

GOSDER CHERILUS FOOTBALL FESTIVAL

Contributing to the Detroit Community



Capuchin Soup Kitchen
Detroit, Michigan





GOSDER CHERILUS FOOTBALL FESTIVAL

BACKGROUND

- Gosder Cherilus will enter his third season with the Detroit Lions as the foundation of the offensive line. Having already established himself as a crucial contributor to the team, Gosder is now looking to positively impact the Detroit community. With the launch of the Gosder Cherilus Football Festival, this one day event will display Gosder's passion for football and giving back to the community.
- The Football Festival will benefit the Capuchin Soup Kitchen in Detroit (cskdetroit.org).



Capuchin Soup Kitchen
Detroit, Michigan





WHO IS GOSDER CHERILUS?

GOSDER'S STORY

Drafted by the Detroit Lions in the first round of the 2008 NFL Draft, Gosder Cherilus has had an immediate impact on the offensive line. The hard-hitting offensive lineman started all 16 games during his second season with the Lions.

Gosder grew up in Haiti, and at the age of 14 was sent to the United States by his mother to help support his family back home. Enrolling in high school as a sophomore, Gosder had never picked up a football. The colossal soccer player, standing tall at 6'5" and weighing 220 lbs, was quickly recruited to the football team. By his senior year of high school, Gosder was earning All-American and All-State honors and receiving interest from major universities across the country.



Capuchin Soup Kitchen
Detroit, Michigan





WHO IS GOSDER CHERILUS?

GOSDER'S STORY

Following a successful high school career, Gosder accepted a scholarship to play for Boston College. After redshirting his first year, Gosder went on to set a school record with 51 consecutive starts. In 2007, Gosder was named All-ACC Second Team and was the recipient of Boston College's Unsung Hero Award.

Gosder has not forgotten where his football career started. He frequently visits the community of Somerville, Mass., that first welcomed him to the United States and introduced him to the sport of football. Whether he is coaching at an NFL Junior Player Development Camp, mentoring at the local middle school, or running a race for charity, Gosder is committed to creating opportunities that help youth reach their goals.



Capuchin Soup Kitchen
Detroit, Michigan





EVENT OVERVIEW

- ➔ MAIN EVENT: A one day youth football clinic benefiting the Capuchin Soup Kitchen
- ➔ WHO: Gosder & 300 lucky kids between the ages of 6-14
- ➔ WHERE: Within the Detroit Metro area
- ➔ WHEN: Spring/Summer 2010
- ➔ GOSDER'S MISSION: To establish himself as a positive role model and pass on the lessons that have been so important to his success both on and off the field. To communicate the importance of hard work, perseverance, and diligence while providing an unforgettable experience for the kids.



GOSDER CHERILUS FOOTBALL FESTIVAL

EVENT OVERVIEW

- HOW: The event will have 15 corporate sponsors. Each of the sponsors will receive participant slots in the clinic for a total of 300-400 participants. A portion of the slots will be distributed to invited guests of the sponsors. The remaining slots will be donated on behalf of the of the sponsors to local youth organizations in Detroit.

The event will be managed and executed by DeBartolo Sports & Entertainment's amateur sports division that focuses solely on running similar events across the country. Gosder will be supported by an experienced event staff, local coaches and teammates.



Capuchin Soup Kitchen
Detroit, Michigan





GOSDER CHERILUS FOOTBALL FESTIVAL

SPONSOR BENEFITS

Pre-Event VIP Cocktail Reception:

- The evening before the clinic, Sponsors will have the opportunity to attend a private reception with Gosder Cherilus. This is a great opportunity for Sponsors to entertain guests/clients to a unique experience.
- Sponsors will receive:
 - 10 invitations to the reception
 - Opportunity to mingle with Gosder and other NFL Players
 - Gosder and other NFL Players will be available for autographs and photographs
 - Q & A Chalk Talk with Gosder Cherilus



Capuchin Soup Kitchen
Detroit, Michigan





SPONSOR BENEFITS

GOLD SPONSOR – \$3,000

- ➔ Gold Sponsor will receive:
 - ➔ 10 clinic slots for invited guests ages 6-14
 - ➔ 10 clinic slots to donate on behalf of Sponsor to local youth organizations
 - ➔ Recognition in all media/press materials
 - ➔ On-site signage and sampling/messaging opportunities at the event



Capuchin Soup Kitchen
Detroit, Michigan





SPONSOR BENEFITS

PRESENTING SPONSOR – \$7,500

- Presenting Sponsor will receive:
 - 20 clinic slots for invited guests ages 6-14
 - 20 clinic slots to donate on behalf of Sponsor to local youth organizations
 - Recognition in all media/press materials
 - On-site signage and sampling/messaging opportunities at the event
 - Opportunity to have on-site product sampling and/or 45-minute presentation to participants and their families



Capuchin Soup Kitchen
Detroit, Michigan





SPONSOR BENEFITS

TITLE SPONSOR – \$10,000

- Title Sponsor will receive:
 - 40 clinic slots for invited guests ages 6-14
 - 40 clinic slots to donate on behalf of Sponsor to local youth organizations
 - Recognition in all media/press materials
 - On-site signage and sampling/messaging opportunities at the event
 - Opportunity to have on-site product sampling and/or 45-minute presentation to participants and their families
 - Name entitlement at the event in all communication and materials



Capuchin Soup Kitchen
Detroit, Michigan





GOSDER CHERILUS FOOTBALL FESTIVAL

YOUTH PARTICIPANT BENEFITS

Gosder Cherilus Football Clinic:

- Each child participant will enjoy:
 - Private, “kids only” speech from Gosder Cherilus
 - Photograph with Gosder Cherilus that will be taken home the day of the event
 - Goodie Bag
 - Football Instruction from Gosder Cherilus
 - Football skills stations taught by current and former NFL and college players and coaches



Capuchin Soup Kitchen
Detroit, Michigan





VALUE

Sponsor's tax deductible contribution to the Gosder Cherilus Football Festival will support Gosder Cherilus' Foundation, Capuchin Soup Kitchen and create an opportunity for the youth of Detroit to participate in a positive and rewarding football experience.



Capuchin Soup Kitchen
Detroit, Michigan

