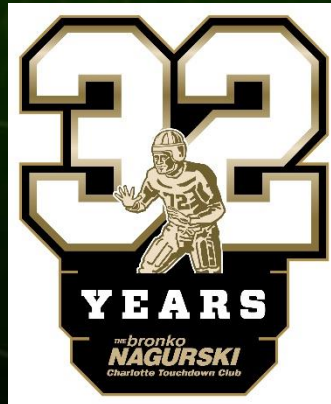




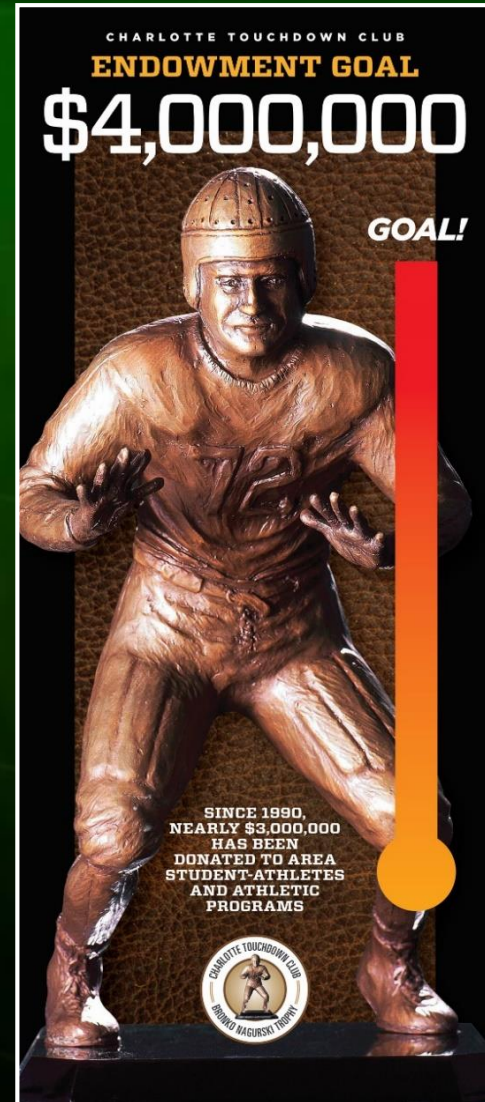
SUPER BOWL
Sponsorship Proposal
Presentation
for
CHARLOTTE TOUCHDOWN CLUB





Charlotte Touchdown Club

- ❖ 501©3 Non-profit organization founded in 1990.
- ❖ Purpose:
 - *To promote youth, high school, collegiate, and professional football in the Charlotte, North Carolina region and to reward excellence both on and off the field to more than (100) athletes and sports programs annually in the Charlotte community and beyond. Annual funds donated to high schools are not football specific and can be applied to all gender sports.*
- ❖ Variety of activities focused on citizenship, scholarship, sportsmanship, and leadership in athletics.
- ❖ *Since inception, more than **\$3,000,000** has been donated to benefit the Charlotte Touchdown Club Scholarship Fund.*



Charlotte Touchdown Club

Profile

Blitzing the Path to Excellence

The Charlotte Touchdown Club, a 501(c)(3) non-profit organization established in 1990, is committed to promoting the full spectrum of football and athletics—from youth and middle school to high school, collegiate, and professional levels—throughout the Charlotte, North Carolina region. Central to the Club's mission is its dedication to fostering Citizenship, Scholarship, Sportsmanship, and Leadership among both student-athletes and coaches. Through its various programs and initiatives, the Club plays a vital role in strengthening the local sports community and encouraging character development through athletics.

Each year, the Club awards six partial scholarships to outstanding student-athletes from Catawba College, Davidson College, Gardner-Webb University, Johnson C. Smith University, UNC Charlotte, and Wingate University. In addition to supporting collegiate athletes, the Club provides ongoing assistance to public and private high school athletic programs as well as the Pop Warner Little Panthers Youth Football organization.

These efforts help ensure that athletes at all levels have the resources and encouragement they need to succeed both on and off the field. The Charlotte Touchdown Club is also proud to present several high-profile awards that recognize exceptional achievement in the local sports community. These honors include the High School Student-Athlete of the Year Award, the Thomas Davis High School Comeback Player of the Year Award, the Luke Kuechly High School Defensive Player of the Year Award, the High School Coach of the Year Award, the Pop Warner Little Panthers Defensive/Scholastic Team of the Year Award, and the High School Female Flag Football Student-Athlete and Team of the Year Awards. Through generous individual and corporate contributions, the Club has donated more than \$3 million to fund these scholarship and recognition programs.

