



UNITED NATIVES

UNITED NATIVES 3RD ANNUAL SPORTS GALA

**An evening to advancing social, sports
& health equity.**

Petersen Automotive Museum Los Angeles, CA

Wednesday, February 10th, 2027

ALIGN YOUR BRAND WITH THE MOST POWERFUL WEEK IN SPORTS.



Global Reach

Super Bowl Week generates billions of media impressions, bringing together the most influential global audiences.



Brand Visibility

Showcase your brand at an invitation-only experience designed to foster meaningful relationships and impact.



Direct Access

Connect with Tribal leaders, professional athletes, and influential VIP guests from sports, music, entertainment, and business at our Sports Gala.



National Impact

Every attendance, event partnership or collaboration has direct national impact in wellness, sports, youth and more.

Super Bowl Week is more than the game. It's a week of high-profile events, experiences, and networking opportunities, generating \$500 MILLION in regional impact.





MEET UNITED NATIVES

We are a national Native-led nonprofit advancing equity in mental health, youth, sports & technology across Native communities nationwide.



CEO & Founder Dr. Crystal Lee, PhD, MPH, MLS

- **1-of-5 Native American infectious disease research doctors in the U.S.**
- **Assistant Professor at University of New Mexico, College of Population Health**
- **Recognized as 1-of-3 people in the U.S. changing health equity by Scientific American**
- **Former Owner of 2 FIBA men's professional basketball teams in Mexico**
- **Serves on the United Nations North American and Global Indigenous Women's Caucus**
- **Serves on the L'Oreal USA Board of Directors for Diversity and Inclusion**



OUR GALA SUPPORTS IMPACT: 365 DAYS A YEAR

Our annual Gala is our primary fundraising engine, allowing us to deliver vital health, youth, and advocacy programs every single day of the year.

- **30+ States Served**
- **1,500+ Zero-Cost Counseling Sessions Provided**
- **625+ Native Youth Served**
- **National MMIR Advocacy & Awareness**
- **3,000+ Truckloads of Free Firewood Distributed**
- **Launched the First National United Natives Health & Sports App**



DELIVERING SERVICES FOR HEALTH EQUITY

We provide zero-cost telehealth counseling for Native relatives in 30+ states, addressing trauma, anxiety, depression, harm reduction, gambling, and more.

Every event partnership funds this vital program.

2nd Leading Cause of Death 8–24 years old

Native youth have the highest suicide rates among U.S. demographic groups, with suicide the 2nd leading cause of death for ages 8–24.

Mental Health Gap

1 in 10 Native relatives face both substance use and mental illness, with 9.7% suffering from co-occurring conditions.

Expanding Access to care

Many Native communities face transportation barriers, limited rural providers, provider turnover, and privacy concerns in small communities.



TURNING ACTION INTO AWARENESS

Addressing the Missing and Murdered Indigenous Relatives (MMIR) crisis through national collaboration and survivor support, as AI/AN communities face disproportionately high rates of violence, trafficking, and missing-person cases.

National Unity

Our annual Las Vegas Summit brings together Tribal leaders, MMIR task forces, government, gaming, hospitality, policymakers, justice, and nonprofit leaders.

Direct Support

We offer zero-cost telehealth counseling for families, and survivors affected by MMIR. Our summit attendance & event partnerships help fund this vital program.

Data Solutions

Launching soon: The United Natives Health App, featuring MMIR GIS mapping powered by ESRI to track cases, identify hotspots, and reveal critical trends.

Brand Allyship

Position your brand as a visible leader in an underserved advocacy space. Be seen as a community ally amongst 575+ tribal nations.

System gaps • Limited visibility • Jurisdictional barriers • Fragmented data • Underreporting

TRANSFORMING LIVES THROUGH ACCESS



Pro-Athletes inspiring the next generation

Our sports camps include former & current professional athletes. Photo featuring 2026 **Super Bowl Champs Zach Charbonnet & Jake Bobo** at our football camp.



NASCAR & STEM

Race track access with Hall of Famer "the **Larry Fitzgerald Foundation**". Learning the science behind racing with NASCAR.



Sports Camps

United Natives brings sports camps to underserved communities, combining skills, mentorship, mental health, suicide prevention, and anti-bullying education.



Sports App

Launching soon! United Natives Sports App is built for Indigenous athletes. Connecting them to visibility, recruitment, coaches, and opportunities across every sport.

