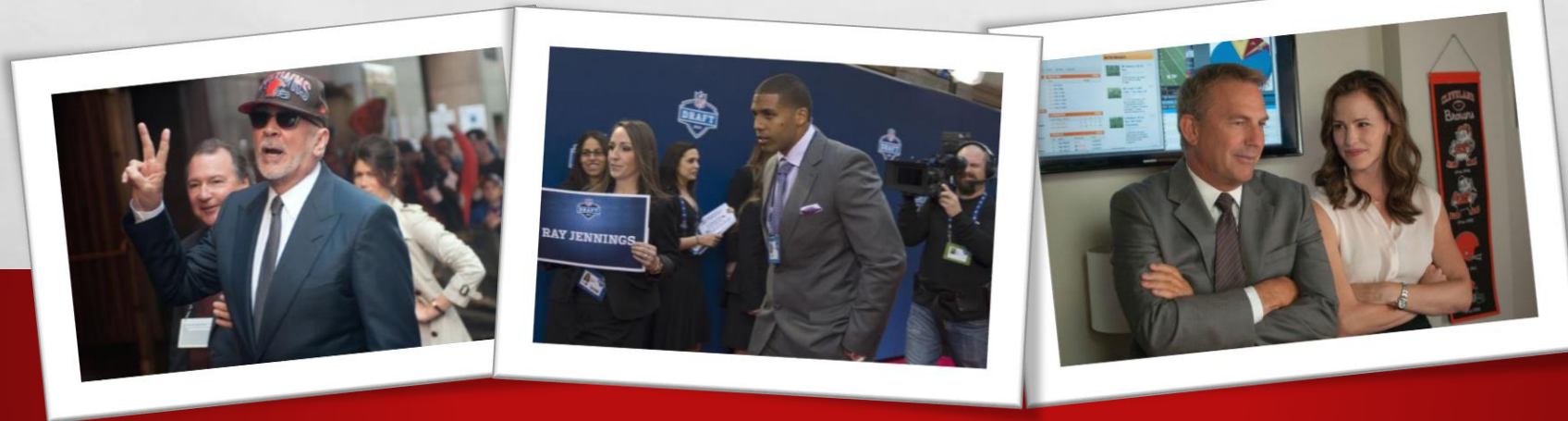
# DRAFT DAY

**Director: Ivan Reitman**

**Starring: Kevin Costner, Jennifer Garner, Ellen Burstyn, Denis Leary, Tom Welling, Sam Elliott, Frank Langella, Rosanna Arquette, Arian Foster, Sean Combs**



**On the day of the NFL Draft, general manager Sonny Weaver (Costner) has the opportunity to save football in Cleveland when he trades for the number one pick. He must quickly decide what he's willing to sacrifice in pursuit of perfection as the lines between his personal and professional life become blurred on a life-changing day for a few hundred young men with dreams of playing in the NFL.**





5:00 – 6:30 pm

6:30 – 7:00 pm

7:00 – 9:00 pm

9:00 – 11:00 pm

# EVENT DETAILS

**THURSDAY, APRIL 3, 2014**  
**NEWPORT BEACH**

Invited Guests will mix and mingle with the cast & crew of “Draft Day” at a **PRIVATE PRE-SCREENING VIP RECEPTION** at *Fig & Olive*

Welcome the cast & crew of “Draft Day” to *Big Newport* theaters as they walk the **RED CARPET** and are interviewed by **NFL Network\***

Following an introduction by Director, Ivan Reitman, over 1,000 guests will view the **“DRAFT DAY”** film.

300 All-Access Pass holders will enjoy hosted cocktails, hors d'oeuvres & music when the **PARTY** continues with cast & crew of “Draft Day” at the *Newport Beach Civic Center*.



\*Press coverage is anticipated but cannot be guaranteed.

# PLANNED MEDIA COVERAGE\*



ORANGE COUNTY  
**REGISTER**

greer's   
THE LATEST IN FASHION, DINING & TRENDS

Los  
Angeles  
Times

RIVIERA  
MAGAZINE

COAST  
MAGAZINE

VISIT *Newport*  
BEACH



\*Press coverage is anticipated but cannot be guaranteed.

# SPONSORSHIP OPPORTUNITIES

## PLATINUM

### \$25,000 investment

Invitation for sponsor and up to nine guests to private pre-screening reception

All-Access passes for sponsor and up to nine guests (includes movie screening and after party event)

20 movie screening tickets

Premier reserved seating at movie screening

Logo on Step and Repeat banner on Red Carpet and at After Party

Signage and branding acknowledging company as Platinum Sponsor

Logo on all event materials and full color invitations distributed to media and guests

Logo included on souvenir lanyards and credentials distributed to media and guests

Promotional items and collateral materials placed in all after-party gift bags (products supplied by sponsor)

Recognition as Platinum sponsor in press releases, on website, in social media mentions, and other event promotion and coverage opportunities

Sponsor gift including TheUndefeated.org merchandise

## GOLD

### \$10,000 investment

Invitation for sponsor and up to five guests to private pre-screening reception

All-Access passes for sponsor and up to five guests (includes movie screening and after party event)

12 movie screening tickets

Reserved seating at movie screening

Signage and branding acknowledging company as Gold Sponsor

Logo on all event materials and full color invitations distributed to media and guests

Promotional items and collateral materials placed in all after-party gift bags (products supplied by sponsor)

Recognition as Gold sponsor on website and in social media mentions

Sponsor gift including TheUndefeated.org merchandise

# SPONSORSHIP OPPORTUNITIES

## SILVER

### \$5,000 minimum investment

Invitation for sponsor and a guest to private VIP Pre-Screening Reception at Fig & Olive

All-Access passes for sponsor and three guests (includes movie screening and after party event)

10 General Admission movie screening tickets

Reserved seating at movie screening

Signage and branding acknowledging company as a Silver Sponsor

Promotional items and collateral materials placed in all after-party gift bags (products supplied by sponsor)

Sponsor gift

## BRONZE

### \$2,500 minimum investment (in-kind support may be considered)

All-Access passes for sponsor and three guests (includes movie screening and after party event)

6 General Admission movie screening tickets

Reserved seating at movie screening

Signage and branding acknowledging company as a Bronze Sponsor

Promotional items and collateral materials placed in all after-party gift bags (products supplied by sponsor)



## CONTACT INFORMATION

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The Foundation for the Undefeated 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. TheUndefeated.org will prove that greatness often comes as a result of the very challenges that are encountered.

TheUndefeated.org has a long history of funding other charitable partners whose efforts are in line with its mission. **Special Olympics of Southern California** is the 2014 charitable partner.

***Special Olympics***  
***Southern California***