One of the Club's most popular offerings is its annual Luncheon Speaker Series, held at the Sheraton Charlotte Hotel. These events feature speeches from NFL legends and prominent sports figures, attracting over 600 attendees per luncheon. With six luncheons hosted each year, the series provides valuable networking opportunities for members and sponsors and serves as a dynamic platform for entertaining business clients and special guests. Additionally, the Club hosts the Carolina Panthers Kickoff Luncheon, offering fans exclusive insight into the upcoming NFL season.

The year culminates with the prestigious Bronko Nagurski Awards Banquet, held each December. This nationally respected event honors the most outstanding defensive college football player in the country, as selected by the Football Writers Association of America. The Club also presents the Bronko Nagurski Legends Award to a former collegiate defensive star and the Defender of the Nation Award to an exemplary defensive player from a U.S. Service Academy or top ROTC program. These awards recognize not only athletic excellence, but also academic achievement and leadership.

Through its dedication to athletic development, scholarship support, and community recognition, the Charlotte Touchdown Club continues to serve as a pillar of sports excellence and integrity in the Charlotte region.

Charlotte Touchdown Club Local Awards



2025 Carolina Panthers Community Impact Player of the Year winner Austin Corbett and Presenting Sponsor the Carolina Ascent Soccer Team.

- H.S. "Student Athlete of the Year" Award
- H.S. "Female Flag Football Student Athlete of the Year" Award
 - H.S. "Defensive Player of the Year" Award
 - H.S. "Comeback Player of the Year" Award
 - H.S. "Coach of the Year" Award
 - H.S. "Leadership" Award
- H.S. "Female Flag Football Team of the Year" Award
- Carolina Panthers "Impact Player of the Year" Award
- Pop Warner Football "Defensive/Scholastic Team of the Year" Award

Charlotte Touchdown Club

Testimonials & Board of Directors

"The Charlotte Touchdown Club's partnership with Charlotte Mecklenburg Schools has been nothing short of transformative. Their unwavering support has positively impacted the lives of student athletes, their families, and the wider school community. Through their efforts, they have created a pathway for success, instilled valuable life skills, nurtured a love for sports among our youth. Through various programs and initiatives, they have provided invaluable resources, guidance, and encouragement to our young athletes, enabling them to pursue their dreams of higher education through sports. Moreover, I am incredibly grateful for The Charlotte Touchdown Club's initiative to save Middle School Athletics in Charlotte Mecklenburg Schools. Recognizing the importance of physical activity, teamwork, and personal growth at this crucial stage of development, they took proactive steps to ensure that our middle school students have access to quality athletic programs.

I am immensely grateful for the tireless work and dedication of The Charlotte Touchdown Club in championing our student-athletes and ensuring the vitality of athletics in our schools. Their impact will be felt for generations to come." **Ericia R. Turner, CMS, Executive Director of Athletics**

"The Charlotte Touchdown Club truly recognizes the value of education based athletics in our communities as evidenced by the investments they have made in our programs. The attention they put into recognizing deserving high school student athletes on and off the field through their scholarship awards program helps to reinforce the values that our coaches are teaching. In Union County our student athletes always look forward to attending the annual Student Leadership Forum where they get to hear from college athletes that they look up to. Union County Public Schools is extremely grateful for our partnership with the CTC and appreciate all they do to inspire the next generation of leaders." **Nelson Garner, Director of Athletics, Union County Schools**

"Cabarrus County Schools would like to thank The Charlotte Touchdown Club for it generous donation to our eight High School Athletic Departments. It is very much appreciated every year, but even more so this year due to the financial strain that the COVID-19 pandemic has caused our schools Athletic Departments. We are very thankful!"

Bryan Tyson, Director of Athletics, Cabarrus County Schools

"Myers Park High School would like to thank the Charlotte Touchdown Club for the support you give our athletic department and our student-athletes. We really appreciate the donation from the club. It will be used to continue to develop our athletic program and help our student-athletes grow into well rounded citizens of our community."

Brian Poore, Athletic Director, Myers Park High School

EXECUTIVE DIRECTOR

JOHN ROCCO

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Sam Myers

Jim Myers & Sons

Brad Smith

Char Bar 7

Alan Tyson

Architech Sports & Physical Therapy

2025

High School Award Winners



Dom Davis

Kings Mountain H.S.

THOMAS DAVIS

Comeback Player of the Year



Leticia Ortiz

Palisades H.S.

**Female
Flag Football
Student-Athlete
of the Year**



Hudson Clavin

Providence Day School

Student-Athlete of the Year



Dallas Brannon

Independence
H.S.

LUKE KUECHLY
Defensive Player
of the Year



Tamarion

Watkins

Northwestern H.S. Leadership Award



Adam Hastings

Indian Land
H.S.