Upcoming Activations

- 🏈 Arizona Cardinals Flag Football Experience
- 🏀 Phoenix Suns "Court of Dreams"
- 👨‍👩‍👧‍👦 Enchant Christmas
- 🤝 Highlight your brand as a Sports community ally at any of our Native Nights

ELEVATING VISIBILITY THROUGH SPORTS

Bring Your Brand Into the Game

United Natives serves as a Tribal liaison to professional sports teams, curating **“Native American Heritage Night”** across the WNBA, MLB, NFL, and soon the NBA.

We coordinate the Native Color Guard, cultural performers, Native vendors, community guests, and youth and family experiences that make each night meaningful and authentic.

Creating powerful national brand visibility while elevating Native voices in major sports markets across the country.

More teams to be announced soon!



Arizona Cardinals



Las Vegas Aces



Las Vegas Aviators



BUILDING THE FUTURE OF **INDIGENOUS TECH**

We created a first-of-its-kind digital platform designed to connect all 575+ Tribal Nations through health, wellness, and culture. Launching soon!

National Reach: 9,000,000 + Relatives

- 🧠 AI Medical Visit Summaries
- 💙 Telehealth Access
- 📊 Self-Monitoring Wellness Tools
- 🏥 Tribal & IHS Clinic Directory
- 📢 Public Health Messaging
- 🌿 Community & Professional Events
- 🌐 **MMIR GIS Mapping powered by ESRI**
- 📋 Customized Tribal Clinic Dashboards
- 📢 Community Needs Surveys
- 📰 Indian Country Community Flyers



**Founding Partner
Opportunities Available Now**



CHANGING THE **GAME**

United Natives Sports App

Recruit. Connect. Develop. Get Seen.

- Athlete Profiles
- Highlight Reels & Stats
- Recruiter Access
- Coach Networks
- Training Content
- Camps & Opportunities
- Founding Partner & monthly advertisement opportunities available

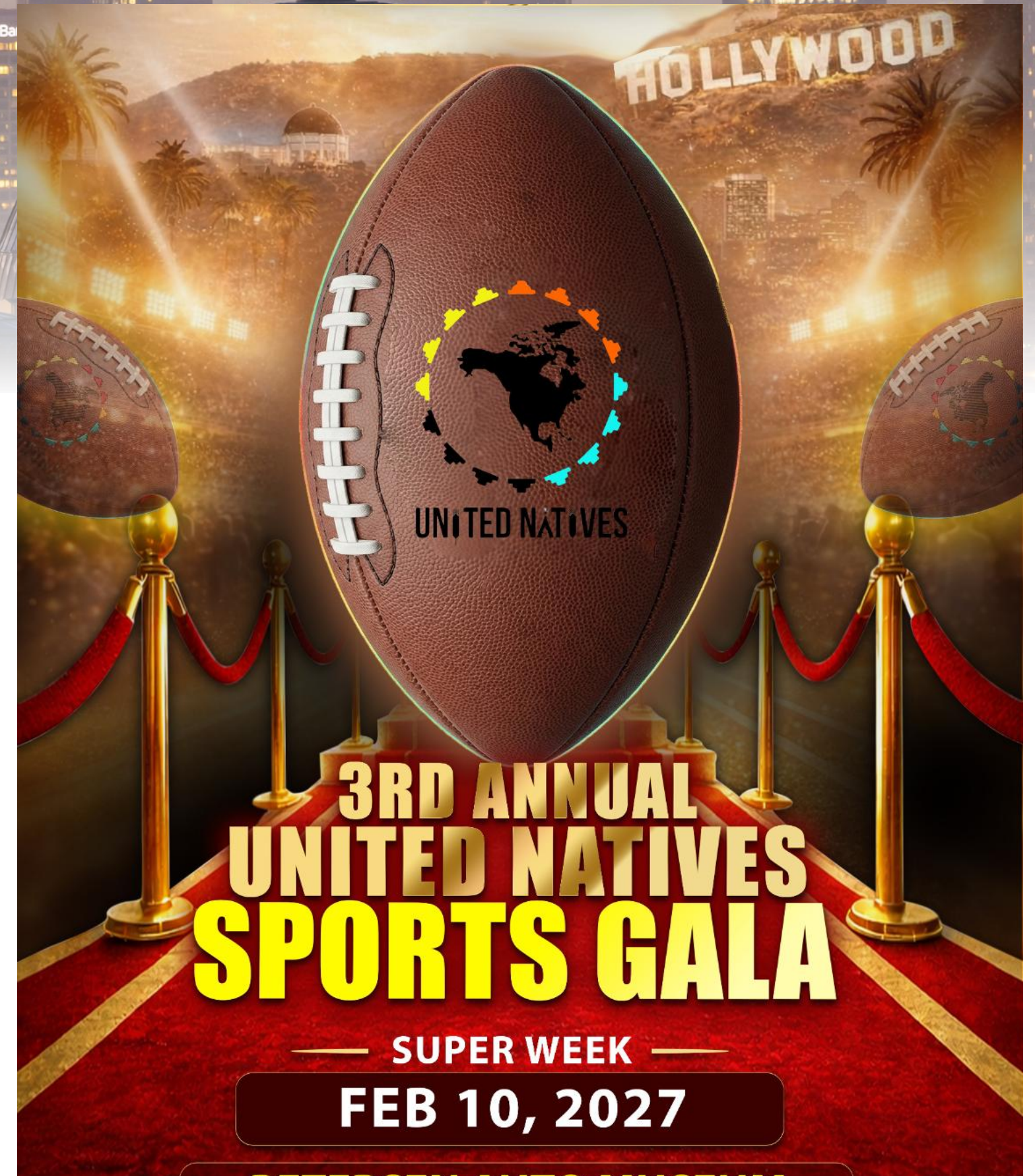
A national digital platform creating visibility and opportunity for Indigenous athletes across every sport.



