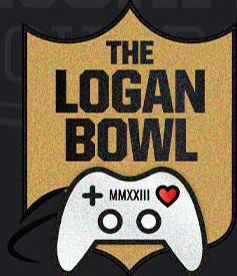


CHRISTIAN MCCAFFREY FOUNDATION'S



MADDEN TOURNAMENT

for a cause

MAY 3, 2024

12pm EST *start*

**SPONSORSHIP
OPPORTUNITIES**





ABOUT US

The Christian McCaffrey Foundation serves as a catalyst for the community and country by supporting those who sacrifice daily for the benefit of many. We show up for our servicemen and women for standing at the front of the most critical challenges of our time.

SERVING THOSE WHO SERVE US.



The Christian McCaffrey Foundation launched [The Logan Project](#) in 2022 in order to honor the legacy of Carolina Panthers' superfan, Logan Preston Hale — and his dream to provide gaming kiosks to children undergoing medical treatment as a way to connect with their friends and restore a sense of normalcy.



ABOUT THE EVENT

The Logan Bowl is a LIVE, bracket-style Madden Tournament hosted by Christian McCaffrey in support of The Christian McCaffrey Foundation's initiative The Logan Project. The tournament will stream on multiple channels and feature players from NFL teams across the country. Each participant in The Logan Bowl will receive the launch of The Logan Project in their town, providing gaming consoles at a local children's hospital.

[WATCH 2023 RECAP VIDEO >>](#)

[WATCH 2023 FULL BROADCAST >>](#)



2023 EVENT HIGHLIGHTS



**BUDDA
BAKER**



**SAQUON
BARKLEY**



**BRIAN
BURNS**



**DALVIN
COOK**



**AUSTIN
EKELER**



**SOLOMAN
THOMAS**



**FRED
WARNER
(winner)**

MEDIA COVERAGE BY MAJOR OUTLETS INCLUDING:

The New York Times



SOCIAL MEDIA ENGAGEMENT BY:



AND **1+ HOUR** ON TWITCH HOMEPAGE CAROUSEL



473K total viewers to-date



379K total LIVE viewers



\$162,260 raised



490+ total donors



TITLE SPONSOR

\$150,000

As the **Title Sponsor** of The Logan Bowl, your name will be incorporated into the title of the event.

Your benefits will also include:

PRE-EVENT

- Title to event with logo locked up with event logo and 2024 Logan Bowl communications
- Logo/Name on official promotional materials and videos
- Logo/Name on event webpage with hyperlink
- Press Release announcing sponsorship
- Three (3) designated social media posts on Christian McCaffrey Foundation channels
- Inclusion in one (1) email Christian McCaffrey Foundation subscribers

DURING THE LIVE EVENT

- Ten (10) :30 sec commercial spots during tournament
- Logo/Name on On-screen rotator
- Seven (7) Live shout-outs from event hosts
- Inclusion in sponsors banner in between each game

POST-EVENT

- Inclusion in one (1) thank you email to Christian McCaffrey Foundation subscribers
- Inclusion in one (1) social Media post to thank all sponsors post event





PRESENTING SPONSOR

\$75,000

As the **Presenting Sponsor** of The Logan Bowl, your name will be incorporated into the title of the event.

Your benefits will also include:

PRE-EVENT

- Logo/Name on official promotional materials and videos
- Logo/Name on event webpage with hyperlink
- Name designated as “presented by” in all 2024 Logan Bowl communication
- Three (3) designated social media posts on Christian McCaffrey Foundation channels
- Inclusion in one (1) email Christian McCaffrey Foundation subscribers

DURING THE LIVE EVENT

- Eight (8) :30 sec commercial spots during tournament
- Logo/Name on On-screen rotator
- Eight (8) Live shout-outs from event hosts
- Inclusion in sponsors banner in between each game

POST-EVENT

- Inclusion in one (1) thank you email to Christian McCaffrey Foundation subscribers
- Inclusion in one (1) social Media post to thank all sponsors post event





GAMEPLAY SPONSOR

\$25,000

As a **Gameplay Sponsor** your name will be integrated with the broadcast of the 2024 Logan Bowl

Your benefits will also include:

