

BLACK DIAMOND

2022 Rookie Symposium & Showcase



Sponsorship Deck



Showcase Your Company

SHOWCASE YOUR COMPANY by connecting with the sports community.

IT'S A WIN-WIN!

Sponsoring the Annual Black Diamond Rookie Symposium & Showcase event provides your business with the unique opportunity to connect with the sports community, 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 this event the only one of its kind, it is also *the only* professional football development event created & produced by a woman-owned and veteran-owned business. Though many football clinics, showcases, and combines are conducted around the country every year, none include the intensive career education component like ours does.

Our educational & motivational Rookie Symposium is the first professional football conference to be paired with a pro-level combine and showcase. This annual event is a highly anticipated event for undrafted free agents, pro football scouts, as well as coaches. In 2021, our Symposium & Showcase resulted in 18 pro athletes receiving professional contract offers as a result of their participation & performance.

Our 2021 event sponsors received top-tier endorsements from every pro athlete in attendance, plus visibility and additional PR opportunities as a result of their partnership with our event. This is an incredible opportunity to partner your company's name with a sporting event and impact athletes.

We're truly looking forward to your partnership and support!

[Click HERE to view photos & videos from last year's event, including speakers, sponsors, game film & more!](#)



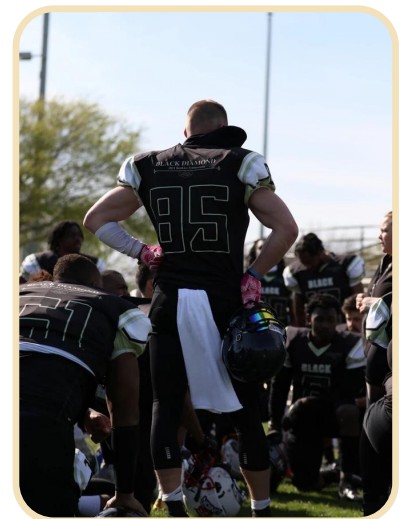
Executive Summary

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. Our second annual Black Diamond Rookie Symposium & Showcase will be held April 1-3, 2022 in Carrollton, TX.

The Showcase & Symposium is 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 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 *Endorsements *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 event will provide an immersive educational and advising experience for players looking to take their career to the next level, and will include appearances by special guests (current & former NFL players). The 3-Day Symposium will be punctuated with an exciting showcase game between the Black and Gold teams.



Fact Sheet

What: Black Diamond Rookie Symposium & Showcase

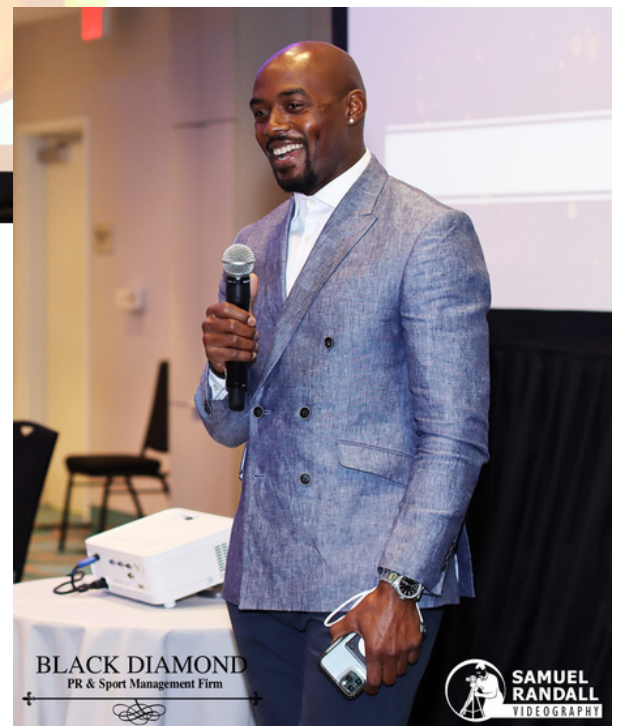
When: April 1-3, 2022

Where: Courtyard by Marriott, Carrollton, TX (Symposium)
Josey Ranch Complex, Carrollton, TX (Practices, Combine, Showcase)

VIP Guests: Roy Hart (Raiders) - Speaker
Cory Procter (Dallas Cowboys) - Speaker
Cyril Grayson (Tampa Bay Buccaneers) - Speaker
Tim Lukas (Montreal Alouettes)-Speaker
TBD

*Other NFL, former NFL Athletes, and Scouts will be announced as they are confirmed.

