



# BLACK DIAMOND

2021 Rookie Symposium & Showcase



*Sponsorship Deck*



# Showcase Your Company

## SHOWCASE YOUR COMPANY

... and connect with the sports community.

### IT'S A WIN-WIN!

Sponsoring the Black Diamond Rookie & Symposium event provides you the unique opportunity to connect with the sports community, to build brand awareness, and show your company's support of professional athletes!

If you are looking for a one-of-a-kind opportunity to make a big impression, this event is for you. Not only is our event the first of its kind to be offered in our community, it is the first of its kind to ever be done! Many football clinics, showcases, and combines are put on around the country every year. Our educational Rookie Symposium is the first of record to ever be paired with a professional level showcase. It is the most exclusive and intensive showcase of its kind and it is a highly anticipated event for undrafted free agents, NFL & CFL scouts, as well as coaches.

This is an incredible opportunity to parter your company's name with an event of its magnitude. We're truly looking forward to your partnership and support!



# Executive Summary



Black Diamond PR & Sport Management Firm is an Award-Winning Sport Public Relations and Athlete Management Firm based in Dallas, Texas. For years, Black Diamond has represented professional athletes across all areas of sport. The Firm has represented prominent athletes such as Mohamed Sanu (Atlanta Falcons), Cyril Grayson (Tampa Bay Buccaneers), and Ryan Broyles (Detroit Lions). Their current clientele consist of NFL & CFL players, Olympians, Hall of Famers, and World Champions. The purpose of Black Diamond PR & Sport Management Firm is to provide essential public relations and athlete management services to their clients who perform at the highest level. In addition to providing services to professional athletes, Black Diamond continues to provide educational support and advancement opportunities to semi-pro athletes looking to grow their careers.

Black Diamond PR & Sport Management Firm will be hosting their 1st Annual Showcase & Rookie Symposium, tentatively set for March 12-14th, in the Dallas area. The Showcase & Symposium will be offered to current undrafted free agents looking for opportunities in football, at all levels. Black Diamond's goal is to advise, educate, and provide the best resources and practices for a successful playing experience both on and off the field for all free agents. Our centrally located program has been carefully crafted to be an immersive experience guaranteed to arm Free Agents with a wealth of knowledge and information to further their professional football careers, as well as showcase their on-field talent in a highly-anticipated 7-on-7 showdown between the Black and Gold teams! Friday and Saturday are scheduled to be invaluable educational days with industry experts as well as some special NFL & Former NFL guests. Players will gain invaluable insight into the sport industry with a variety of the topics that include:

\*Social Responsibility \*Respect in the Workplace \*Endorsement Deals \*Mental Health \*Character & Values \*Sport Public Relations \*Crisis Control \*Financial Planning \*Player Marketing Resources \*Workout/Tryout Etiquette & Expectations \*Player Engagement Resources \*And so much more!

This three-day intensive will provide an immersive educational and advising experience for players looking to take their career to the next level, as well as peppered with special guests (current & former NFL players). The 3-Day Symposium will be punctuated with an exciting showcase scrimmage between the Black and Gold teams.



# Fact Sheet

**What:** Black Diamond Rookie Symposium & Showcase

**When:** March 19-21, 2021

**Where:** DFW-Area

**VIP Guests:** Ryan Broyles (Detroit Lions) - Speaker  
Cory Proctor (Dallas Cowboys) - Speaker  
Basil Jackson (Calgary Stampeders) - Speaker  
Tim Lukas (Montreal Alouettes) - Speaker

\*Other NFL, former NFL Athletes, NFL & CFL Scouts will be announced as they are confirmed.

\*All media is invited. Interviews & Photo opportunities will be available at the showcase.





# Publicity Overview



## Strategy

These recommendations follow the media strategy for supporting the Black Diamond Rookie Symposium & Showcase. We have designed an aggressive media campaign through a proactive "news bureau". An event of this magnitude has not been conducted before, thus it is generating a high interest in the Sports community.

## Radio

Black Diamond will be reaching out to KLIF, WBAP, KRLD, KESN, ESPN, KTCK- The Ticket, and 105.3 The Fan, as well as other radio media outlets in the area.

## Television

We will be reaching out to local television outlets for potential coverage. This includes Fox 4, NBC 5, KXAS TV, WFAA-ABC 8, CBS-11, KTVT, as well as other local outlets.

## Newspaper

Black Diamond will reach out to all local Dallas-Fort Worth media outlets to issue exclusive press invitations for on-site interviews and press coverage. We will also be submitting press releases to these outlets for media distribution: Dallas Examiner, Dallas Observer, Dallas Morning News, Fort Worth Star Telegram, Grand Prairie Daily Herald Tribune, The Rambler-Irving, The Arlington Times, as well as other outlets.

## Social Media

All sponsors will receive multiple shout-outs and visibility on Black Diamond PR & Sport Management Firm's social media platforms as the event draws near. This will include sharing your company logo, sharing your website, and tagging your company on social media.