STEP INTO THE EVENING SPORTS GALA

Our Gala brings together Tribal leaders, professional athletes, sports executives, entertainers, corporate leaders, and changemakers, with past engagement from organizations including NFL Alumni, NASCAR, L'Oréal, Verizon, Microsoft, the New Orleans Saints, UFC, and Nike N7.

- 🍸 Cocktail Hour + Sponsored Fireside Chats
 - 🏆 Awards Ceremony
 - 🎤 Live Entertainment
 - 🔨 Live Auction
 - ✨ Immersive Brand Activations
-





AN ICONIC HOLLYWOOD VENUE

PETERSEN AUTOMOTIVE MUSEUM

- 🏛️ Four floors of history, art, and automotive culture
- 🚗 Rare, historic & Hollywood vehicles throughout the museum
- 🎬 Fast & Furious Collection creating an unforgettable Hollywood atmosphere
- ✨ Immersive Brand Activations designed for your brand
- 🎤 20-Minute Sponsored Fireside Chat during cocktail hour for a turnkey experience
- 🎬 A One-of-a-Kind Setting for Unforgettable Brand Storytelling

SPORTS GALA HONORARY HOST COMMITTEE

ERIC B.
HIP HOP HALL OF FAME



Legendary hip-hop DJ, producer, rapper, and one half of the iconic duo Eric B. & Rakim. Eric B. also brought his talents to television as Lt. Mike Gee on CBS's Blue Bloods.

MADLINE DINONNO
CEO GEENA DAVIS INSTITUTE



President & CEO of the Geena Davis Institute on Gender in Media, leading global efforts to advance DEI in entertainment. A longtime entertainment executive and advocate for meaningful representation in media.

KELLY WARNELL
GLOBAL ENTERTAINMENT STRATEGIST



Award-winning global entertainment strategist. 20+ years of industry experience and leadership roles with ESI Media and Hearst UK. Founder of Screen Masters International, representing top talent across film, television, music, gaming, and live entertainment.

PJ VEGAS
HIP HOP HALL OF FAME



Multi-award-winning Indigenous singer, songwriter, actor, and activist, and son of Redbone legend Pat Vegas. A 2017 MTV VMA winner for Best Video for Good and Native American Music Award winner, PJ champions Indigenous representation through music and entertainment.

KAREN CLARKSON
NATIVE AMERICAN ARTIST



Award-winning Choctaw Traditional & Contemporary Artist recognized by the Santa Fe Indian Market, Heard Museum, and Choctaw Nation Indian Arts Show. Her honors include 2026 Best of Show at the Phippen Museum, First Place at the Heard Museum Indian Market, and the 2024 Arizona Governor's Choice Award.

MARKETING OPPORTUNITIES

Put Your Brand in the Spotlight During Super Bowl Week

Looking to promote your brand, product, service, or organization to a high-profile audience of Tribal Leadership, Hospitality, Gaming, professional athletes, pro sports team C-suite executives, entertainers, influencers, community leaders, and other VIP guests.

United Natives offers custom marketing and promotional opportunities designed around your goals and audience.

