

UNDERSTAND
THE
GRIND
FOUNDATION

SPONSORSHIP

PACKET 2022-2023



“ ABOUT THE UNDERSTAND THE GRIND FOUNDATION



ALL ABOUT COMMUNITY

Understand the Grind (UTG) isn't just a tagline, a mantra, or a motto. It's a lifestyle approach & attitude that has allowed Norman to be in the position he is today. It's a string of 3 powerful phrases hard work, dedication, and commitment that constantly remind you never to give up and always chase your goals.

He worked for it, He is currently, working for it. Norman Powell spent 4 years at UCLA & slid all the way to the end of the 2nd round in the NBA draft. But he kept working. He stayed ready. He stayed professional. There are going to be barriers, challenges, and naysayers along the way - but you need to maintain focus. Outside opinions are irrelevant. Hard work breeds success.

JUST REMEMBER: KEEP MOVING AND ALWAYS, UNDERSTAND THE GRIND.

OUR TEAM

UNDERSTAND
THE
GRIND
FOUNDATION

NORMAN POWELL

Seven year NBA veteran. He is currently a member of the Los Angeles Clippers, Norman embodies his mantra to Understand the Grind.



SHARON POWELL & DAUGHTERS

Sharon and her daughters Joniece & Margaret are avid supporters of the UTGF mission. They support and assist behind the scenes to support the mantra of hardworking, dedication, and commitment.



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GOALS & OBJECTIVE



OUR MISSION

The foundation was brought to life with the Powell family's passion to effect tangible change in the communities that need it most, centered around pillars of expanding academic and athletic opportunities for youth.

Focused on the San Diego area initially, the goal is to deepen efforts and operate with the intention of reaching more youth in additional cities for years to come.

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GOALS & OBJECTIVE



OUR FOCUS

UTG Scholars

Honoring student-athletes who excel on and off the court academically while exhibiting positive character and sportsmanship. This service area focuses on providing sponsorships, scholarships, and assistance with educational endeavors.

UTG Youth Basketball Camp

The Annual Understand The Grind Youth Basketball Camp is focused on providing young athletes the opportunity to gain skills and knowledge about basketball. This camp serves over 500 local youth every year with plans to expand into different markets.

Strong Women UTG

The Strong Woman service area will offer sponsorships and scholarships focusing on education, athletics, workforce development, and volunteerism. The focus of this service area is to support, encourage and honor the phenomenal women in our communities. These women are the epitome of strength and, in most cases, the foundation of their communities.

Community Give Back and Outreach

The give-back program is focused on helping deserving youth and their families in times of need. This program will assist in providing food, clothing, and necessities to families in need. Other facets of the program include supporting educators with classroom necessities, including the special education population.

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SPONSORSHIP OPPORTUNITIES



COMMITMENT LEVELS

PLATINUM: UNDERSTAND THE GRIND - 25K

- Booth at Annual UTC Camp
- 12-month website logo placement
- prominent banner placement at all UTGF events
- Full-page ad in UTGF program books
- Two tables of 9 for biannual UTGF appreciation dinner
- Verbal recognition at all UTGF events
- 12 social media mentions
- Promo items placed in swag bags for camp (provided by sponsor)
- Logo placed on UTG camp shirts
- Thank you email blast

GOLD: DEDICATION - 15K

- Booth at Annual UTG Camp
- 6 month website logo placement
- Prominent banner placement at all UTGF events
- 1/2 page ad in UTGF program book
- One table of 9 for biannual UTGF appreciation dinner
- Verbal recognition at all UTGF events
- 6 social media mentions
- Promo items placed in swag bags for camp (provided by sponsor)
- Thank you email blast

SILVER: COMMITMENT - 10K

- 6 month website logo placement
- Banner placement at all UTGF events,
- 1/4 page ad in UTGF program book
- One table of 9 for biannual UTGF appreciation dinner
- Verbal recognition at all UTGF events,
- 3 social media mentions
- Promo items placed in swag bags for camp (provided by sponsor)
- Thank you email blast

BRONZE: HARD WORK - 5K

- Banner placement at all UTGF events
- 1/8 page ad in UTGF program book
- One table of 9 for biannual UTGF appreciation dinner
- Verbal recognition at all UTGF event
- Three social media mentions
- Thank you email blast



SCAN ME

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PROGRAM BOOK AD PURCHASE



AD SIZES

Through purchasing an advertisement in The Understand the Grind Foundation Dinner program book, you will show your support for the foundation and the programs we wish to support. Individuals and businesses may purchase advertising space within our program book. These advertisements are available in full-page, half-page, quarter-page sizes, and business card size.

All ads must meet the following requirements:

- File must be high-resolution color (JPG and PDF files accepted)
- Full page and cover ads must be vertically oriented
- Half page ads must be horizontally oriented
- Images must be at least 300dpi at 100% of size printed) to look good in print.

Ad Size Requirements:

- Full page: 7.5 x10 in
- Half page: 7.5 x 4.5 in
- Quarter page: 3.75 x 4.5in
- Eighth page: 3.5 x 2 in

Once your payment has been submitted via the link below, please email your high resolution images to staff@understandthegrindfoundation.com.

FULL PAGE - \$1000

HALF PAGE - \$500

QTR PAGE- \$250

1/8 PAGE - \$125



 **SCAN ME**