



Sponsorship Deck and Opportunities

for

NFL
*Sisters In
Service*



2024-2025



NFL Sisters in Service is a National 501 c(3) organization organized by Wives, Daughters & Mothers of Current & Retired NFL Players to advocate on behalf of the NFL Family and raise money and operate programs for our communities.

Since 2017, NFL Sisters in Service has had a **\$1,750,000** impact on our Communities:



- Helped Dade County Medical Association Establish & Run the Trayvon Martin Foundation's Medical Mentorship Program.
- Operated Free Drone & STEM Camps for over 500 Youth.
- Was at the forefront of STOP Sex Trafficking an initiative with the State Attorney, Women's Fund and over 300 State & National Agencies, including Federal Law Enforcement to prevent and Rescue victims of sex trafficking during the 2020 Super Bowl in Miami. Over 34 girls were recovered during the week.
- Free NFL Chess 4 Life Events have taught the game of chess to over 400 students with NFL Players & provided free chess sets & financial literacy books to each participant.
- Donated over \$70,000 to retired NFL Players & Other Families experiencing emergency Medical and Housing needs in 2023-2024.
- Raised Funds for Organizations Serving: The Homeless, Youth in Foster Care, Survivors of Child Sexual Abuse, Missing Children Veterans, and youth mentorship programs.
- Operated a school where children were taught film production skills.
- Donated funds for Veterans and survivors of domestic violence.





SUPER BOWL LIX



NEW ORLEANS, LA FEBRUARY 2025

Always Honoring our Military Vets

Feb. 5th – Tackle Hunger Cell-A-Thon 24 hours

Feb. 6th – SuperBowl Seafood Boil 1pm –4pm

Feb. 6th – NFL SIS and TBI Panel, cocktail hour

Feb. 6th – NFL SIS VFW Experience

Feb. 7th – NFL Sisters in Service Workshops

Feb. 7th – NFL SIS Superbowl Fashion Show

Conversations and Cocktails

Feb. 8th – NFL SIS VIP Experiences

Feb. 9th – NFL SIS Superbowl Watch Party





SuperBowl LIX

**Tackle Hunger with Us:
Be a Sponsor of the NFL Sisters In Service Cell-A-Thon!**

The Game Plan:

- * **Date:** Wednesday, February 5th, 2025
 - * **Time:** 12:00 PM Noon - Full 24 Hours! (ends 12:00 PM Midnight, February 6th)
 - * **Location:** The Dew Drop Inn, Louisiana
 - * **Cell-A-Thon Partner:** National Radio Avid Veteran supporter and Celebrity Keith Winslow
- Calling all compassionate changemakers! Partner with the NFL Sisters In Service and be a champion in the fight against hunger at our upcoming Cell-A-Thon extravaganza!



Why You Should Get Involved:

The NFL Sisters In Service is a remarkable non-profit organization, spearheaded by the wives, daughters, and mothers of NFL players. We're a powerful force dedicated to giving back to communities and making a positive impact on those in need.

This Cell-A-Thon is our chance to raise critical funds to tackle hunger, a pressing issue affecting countless families across the nation. Partnering with us allows you to:

- * **Align with a Cause You Care About:** Eradicating hunger is a mission that resonates with everyone. By joining us, you demonstrate your commitment to social responsibility and giving back. *(continued on next slide)*



SuperBowl LIX

Tackle Hunger with Us: Be a Sponsor of the NFL Sisters In Service Cell-A-Thon!



• **Reach a Targeted Audience:** Our Cell-A-Thon boasts a dedicated audience of avid NFL fans and supporters, along with a national radio broadcast featuring celebrity Keith Winslow. This is a golden opportunity to connect with a passionate and engaged demographic.



* **Amplify Your Brand Awareness:** Through prominent logo placement, on-site activations, and social media promotion, we'll ensure your brand receives maximum exposure throughout the event.



* **Build Lasting Relationships:** Partnering with the NFL Sisters In Service opens doors for valuable networking opportunities and fosters connections with like-minded businesses dedicated to social good.



Sponsorship Tiers



Million Dollar Miracle Tier - \$1,000,000

* Be the Miracle Maker in the fight against hunger! This top tier is for those who can truly work a miracle.

* All benefits of the \$500,000 Huddle Tier, plus:

* Naming rights for the Cell-A-Thon

* Opportunity to design a limited-edition Cell-A-Thon t-shirt (proceeds to benefit the NFL Sisters In Service)

* Logo placement on all NFL Sisters In Service merchandise for one year

* Exclusive pre-game sideline access at an NFL game of your choice



Half-Million Huddle Tier - \$500,000

* Huddle Up for Half a Million against Hunger! This tier is for those who are true champions in the fight against food insecurity.

* All benefits of the \$100,000 End Zone Empire Tier, plus:

* Opportunity to design a limited-edition Cell-A-Thon t-shirt (proceeds to benefit the NFL Sisters In Service)

* Logo placement on all NFL Sisters In Service merchandise for one year

* Exclusive pre-game sideline access at an NFL game of your choice



End Zone Empire Tier - \$100,000

* Own the End Zone in the fight against hunger! This exclusive tier is for those who want to make a massive impact.

* All benefits of the \$50,000 MVP Tier, plus:

* Co-naming rights for the Cell-A-Thon

* Feature article about your company's commitment to fighting hunger on the NFL Sisters In Service website

* Private meet-and-greet with a legendary NFL player at the post-event celebration **(continued)**





NFL Sister in Service 2025 Calendar Outline

- Jan. 2025 – NFL Chess For Life
- Jan. 2025 -Aliens vs Ninjas Hackathon
- Feb. 2025 – Superbowl LIX
- Mar. 2025- Wine Experience
- Mar. 2025- Earth Day
- May 2025- 2nd Annual Hackathon
- May 2025- 3rd Annual Linebackers Ball





Opportunities are available for businesses who would like to host the NFLPA South Florida Chapter Meetings & Curated Events for the Wives & Players at their locations that showcase their products & services.



CONTACT US FOR MORE INFORMATION

- Sponsorship Information: Stephanie@NFLSistersinService.org
- Phone: 305-699-1324
- www.NFLSistersInService.org