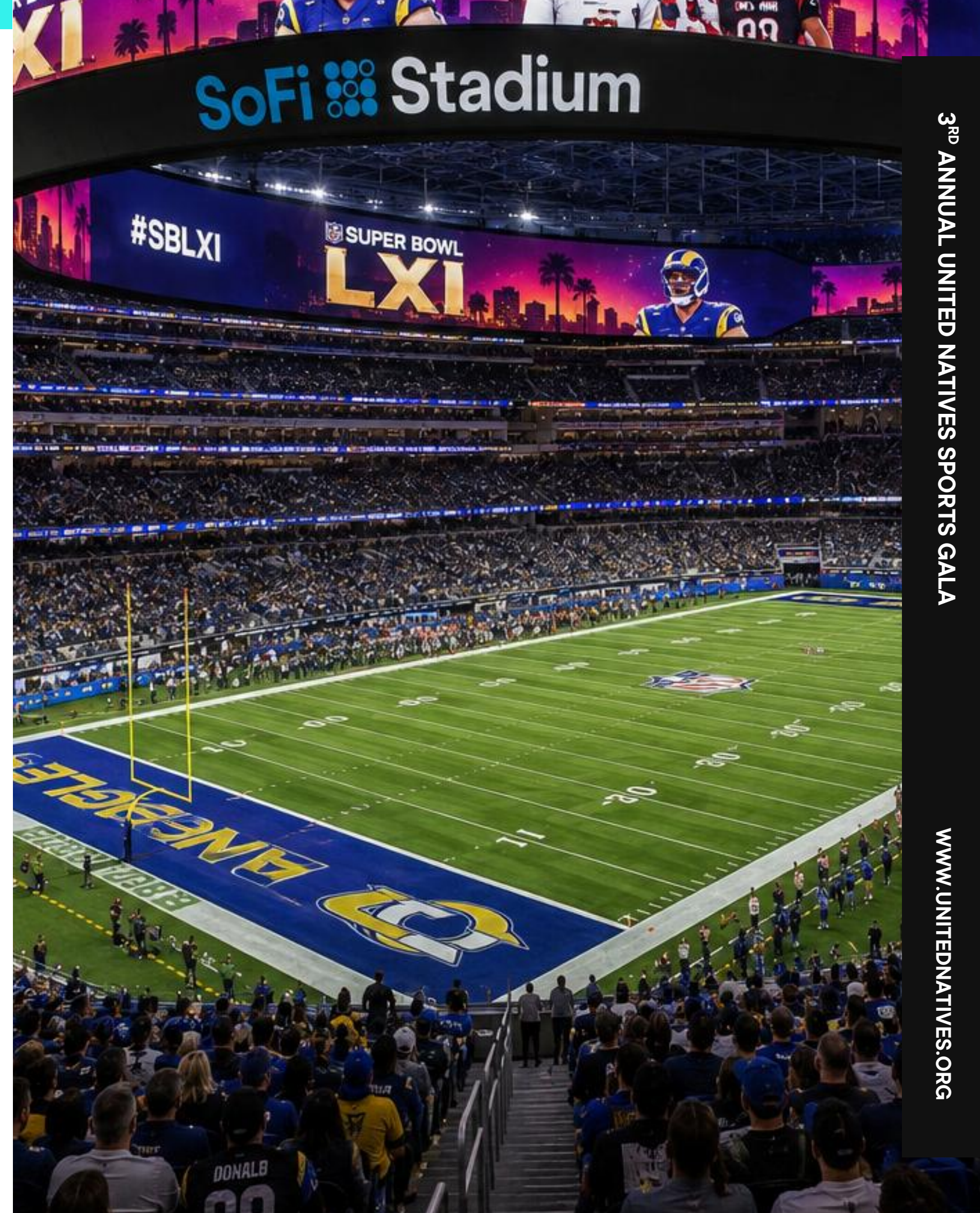
We can explore opportunities to:

- Promote your Brand
- Showcase your Products
- Highlight your Services
- Increase Organizational Visibility
- Create Custom Experiential Marketing Opportunities

LET'S BUILD A STRATEGY AROUND YOUR GOALS.

