



BOB EMIG FOUNDATION

INSPIRING YOUTH ATHLETES. TRANSFORMING LIVES.

The Bob Emig Foundation was started in 2004 by founder Aaron Emig, Bob's oldest son, to continue his father's work in helping youth develop well-rounded lives by providing them a healthy sports experience. Since inception, we have supported 80 non-profit organizations.

Vision: Inspiring Youth Athletes. Transforming Lives.

Mission: Promoting the well-being of youth through sports and education

We strive to achieve our Vision and Mission by focusing on three areas:

1. We provide opportunities for youth, especially "at-need" youth who would not have the opportunity without the help of the Foundation, to experience the benefits of healthy youth sports activities.
2. We support activities that educate youth athletes in the areas of health and life skills development.
3. We recognize athletes, coaches, educators, volunteers and officials who "go beyond the game" to provide youth with a learning life experience.

Programs and Partnerships

Bob Emig Foundation (BEF) Success Program
BEF Youth Sports Hall of Fame
Bob Emig Golf Scramble
Celebrating Leaders in Youth Sports
Jackie Joyner-Kersey Foundation Soccer
Kick for Nick Foundation

KidSmart – Tools for Learning
Leaders in Education
Mississippi River Games (MRG)
Neway Elite Basketball Academy
Sisterhood of Soccer

Our Board of Directors has over 175 years of combined experience in youth sports management and professional services.

10 States that border the Mississippi River

Arkansas – Illinois – Iowa – Kentucky
Louisiana – Minnesota – Mississippi
Missouri – Tennessee – Wisconsin

8 Sports throughout

Southwestern Illinois and St. Louis, Missouri

Baseball – Basketball – Soccer – Softball
Swimming – Tennis – Volleyball – Wrestling

VIP Reception

Thursday, June 15, 2017

Check-in

June 15-16, 2017

Athlete Fest

Friday June 16, 2017

Athlete Gathering – Food – Vendors
Photo Session – Music



Projected Numbers

16,960 participants without including officials, staff, medical trainers and general public
\$8,000,000 estimated economic impact



Dear Supporter of Youth Sports and Education,

We are pleased to announce that the Bob Emig Foundation will host the inaugural **Mississippi River Games (MRG)** on June 16-18, 2017 in Southwestern Illinois and St. Louis, Missouri.

The proceeds of **MRG** will benefit the mission of the Bob Emig Foundation:

Promoting the well-being of youth through sports and education

Six youth sports organizations will receive a portion of the profits to support their missions and they are:

- ✿ Althoff Catholic High School Girls Soccer
- ✿ Althoff Catholic High School Girls Volleyball
- ✿ Edwardsville High School Swimming
- ✿ Edwardsville High School Tennis
- ✿ Neway Elite Basketball Academy
- ✿ Southwestern Illinois College Women Soccer

MRG is an amateur youth sports festival for the 10 states that border the Mississippi River which include:

- | | |
|-------------|---------------|
| ✿ Arkansas | ✿ Minnesota |
| ✿ Illinois | ✿ Mississippi |
| ✿ Iowa | ✿ Missouri |
| ✿ Kentucky | ✿ Tennessee |
| ✿ Louisiana | ✿ Wisconsin |

We made a conservative estimate (most divisions averaged only 10 teams, one from each state) and calculated the following number of participants: 7,760 athletes, 1,140 coaches, 300 volunteers and 7,760 spectators (just one per athlete). That is total of **16,960** participants without including officials, staff, medical trainers and general public which results in an **\$8,000,000** estimated economic impact.

Rest assured that we have a proven system, six of our ten Bob Emig Foundation board members have over 70 years of combined experience with organizing the former Prairie State Games, Illinois' largest amateur sports festival, along with the State Games of America.

As a sponsor of **MRG**, you can help youth receive the benefits of a healthy sports experience while giving you exposure among community and corporate leaders. Please consider investing in these youths through a sponsorship or advertisement.

Thank you in advance for supporting **MRG** and for investing in the future of our youth because together we are:

Inspiring Youth Athletes. Transforming Lives.