PRE-EVENT

- Logo/Name on official promotional materials and videos
- Logo/Name on event webpage with hyperlink
- Press Release announcing sponsorship
- One (1) designated social media posts on Christian McCaffrey Foundation channels

DURING THE LIVE EVENT

- Five (5) :30 sec commercial spots during tournament
- Logo/Name on On-screen rotator
- Five (5) Live shout-outs from event hosts
- Inclusion in sponsors banner in between each game

POST-EVENT

- Inclusion in one (1) thank you email to Christian McCaffrey Foundation subscribers
- Inclusion in one (1) social Media post to thank all sponsors post event





ZONE SPONSOR

\$10,000

As a **Zone Sponsor** your name will be tied to any game play replay during the event.

Your benefits will also include:

PRE-EVENT

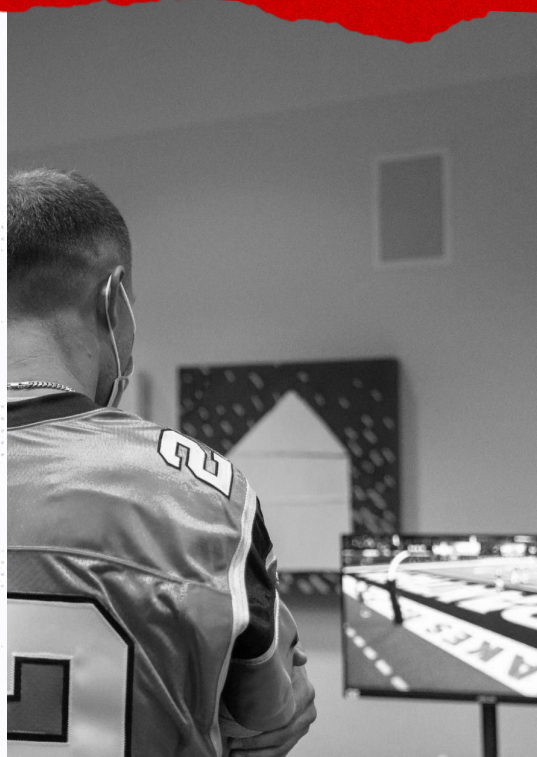
- Logo/Name on official promotional materials and videos
- Logo/Name on event webpage with hyperlink

DURING THE LIVE EVENT

- Three (3) :30 sec commercial spots during tournament
- Three (3) Live shout-outs from event hosts
- Inclusion in sponsors banner in between each game

POST-EVENT

- Inclusion in one (1) thank you email and social media post to Christian McCaffrey Foundation subscribers





COMMERCIAL SPONSOR

\$3,500/spot

As a **Commercial Sponsor** you will receive :30 second commercial spots during The Logan Bowl

Your benefits include:

DURING THE LIVE EVENT

- One (1) :30 sec commercial spot during tournament
- OR Two (2) :15 second commercials



BENEFITS OVERVIEW



	EVENT TITLE SPONSOR	PRESENTING SPONSOR	GAMEPLAY SPONSOR	ZONE SPONSOR	COMMERCIAL SPONSOR
Title to Event	●				
Presenting Sponsor		●			
:30 second Commercial Spot During the Event	10	8	5	3	1
Live shout-outs from event hosts	10	8	5	3	
Designated social media posts on Christian McCaffrey Foundation channels	3	2	1		
Email Inclusion to Christian McCaffrey Foundation subscribers	●	●			
Press Release announcing sponsorship	●	●			
Logo/Name on official promotional materials and videos	●	●	●		
Logo/Name on on-screen rotator	●	●	●		
Logo/Name on official promotional materials and videos	●	●	●		
Inclusion in sponsors banner in between each game	●	●	●	●	
Logo/Name on event webpage with hyperlink	●	●	●	●	
Inclusion in thank you email and social media post	●	●	●	●	



CONTACT US



Thank you in advance for considering being a sponsor and supporting The Christian McCaffrey Foundation - a 501 (c) 3 EIN Number: 85-3412944

SAVE THE DATE

Friday, May 3rd, 2024

TIMES TBD



We look forward to working with you!

For more information,
contact Lisa McCaffrey at
LISA@CHRISTIANMCCAFFREYFOUNDATION.ORG