Contact us to discuss customized marketing opportunities and partnership options

Email us: events@unitednatives.org



YOUR SUPPORT FUELS THE **FUTURE**

zero-cost telehealth counseling in 30+ states

Youth Sports/STEM access

Indigenous visibility in professional sports

Elder Free Firewood Program

Health & Sports Breakthrough Technology Launching soon

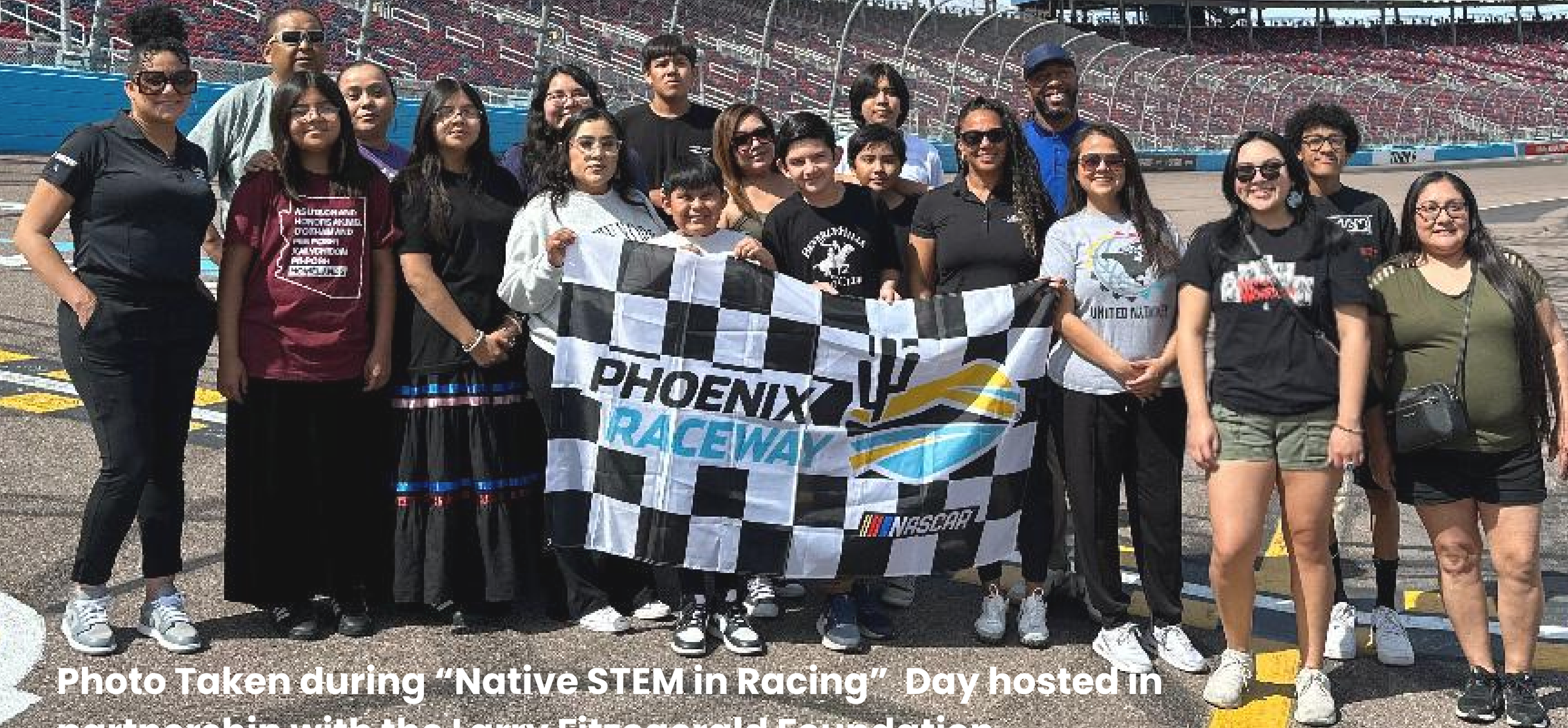


Photo Taken during "Native STEM in Racing" Day hosted in partnership with the Larry Fitzgerald Foundation

PARTNERSHIP TIERS AT A **GLANCE**

- 🏆 SPORTS GALA TITLE PARTNER — \$100K
- 🏎️ FAST & THE FURIOUS EXPERIENCE PARTNER — \$50K
- 🎤 LIVE ENTERTAINMENT PARTNER — \$25K
- 🍸 COCKTAIL HOUR PARTNER — \$25K
- 🔥 FIRESIDE CHAT PARTNER — \$15K
- 🔨 LIVE AUCTION PARTNER — \$15K
- 🏆 AWARDS CEREMONY PARTNER — \$15K
- 🍷 PREMIUM BAR PARTNER — \$15K
- 🍴 CULINARY EXPERIENCE PARTNER — \$15K
- ✨ VIP LOUNGE PARTNER — \$15K
- ❤️ COMMUNITY IMPACT PARTNER — \$10K
- 📢 ADVOCATE PARTNER — \$5K
- 🤝 COMMUNITY ALLY PARTNER — \$2.5K
- ☀️ CHANGEMAKER PARTNER — \$1K

SPORTS GALA TITLE PARTNER **\$100K**



EXCLUSIVE VENUE PRESENCE

- Exclusive presenting rights: “3rd Annual United Natives Sports Gala presented by [Brand]”
- Premier red carpet and arrival branding.
- Branded signage throughout the museum.
- 1 immersive brand activation curated by our award-winning creative director.
- Opportunity to host a 20-minute branded fireside chat during cocktail hour.