Sincerely,

Aaron Emig
Founder and President
Bob Emig Foundation



Mississippi River Games Numbers

10	States
8	Sports
7,760	Athletes
1,140	Coaches
300	Volunteers
7,760	Spectators*
9,770	T-shirts and polos
3,294	Awards
9,200	Badges
8,900	Souvenir Programs

16,960 Total Participants**
\$8,000,000 Economic Impact

* Only one spectator per athlete

** Does not include officials, staff, medical trainers and general public



MISSISSIPPI RIVER GAMES

**BOB EMIG
FOUNDATION**

June 16-18, 2017

Presenting Sponsor

- ✧ Presenting sponsor for the Mississippi River Games
- ✧ Logo and link recognition on BEF and MRG websites along with social media
- ✧ Logo placement on t-shirts
- ✧ Logo placement on polos
- ✧ Full color outside back cover, inside front or back cover ad in the souvenir program
- ✧ Logo placement on banners at each venue
- ✧ Insert in the athlete bags
- ✧ Vendor booth at the Athlete Fest and venues
- ✧ Signage at VIP Reception, Check-in & Athlete Fest
- ✧ 30 complimentary guests to the VIP reception and the Athlete Fest
- ✧ Logo placement on all email communications
- ✧ Logo placed on athlete, coach, VIP, staff and volunteer badges
- ✧ Logo placed on athlete, coach, VIP, staff and volunteer lanyards
- ✧ Facebook advertising exposure
- ✧ Opportunity for employees to volunteer
- ✧ Presenting Sponsor at the 2017 Leaders in Youth Sports (\$10,000 value)
- ✧ Presenting Sponsor in the 2018 Bob Emig Golf Scramble (\$5,000 value)



MISSISSIPPI RIVER GAMES

June 16-18, 2017

Athlete Fest Sponsor

- ✧ Presenting sponsor at the Athlete Fest
- ✧ Logo and link recognition on BEF and MRG websites along with social media
- ✧ Logo placement on t-shirts
- ✧ Full color center page ad in the souvenir program
- ✧ Logo placement on banners at each venue
- ✧ Insert in the athlete bags
- ✧ Vendor booth at the Athlete Fest and venues
- ✧ Signage at VIP Reception, Check-in & Athlete Fest
- ✧ 20 complimentary guests to the VIP reception and the Athlete Fest
- ✧ Logo placement on all email communications
- ✧ Logo placed on athlete, coach, VIP, staff and volunteer badges
- ✧ Facebook advertising exposure
- ✧ Opportunity for employees to volunteer
- ✧ Platinum Sponsor at the 2017 Leaders in Youth Sports (\$5,000 value)
- ✧ Platinum Sponsor in the 2018 Bob Emig Golf Scramble (\$2,500 value)



MISSISSIPPI RIVER GAMES

June 16-18, 2017

Community Sponsor

- ✧ Logo and link recognition on BEF and MRG websites along with social media
- ✧ Logo placement on t-shirts
- ✧ Full page color ad in the souvenir program
- ✧ Logo placement on banners at each venue
- ✧ Insert in the athlete bags
- ✧ Vendor booth at the Athlete Fest and venues
- ✧ Signage at VIP Reception, Check-in & Athlete Fest
- ✧ 10 complimentary guests to the VIP reception and the Athlete Fest
- ✧ Logo placement on all email communications
- ✧ Logo placed on athlete, coach, VIP, staff and volunteer badges
- ✧ Facebook advertising exposure
- ✧ Opportunity for employees to volunteer
- ✧ Gold Sponsor at the 2017 Leaders in Youth Sports event (\$2,500 value)
- ✧ Gold Sponsor in the 2018 Bob Emig Golf Scramble (\$1,000 value)



MISSISSIPPI RIVER GAMES

June 16-18, 2017

Sport Sponsor

- ✧ Logo and link recognition on BEF and MRG websites along with social media
- ✧ Logo placement on t-shirts
- ✧ 1/2-page color ad in the souvenir program
- ✧ Logo placement on banners at sport venue
- ✧ Insert in the athlete bags
- ✧ Vendor booth at the Athlete Fest and venues
- ✧ Signage at VIP Reception, Check-in & Athlete Fest
- ✧ 6 complimentary guests to the VIP reception and the Athlete Fest
- ✧ Opportunity for employees to volunteer
- ✧ Silver Sponsor at the 2017 Leaders in Youth Sports event (\$1,250 value)
- ✧ Silver Sponsor in the 2018 Bob Emig Golf Scramble (\$600 value)