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



Publicity Overview



Strategy

The following itemizations follow the media strategy for supporting the 2nd Annual Black Diamond Rookie Symposium & Showcase. We have designed an aggressive media campaign through proactive news bureaus. This event will be widely attended by local reporting agencies as well as ESPN.

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 for interviews, PSA, fan attendance marketing, sponsor mentions, and coverage.

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 for interviews, PSA, fan attendance marketing, sponsor mentions, and coverage.

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 for interviews, PSA, fan attendance marketing, sponsor mentions, and coverage.

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

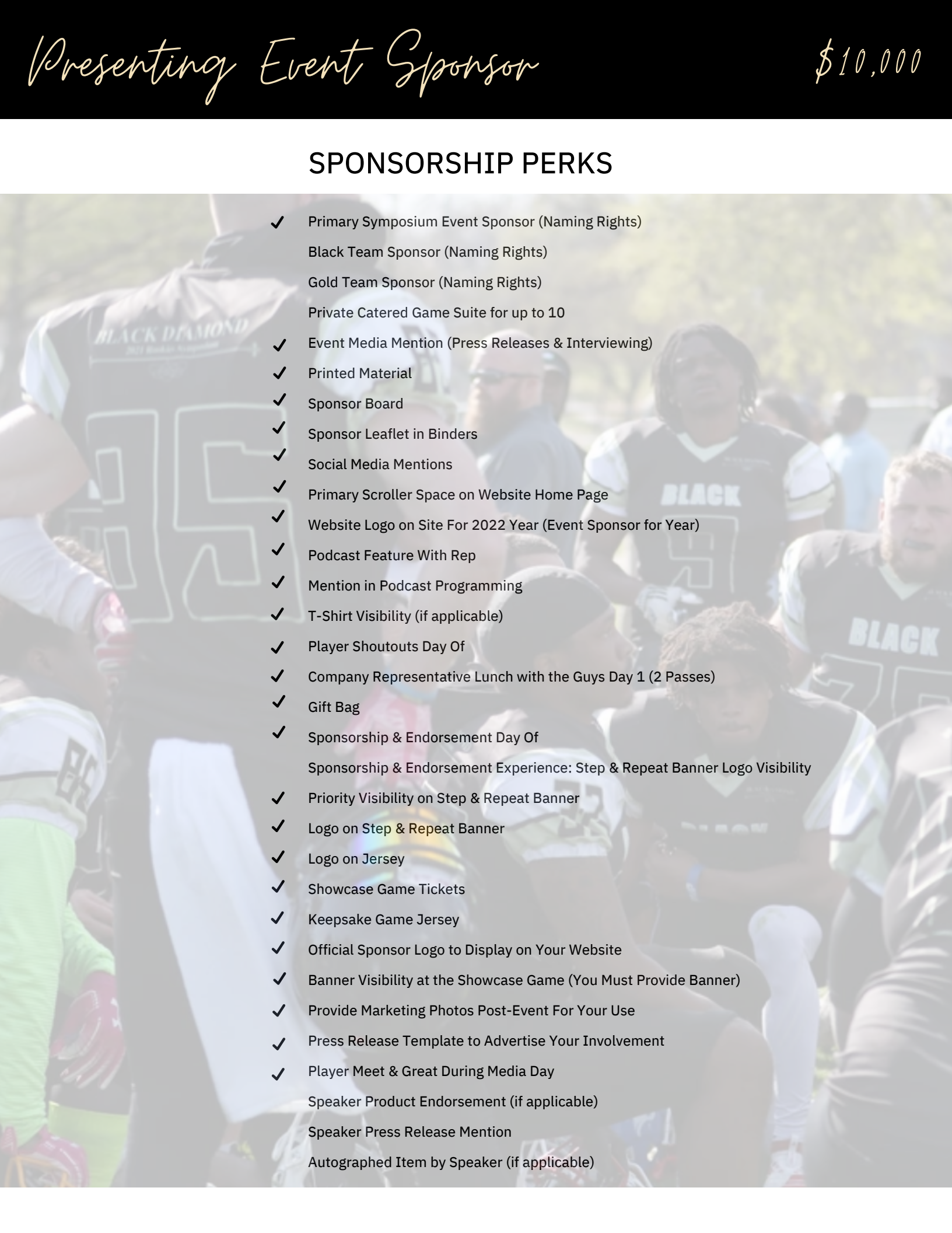
www.blackdiamondfirm.com
Black Diamond's Social Platforms (Facebook/Twitter/Instagram)
Player social media accounts/live mentions/shoutouts
Beckett Media Exclusive Media Day Interviews
ESPN Exclusive Media Day Interviews
Live Podcast programming for on-site interviews