## Internet/Live media

[www.blackdiamondfirm.com](http://www.blackdiamondfirm.com)

"On the Clock" with Venny Sanchez (Live Podcast)

Black Diamond's Social Platforms (Facebook/Twitter/Instagram)

Player social media accounts/live mentions/shoutouts

# Sponsorship *Opportunities*

YOU'RE GOING TO WANT TO BE PART OF THIS!

# Presenting Event Sponsor

\$10,000



Sponsorship Tier	Presenting Sponsor
Sponsorship Perks	\$10,000
Primary Symposium Event Sponsor (Naming Rights)	X
Black Team Sponsor (Naming Rights)	
Gold Team Sponsor (Naming Rights)	
Banner visibility	X
Media mention	X
Printed material	X
Headliner on Sponsor Board	X
Sponsor Board	X
Sponsor Leaflet in binders	X
Social media mentions	X
logos on registration	X
Primary Scroller Space on Website home page	X
Website logo on site for 2021 year (event sponsor for year)	X
Podcast feature w/ rep	X
Ad space in podcast programming	X
T-shirt visibility	X
Player Shoutouts/day of	X
Co Rep (2 passes to have lunch with the guys) Day 1	X
Gift Bag	X
S&E endorsement/day of	X
Priority Visibility on Step & Repeat	X
Step & Repeat	X
Logo on Jersey (Event Sponsor)	X
Showcase Game Tickets	X
Symposium T Shirt (4)	X
Symposium T Shirts (2)	
Symposium T Shirts (1)	
Official Sponsor Logo to display on Your website	X

# Owner's Club Sponsor (Black)

\$8,000



Sponsorship Tier	Owners Club (Black)
Sponsorship Perks	8,000
Primary Symposium Event Sponsor (Naming Rights)	
Black Team Sponsor (Naming Rights)	X
Gold Team Sponsor (Naming Rights)	
Banner visibility	X
Media mention	X
Printed material	X
Headliner on Sponsor Board	X
Sponsor Board	X
Sponsor Leaflet in binders	X
Social media mentions	X
logos on registration	X
Primary Scroller Space on Website home page	X
Website logo on site for 2021 year (event sponsor for year)	X
Podcast feature w/ rep	X
Ad space in podcast programming	X
T-shirt visibility	X
Player Shoutouts/day of	X
Co Rep (2 passes to have lunch with the guys) Day 1	X
Gift Bag	X
S&E endorsement/day of	X
Priority Visibility on Step & Repeat	X
Step & Repeat	X
Logo on Jersey (Event Sponsor)	X
Showcase Game Tickets	X
Symposium T Shirt (4)	X
Symposium T Shirts (2)	
Symposium T Shirts (1)	
Official Sponsor Logo to display on Your website	X



# Owner's Club Sponsor (Gold)

\$8,000



Sponsorship Tier	Owners Club (Gold)
Sponsorship Perks	8,000
Primary Symposium Event Sponsor (Naming Rights)	
Black Team Sponsor (Naming Rights)	
Gold Team Sponsor (Naming Rights)	X
Banner visibility	X
Media mention	X
Printed material	X
Headliner on Sponsor Board	X
Sponsor Board	X
Sponsor Leaflet in binders	X
Social media mentions	X
logos on registration	X
Primary Scroller Space on Website home page	X
Website logo on site for 2021 year (event sponsor for year)	X
Podcast feature w/ rep	X
Ad space in podcast programming	X
T-shirt visibility	X
Player Shoutouts/day of	X
Co Rep (2 passes to have lunch with the guys) Day 1	X
Gift Bag	X
S&E endorsement/day of	X
Priority Visibility on Step & Repeat	X
Step & Repeat	X
Logo on Jersey (Event Sponsor)	X
Showcase Game Tickets	X
Symposium T Shirt (4)	X
Symposium T Shirts (2)	
Symposium T Shirts (1)	
Official Sponsor Logo to display on Your website	X



# Gold Level Sponsor

\$5,000



Sponsorship Tier	Gold
Sponsorship Perks	5,000
Primary Symposium Event Sponsor (Naming Rights)	
Black Team Sponsor (Naming Rights)	
Gold Team Sponsor (Naming Rights)	
Banner visibility	X
Media mention	X
Printed material	X
Headliner on Sponsor Board	
Sponsor Board	X
Sponsor Leaflet in binders	X
Social media mentions	X
logos on registration	X
Primary Scroller Space on Website home page	
Website logo on site for 2021 year (event sponsor for year)	X
Podcast feature w/ rep	X
Ad space in podcast programming	X
T-shirt visibility	X
Player Shoutouts/day of	X
Co Rep (2 passes to have lunch with the guys) Day 1	
Gift Bag	X
S&E endorsement/day of	X
Priority Visibility on Step & Repeat	
Step & Repeat	X
Logo on Jersey (Event Sponsor)	
Showcase Game Tickets	X
Symposium T Shirt (4)	
Symposium T Shirts (2)	X
Symposium T Shirts (1)	
Official Sponsor Logo to display on Your website	X