MISSISSIPPI RIVER GAMES

June 16-18, 2017

Venue Sponsor

- ✿ Logo and link recognition on BEF and MRG websites along with social media
- ✿ Logo placement on t-shirts
- ✿ 1/4-page color ad in the souvenir program
- ✿ Logo placement on banners at sport venue
- ✿ Insert in the athlete bags
- ✿ Vendor booth at the Athlete Fest and venues
- ✿ Signage at VIP Reception, Check-in & Athlete Fest
- ✿ 4 complimentary guests to the VIP reception and the Athlete Fest
- ✿ Opportunity for employees to volunteer
- ✿ Bronze Sponsor at the 2017 Leaders in Youth Sports event (\$625 value)
- ✿ Bronze Sponsor in the 2018 Bob Emig Golf Scramble (\$350 value)



MISSISSIPPI RIVER GAMES

June 16-18, 2017

Media Sponsor

- ✧ Logo and link recognition on BEF and MRG websites along with social media
- ✧ Logo placement on t-shirts
- ✧ Color ad in the souvenir program
- ✧ Logo placement on banners at each venue
- ✧ Insert in the athlete bags
- ✧ Vendor booth at the Athlete Fest and venues
- ✧ Signage at the VIP Reception, Check-in & Athlete Fest
- ✧ Complimentary guests to the VIP reception and the Athlete Fest
- ✧ Logo placement on all email communications
- ✧ Logo placed on athlete, coach, VIP, staff and volunteer badges
- ✧ Facebook advertising exposure
- ✧ Opportunity for employees to volunteer
- ✧ Sponsor at the 2017 Leaders in Youth Sports event
- ✧ Sponsor in the 2018 Bob Emig Golf Scramble

Sponsorship Benefits Recap

Benefits	Presenting	Athlete Fest	Community	Sport	Venue	Media
Presenting sponsor for the Mississippi River Games	X					
Presenting sponsor at the MRG Athlete Fest		X				
Logo and link recognition on BEF and MRG website and social media exposure	X	X	X	X	X	X
Logo placement on t-shirts	X	X	X	X	X	X
Logo placement on polos	X					
Ad in the souvenir program	Full color back cover, inside front or back cover	Full color center page	Full color	½ color	¼ color	X
Logo placement on banners at each venue	X	X	X			X
Logo placement on banners at specific sport venue				X	X	
Insert in the athlete bags	X	X	X	X	X	X
Vendor booth at the Athlete Fest and venues	X	X	X	X	X	X
Signage at VIP Reception, Check-in & Athlete Fest	X	X	X	X	X	X
Complimentary guests to the VIP reception and Athlete Fest	30	20	10	6	4	X
Logo placement on all email communications	X	X	X			X
Logo placed on athlete, coach, VIP, staff and volunteer badges	X	X	X			X
Logo placed on athlete, coach, VIP, staff and volunteer lanyards	X					
Facebook advertising exposure	X	X	X			X
Opportunity for employees to volunteer	X	X	X	X	X	X
Sponsor at the 2017 Leaders in Youth Sports event	30 guests	20 guests	10 guests	4 guests	2 guests	X
Sponsor at the 2018 Bob Emig Golf Scramble	16 golfers	12 golfers	8 golfers	4 golfers	2 golfers	X

After reviewing these great opportunities and benefits, is there anything that you want to alter or change with these opportunities or benefits?



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MISSISSIPPI RIVER GAMES

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Advertisement Opportunities and Benefits

**Placement in the souvenir program,
athlete bags and BEF and MRG websites**

Page Specifications

Full color outside back cover

Full color inside front cover

Full color inside back cover

Full page color

Full page black and white

1/2-page color

1/2-page black and white

1/4-page color

1/4-page black and white

Out of all these sponsor and advertising opportunities, which one best fits your needs?

What is the most comfortable investment that works best for you and your organization?