NATIONAL STORYTELLING & MEDIA

- National storytelling campaign: Up to 8 branded content pieces across social, web, and email.
- Custom branded content series: Behind-the-Scenes series leading up to the Gala.
- 300K+ projected digital impressions across campaign content.*
- Featured brand placement across Gala press, digital marketing, social media, and event marketing.
- Featured partner spotlight in the United Natives quarterly newsletter.
- KUNV Urban Rez Radio Podcast interview feature with CEO Dr. Crystal Lee.

ESG, SOCIAL IMPACT & COMMUNITY ENGAGEMENT

- National mental health impact: Supports 750+ zero-cost therapy sessions for Native communities.
- Indigenous health equity: Expands awareness and access to culturally relevant care.
- Community engagement: Connects your brand with Tribal leaders, families, youth, and Native communities.
- Social impact storytelling highlighting your company's community engagement.
- Position your company as an Indigenous Community & Mental Health Ally.

EXECUTIVE & VIP ENGAGEMENT

- 12 VIP Gala tickets.
- Private VIP reception access.
- Priority introductions to Tribal leaders, professional athletes, sports executives, entertainers, and corporate leaders.
- Opportunity to co-present a keynote or major award.
- On-stage partner recognition throughout the evening.

YEAR-ROUND BRAND EXPOSURE

- 1-year advertising placement in the United Natives Health or Sports App. (Regional Partner)
- Branded digital content opportunities throughout the year.
- Access to additional professional sports and community activation opportunities.
- Opportunities to participate in United Natives youth sports, STEM, mental health, and community initiatives.
- Opportunity to purchase Super Bowl Week suites, tickets, and exclusive experiences.

FAST & THE FURIOUS EXPERIENCE PARTNER

\$50K

🚗 EXCLUSIVE VENUE & EXPERIENCE

- Presenting Partner of the “Fast & Furious Experience.” with signage through this access area
- Exclusive brand visibility alongside iconic Hollywood vehicles.
- Premier red carpet and arrival branding.
- 1 branded activation curated by our award-winning creative director.
- Opportunity to host a 20-minute branded fireside chat during cocktail hour.

📺 NATIONAL STORYTELLING & MEDIA

- Custom branded content series: Behind-the-Scenes series leading up to the Gala.
- National storytelling campaign: Up to 6 branded content pieces across social, web, and email.
- 200K+ projected digital impressions across campaign content.*
- Featured brand placement across press, digital, social, and event marketing.
- Featured partner spotlight in the United Natives quarterly newsletter.
- KUNV Urban Rez Radio Podcast interview feature with CEO Dr. Crystal Lee.

🧠 ESG, SOCIAL IMPACT & COMMUNITY ENGAGEMENT

- National mental health impact: Supports 500+ zero-cost therapy sessions for Native communities.
- Indigenous health equity: Supports greater awareness and access to culturally relevant care.
- Community engagement: Connects your brand with Tribal leaders, families, youth, and Native communities.
- Social impact storytelling highlighting your community engagement.
- Position your company as an Indigenous Community & Mental Health Ally.

👤 EXECUTIVE & VIP ENGAGEMENT

- 10 VIP Gala tickets.
- Private VIP reception access.
- Priority introductions to Tribal leaders, professional athletes, sports executives, entertainers, and corporate leaders.
- Opportunity to co-present a keynote or major award.
- On-stage partner recognition throughout the evening.

📱 YEAR-ROUND BRAND EXPOSURE

- Branded placement within the United Natives Health or Sports App: (specific sports or section partner)
- Branded digital content opportunities throughout the year.
- Access to additional professional sports and community activation opportunities.
- Opportunities to participate in United Natives youth sports, STEM, mental health, and community initiatives.
- Opportunity to purchase Super Bowl Week suites, tickets, and exclusive experiences.



ENTERTAINMENT OR COCKTAIL HOUR PARTNER **\$25K**

Choose between Entertainment or Cocktail Hour Benefits

🎵 EXCLUSIVE ENTERTAINMENT EXPERIENCE

- Presenting Sponsor of the Live Performances Experience.
- Exclusive brand visibility throughout the entertainment experience.
- Premier red carpet and arrival branding.
- 1 branded activation integrated into the event experience.

🍸 EXCLUSIVE COCKTAIL HOUR EXPERIENCE

- Presenting Sponsor of the Cocktail Hour Experience.
- 3 premium cocktails named after your brand.
- Exclusive brand visibility throughout cocktail hour.
- Premier red carpet and arrival branding.
- 1 branded activation integrated into the cocktail hour experience.