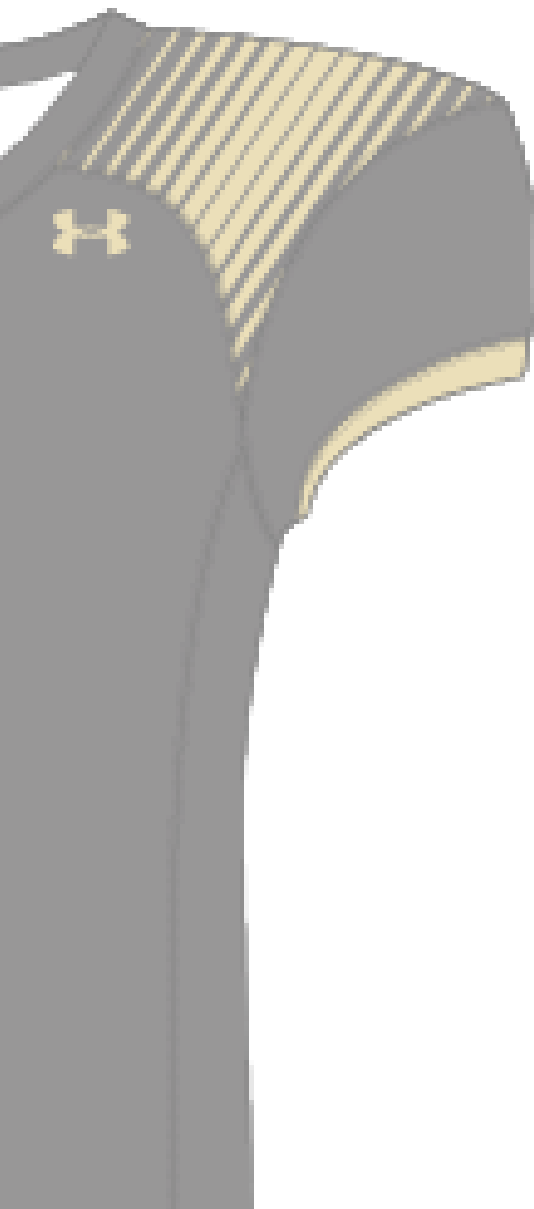
Sponsorship *Opportunities*

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

SPONSORSHIP PERKS

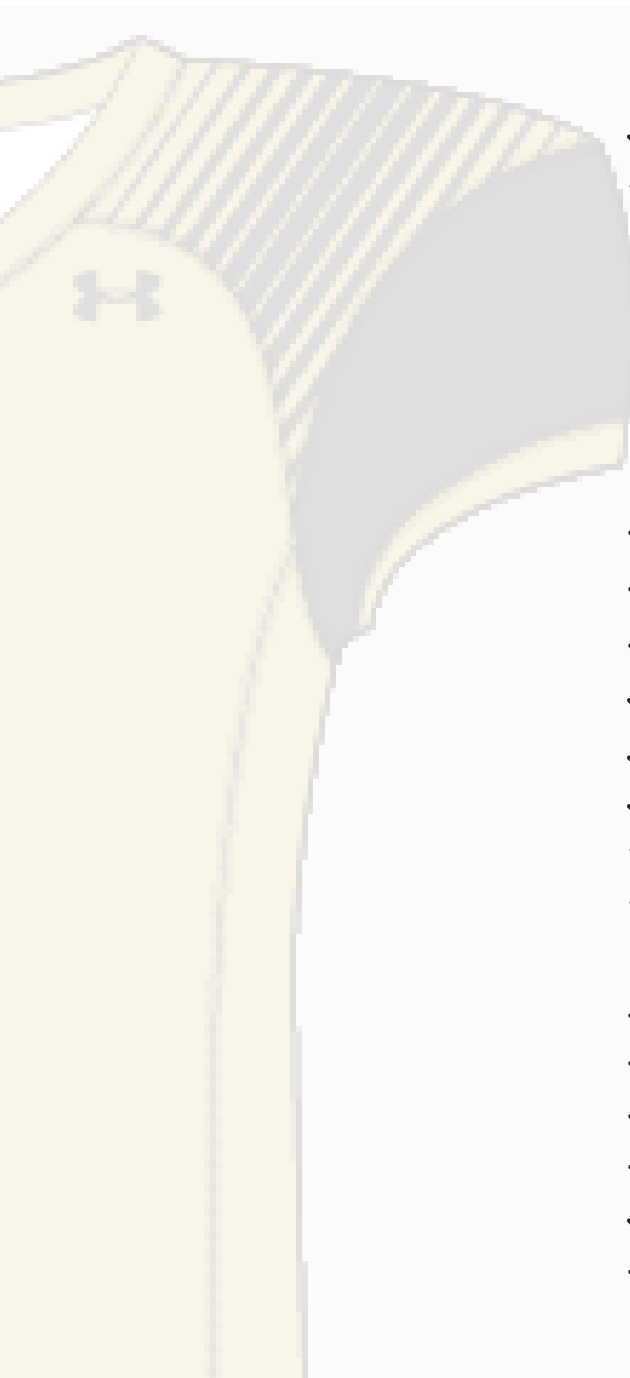
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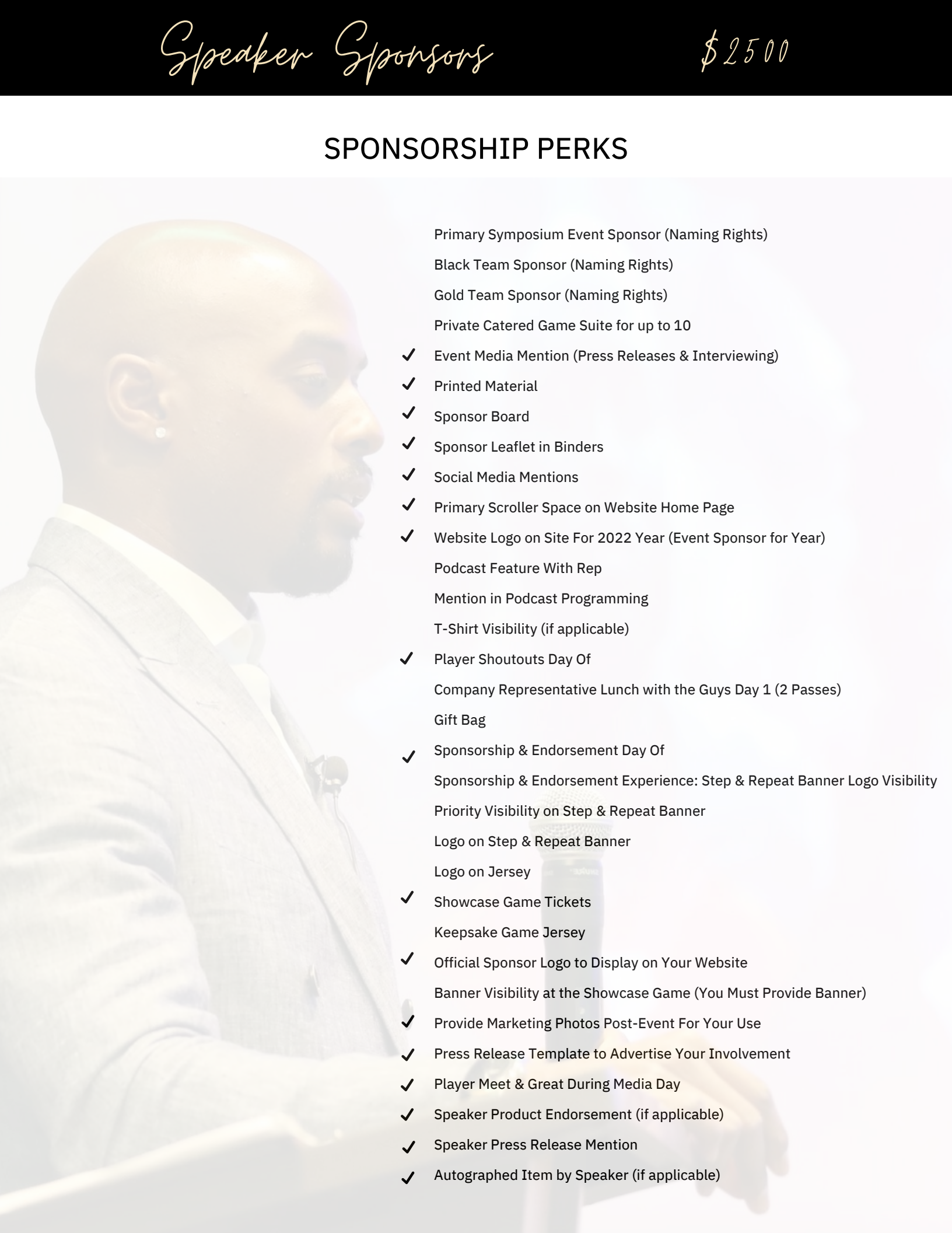
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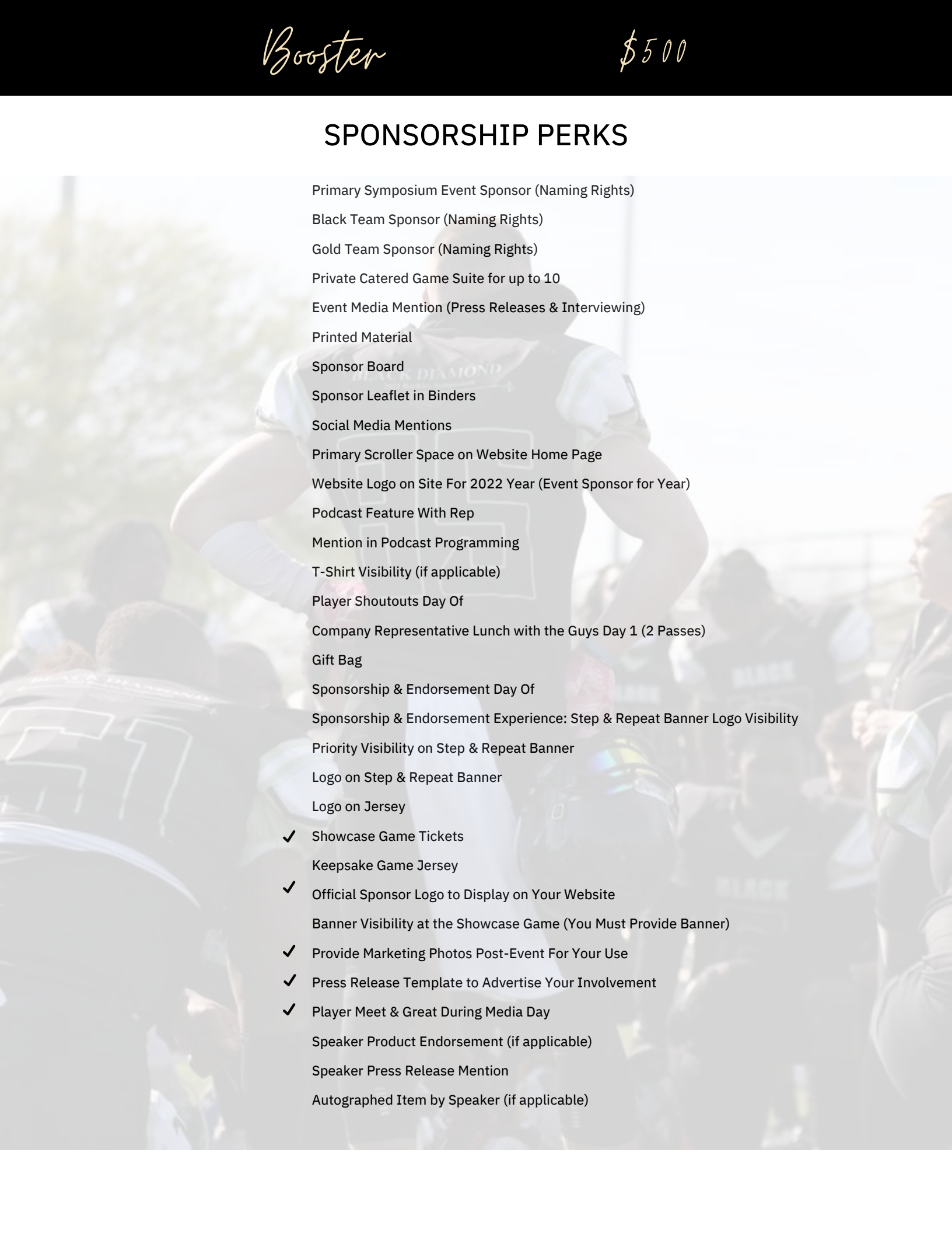
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Gift Bag Sponsors

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In-Kind Sponsors

In-kind sponsorship is another great way to support our event. As an in-kind sponsor, you will receive the same benefits commensurate to the cash value level sponsorships. Services and Products that can be considered through in-kind sponsorship offers include:

- Football Equipment
- Food
- Bottled Water
- Printing/Advertising
- Giveaway items (prizes) such as gift certificates, gift packages, etc.

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 at
brandy@blackdiamondfirm.com



Sponsorships can be secured at

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