# Silver Level Sponsor

\$3,000



Sponsorship Tier	Silver
Sponsorship Perks	3,000
Primary Symposium Event Sponsor (Naming Rights)	
Black Team Sponsor (Naming Rights)	
Gold Team Sponsor (Naming Rights)	
Banner visibility	X
Media mention	
Printed material	
Headliner on Sponsor Board	
Sponsor Board	X
Sponsor Leaflet in binders	X
Social media mentions	
logos on registration	X
Primary Scroller Space on Website home page	
Website logo on site for 2021 year (event sponsor for year)	
Podcast feature w/ rep	X
Ad space in podcast programming	X
T-shirt visibility	X
Player Shoutouts/day of	X
Co Rep (2 passes to have lunch with the guys) Day 1	
Gift Bag	
S&E endorsement/day of	
Priority Visibility on Step & Repeat	
Step & Repeat	X
Logo on Jersey (Event Sponsor)	
Showcase Game Tickets	X
Symposium T Shirt (4)	
Symposium T Shirts (2)	X
Symposium T Shirts (1)	
Official Sponsor Logo to display on Your website	X



# Bronze Level Sponsor

\$1,500



Sponsorship Tier	Bronze
Sponsorship Perks	\$1,500
Primary Symposium Event Sponsor (Naming Rights)	
Black Team Sponsor (Naming Rights)	
Gold Team Sponsor (Naming Rights)	
Banner visibility	X
Media mention	
Printed material	
Headliner on Sponsor Board	
Sponsor Board	X
Sponsor Leaflet in binders	X
Social media mentions	
logos on registration	
Primary Scroller Space on Website home page	
Website logo on site for 2021 year (event sponsor for year)	
Podcast feature w/ rep	
Ad space in podcast programming	X
T-shirt visibility	
Player Shoutouts/day of	
Co Rep (2 passes to have lunch with the guys) Day 1	
Gift Bag	
S&E endorsement/day of	
Priority Visibility on Step & Repeat	
Step & Repeat	
Logo on Jersey (Event Sponsor)	
Showcase Game Tickets	X
Symposium T Shirt (4)	
Symposium T Shirts (2)	
Symposium T Shirts (1)	X
Official Sponsor Logo to display on Your website	X

# Booster

# \$500



Sponsorship Tier	Booster
Sponsorship Perks	\$500
Primary Symposium Event Sponsor (Naming Rights)	
Black Team Sponsor (Naming Rights)	
Gold Team Sponsor (Naming Rights)	
Banner visibility	X
Media mention	
Printed material	
Headliner on Sponsor Board	
Sponsor Board	
Sponsor Leaflet in binders	
Social media mentions	
logos on registration	
Primary Scroller Space on Website home page	
Website logo on site for 2021 year (event sponsor for year)	
Podcast feature w/ rep	X
Ad space in podcast programming	
T-shirt visibility	
Player Shoutouts/day of	
Co Rep (2 passes to have lunch with the guys) Day 1	
Gift Bag	
S&E endorsement/day of	
Priority Visibility on Step & Repeat	
Step & Repeat	
Logo on Jersey (Event Sponsor)	
Showcase Game Tickets	X
Symposium T Shirt (4)	
Symposium T Shirts (2)	
Symposium T Shirts (1)	
Official Sponsor Logo to display on Your website	X



# Gift Bag Sponsors



Sponsorship Tier	Giftbag Sponsor
Perks	70 products
Primary Symposium Event Sponsor (Naming Rights)	
Black Team Sponsor (Naming Rights)	
Gold Team Sponsor (Naming Rights)	
Banner visibility at Showcase field	
Media mention	
Printed material	
Headliner on Sponsor Board	
Sponsor Board	
Sponsor Leaflet in binders	
Social media mentions	
logos on registration	
Primary Scroller Space on Website home page	
Website logo on site for 2021 year (event sponsor for year)	
Podcast feature w/ rep	
Ad space in podcast programming	
T-shirt visibility	
Player Shoutouts/day of	
Co Rep (2 passes to have lunch with the guys) Day 1	
Gift Bag	X
S&E endorsement/day of	X
Priority Visibility on Step & Repeat	
Step & Repeat	
Logo on Jersey (Event Sponsor)	
Showcase Game Tickets	X
Symposium T Shirt (4)	
Symposium T Shirts (2)	
Symposium T Shirts (1)	
Official Sponsor Logo to display on Your website	

# *In-Kind Sponsors*

In-kind sponsorship is also a great option. You receive the same benefits as a cash sponsorship up to the value of your donation. We could use items such as football equipment, food, bottled water, printing, advertising, and more.

Items we could give as prizes, including gift packages, tickets or certificates for services or merchandise, are also appreciated.

If you have a product/service that you would like to offer to be considered for an In-Kind Sponsorship, please contact us to discuss!

Thank you for your support of our event!

For questions/inquiries, please contact:

[Brandy Runyan brandy@blackdiamondfirm.com](mailto:brandy@blackdiamondfirm.com)

or

[LeAnn Sellers leann@blackdiamondfirm.com](mailto:leann@blackdiamondfirm.com)



# *Continuance*

Sponsorships can be secured at

<https://www.blackdiamondshowcase.com/sponsor>