Mutual Benefits between both tiers

- 🚩 NATIONAL STORYTELLING & MEDIA
 - National storytelling campaign: Up to 4 branded content pieces across social, web, and email.
 - 125K+ projected digital impressions across campaign content.*
 - Featured brand placement across press, digital, social, and event marketing.
 - Featured partner spotlight in the United Natives quarterly newsletter.
- 🧠 ESG, SOCIAL IMPACT & COMMUNITY ENGAGEMENT
 - National mental health impact: Supports 200+ zero-cost therapy sessions for Native communities.
 - Indigenous community engagement through a national Native-led platform.
 - Social impact storytelling highlighting your company's community engagement.
 - Position your company as an Indigenous Community & Mental Health Ally.
- 🤝 EXECUTIVE & VIP ENGAGEMENT
 - 8 VIP Gala tickets.
 - Private VIP reception access.
 - Priority introductions to Tribal leaders, athletes, sports executives, entertainers, and corporate leaders.
 - On-stage partner introduction and recognition.
- 📱 YEAR-ROUND BRAND EXPOSURE
 - Branded placement within the United Natives Health or Sports App. (specific sports or section partner)
 - Access to professional sports and community activation opportunities.
 - Opportunities to participate in youth sports, STEM, mental health, and community initiatives.
 - Opportunity to purchase Super Bowl Week suites, tickets, and exclusive experiences.



PREMIUM BAR, CULINARY EXPERIENCE OR VIP LOUNGE PARTNER \$15K

Choose between Premium Open Bar, Culinary Experience or the VIP Lounge Benefits

 EXCLUSIVE CULINARY OR OPEN BAR EXPERIENCE

- Choose your experience: Premium Open Bar or Curated Culinary.
- Culinary Partner: Featured branding across all food stations.
- Premium Open Bar Partner: Featured branding across all venue bars.
- 1 premium cocktail named after your brand.
- Premier red carpet branding.
- 1 branded activation integrated into your selected experience.

 EXCLUSIVE VIP LOUNGE EXPERIENCE

- Highlighted Sponsor of the VIP Lounge Experience.
- Exclusive branding throughout the VIP Lounge.
- Premier red carpet branding.
- 1 branded activation integrated into the VIP Lounge.
- Elevated networking environment for VIP guests.

 NATIONAL STORYTELLING & MEDIA

- National storytelling campaign: Up to 3 branded content pieces across social, web, and email.
- 75K+ projected digital impressions across campaign content.*
- Featured logo placement across press, digital, social, and event marketing.
- Featured spotlight in the United Natives quarterly newsletter.

 ESG, SOCIAL IMPACT & COMMUNITY ENGAGEMENT

- National mental health impact: Supports 100+ zero-cost therapy sessions for Native communities.
- Indigenous community engagement through a national Native-led platform.
- Social impact storytelling highlighting your company's community engagement.
- Position your company as an Indigenous Community & Mental Health Ally.

 EXECUTIVE & VIP ENGAGEMENT

- 6 VIP Gala tickets.
- Private VIP reception access.
- Priority introductions to Tribal leaders, athletes, sports executives, entertainers, and corporate leaders.
- On-stage partner introduction and recognition.

 YEAR-ROUND BRAND EXPOSURE

- Access to professional sports and community activation opportunities.
- Opportunities to participate in youth sports, STEM, mental health, and community initiatives.
- Opportunity to purchase Super Bowl Week suites, tickets, and exclusive experiences.



FIRESIDE CHAT, LIVE AUCTION OR AWARDS CEREMONY PARTNER \$15K

Choose one of the following event partnerships

 EXCLUSIVE FIRESIDE CHAT EXPERIENCE

- Presenting Sponsor & Host of the Cocktail Hour Fireside Chat.
- Exclusive branding throughout the fireside chat experience.
- Premier red carpet and arrival branding.
- 1 branded activation integrated into the experience.

 EXCLUSIVE LIVE AUCTION EXPERIENCE

- Presenting Sponsor of the Live Auction Experience.
- Exclusive branding throughout the auction experience.
- Premier red carpet and arrival branding.
- 1 branded activation integrated into the auction experience.

 EXCLUSIVE AWARDS CEREMONY EXPERIENCE

- Presenting Sponsor of the Awards Ceremony Experience.
- Exclusive branding throughout the awards experience.
- Premier red carpet and arrival branding.
- 1 branded activation integrated into the awards experience.

Mutual benefits for Fireside Chat, Live Auction & Awards Ceremony

 NATIONAL STORYTELLING & MEDIA

- National storytelling campaign: Up to 2 branded content pieces across social, web, and email.
- 50K+ projected digital impressions across campaign content.*
- Featured logo placement across press, digital, social, and event marketing.
- Featured spotlight in the United Natives quarterly newsletter.

 ESG, SOCIAL IMPACT & COMMUNITY ENGAGEMENT

- National mental health impact: Supports 75+ zero-cost therapy sessions for Native communities.
- Indigenous community engagement through a national Native-led platform.
- Social impact storytelling highlighting your company's community engagement.
- Position your company as an Indigenous Community & Mental Health Ally.

 EXECUTIVE & VIP ENGAGEMENT

- 5 VIP Gala tickets.
- Private VIP reception access.
- Priority introductions to Tribal leaders, athletes, sports executives, entertainers, and corporate leaders.
- On-stage partner introduction and recognition.

 YEAR-ROUND BRAND EXPOSURE

- Access to professional sports and community activation opportunities.
- Opportunities to participate in youth sports, STEM, mental health, and community initiatives.
- Opportunity to purchase Super Bowl Week suites, tickets, and exclusive experiences.



COMMUNITY ALLY **PARTNER** LEVELS

\$10,000 COMMUNITY IMPACT PARTNER

4 VIP Gala Tickets

COMMUNITY IMPACT

- **Mental health impact:** Supports 50+ zero-cost therapy sessions.
- **Social media recognition** highlighting your partnership.
- **Position your brand** as an Indigenous Community & Mental Health Ally.

BRAND VISIBILITY

- **Premier red carpet branding.**
- **Featured logo placement** across event marketing and media.
- **On-stage partner recognition.**
- **Featured spotlight** in the United Natives quarterly newsletter.

VIP ENGAGEMENT

- **Private VIP reception access.**
- **Priority introductions** to select VIP guests.
- **Opportunity to purchase** Super Bowl Week suites, tickets, and experiences.

\$5,000 ADVOCATE PARTNER

3 VIP Gala Tickets

COMMUNITY IMPACT

- **Mental health impact:** Supports 25+ zero-cost therapy sessions.
- **Social media recognition** highlighting your partnership.
- **Position your brand** as an Indigenous Community Ally.

BRAND VISIBILITY

- **Featured logo placement** across event marketing and media.
- **Featured spotlight** in the United Natives quarterly newsletter.

VIP ENGAGEMENT

- **Private VIP reception access.**
- **Priority introductions** to select VIP guests.
- **Opportunity to purchase** Super Bowl Week suites, tickets, and experiences.

\$2,500 COMMUNITY ALLY PARTNER

2 VIP Gala Tickets

COMMUNITY IMPACT

- **Mental health impact:** Supports 10+ zero-cost therapy sessions.
- **Social media recognition** highlighting your partnership.

BRAND RECOGNITION

- **Customized Thank You** social media graphic featuring your logo.

\$1,000 CHANGEMAKER PARTNER

1 VIP Gala Ticket

COMMUNITY IMPACT

- **Mental health impact:** Supports 10+ zero-cost therapy sessions.
- **Social media recognition** highlighting your partnership.

BRAND RECOGNITION

- **Customized Thank You** social media graphic featuring your logo.



PAST COLLABORATIONS & PARTNERSHIPS



UNITED NATIVES



LAS VEGAS
Caring for Kids

UNLV

SPORTS
INNOVATION

L'ORÉAL
FUND FOR WOMEN

verizon



FUND FOR
NONVIOLENCE



Native American
Alumni Club



HARVARD
Kennedy School



Seattle Indian Health Board



THE
LARRY
FITZGERALD
FOUNDATION



FOREST COUNTY
POTAWATOMI
Keeper of the Fire



Nevada Opioid
Center of Excellence
CASAT | School of Public Health



NPAIHB



— CHANDLER —



Nevada

Marketing. ESG. Community Engagement. Employee Engagement.

- ✓ National visibility
- ✓ Indigenous community impact
- ✓ Executive & VIP networking
- ✓ Sports & entertainment access
- ✓ Digital & social content
- ✓ ESG/CSR storytelling
- ✓ Brand activations curated by our Award Winning Creative Director
- ✓ In-app advertising
- ✓ Year-round brand exposure

THANK YOU

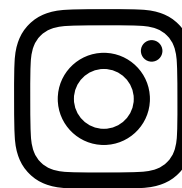
Partner with us. Amplify your brand. Create lasting impact.



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United Natives



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United Natives