Coach of the Year

2025

Local College Award Winners



Nigel Gay
CATAWBA



Mason Sheron
DAVIDSON



Randy Franklin
UNCC



Matt Hampton
GARDNER-WEBB



Kelvin Durham
JCSU



Ephraim Wright
WINGATE

2026 Sponsor Team

SUPER BOWL SPONSORS

- ❖ Aline Accounting Partners
- ❖ C-3 Films
- ❖ Capital Group of Companies
- ❖ Carolina Panthers
- ❖ Coca-Cola Consolidated
- ❖ Fifth Third Bank
- ❖ Hearst Service Center
- ❖ Hendrick Motorsports
- ❖ Hertwig Family Foundation
- ❖ JCS of the Carolinas
- ❖ Jim & Frances Williams
- ❖ Nance Construction
- ❖ Novant Health
- ❖ Pella Windows and Doors
- ❖ Piedmont Natural Gas
- ❖ Pinnacle Financial Partners
- ❖ Radio One Charlotte
- ❖ Red Moon Marketing
- ❖ The Harris Land Company

Luncheon Speaker Series Sponsor

- ❖ Pinnacle Financial Partners

Carolina Panthers Impact Award Sponsor

- ❖ TBD

Golf Classic Sponsor

TBD

Bronko Nagurski Presenting Sponsor

- ❖ Coca-Cola Consolidated

Bronko Nagurski Patriot Sponsor

- ❖ Pella Windows and Doors

Defender of the Nation Award Sponsor

- ❖ Capital Group of Companies

Bronko Nagurski Legends Award Sponsor

- ❖ Hertwig Family Foundation

Gridiron Sponsors

- ❖ Carolina Ascent
- ❖ Global Contact Services
- ❖ JCS of the Carolinas
- ❖ Pinnacle Financial Partners

H.S. Student-Athlete of the Year Award Sponsor

- ❖ Bahakel Sports

H.S. Comeback Player of the Year Award Sponsor

- ❖ Novant Health Sports Medicine

H.S. Comeback Player of the Year Award Sponsor

- ❖ Carolina Panthers

H.S. Defensive Player of the Year Award Sponsor

- ❖ Whataburger

Pop Warner Defensive / Scholastic Team of the Year Award Sponsor

Publix Super Markets

H.S. Coach of the Year Award Sponsor

First National Bank

H.S. Female Flag Football Student-Athlete of the Year Award Sponsor

- ❖ Carolina Panthers

H.S. Female Flag Football Team of the Year Award Sponsor

- ❖ Female Athlete Nation

PRO BOWL SPONSORS

- ❖ AMWINS
- ❖ Baucom Press
- ❖ BrandRPM
- ❖ BRK Global Marketing
- ❖ Carolinas Metro Reds
- ❖ Charlotte 49ers
- ❖ Charlotte Knights
- ❖ Clark Construction
- ❖ CRVA / Visit Charlotte
- ❖ Davis Construction
- ❖ First National Bank
- ❖ Heede Southeast
- ❖ Hyatt Place Charlotte

- ❖ INVISI-BALL
- ❖ Linny Mac's Powerhouse Gym
- ❖ National Gypsum
- ❖ Northwestern Mutual
- ❖ Playbook Management Co.
- ❖ Racing America
- ❖ Regions Bank
- ❖ Sharpe Co.
- ❖ Spectrum Interiors of SC
- ❖ SteelFab
- ❖ United Bank
- ❖ Veterans Bridge Home

ALL-PRO SPONSORS

- ❖ ACC
- ❖ ACN
- ❖ AHEAD
- ❖ Ameris Bank
- ❖ Autobel Car Wash
- ❖ Choate Construction
- ❖ Digital Realty
- ❖ Jim Johnson Family
- ❖ New York Life Insurance
- ❖ PNC Bank
- ❖ Rand Construction
- ❖ Ten Bears Productions
- ❖ Trash Control
- ❖ US Foods
- ❖ Visual Edge IT
- ❖ Wells Fargo
- ❖ Womble Bond Dickinson

The Game Plan

*Events / Hospitality – Bronko Nagurski Awards Banquet
Luncheon Speaker Series & Carolina Panthers Kickoff Luncheon*

2026 Legends of the Game Luncheon Speaker Series

Presented by Pinnacle Financial Partners

- Friday, June 5: **TONY GONZALEZ**, Legendary Hall-of-Fame Tight End
- Friday, July 24: **BRANDI CHASTAIN**, 2-Time World Cup & 2-Time Gold Medalist
- Thursday, August 27: **CAROLINA PANTHERS KICKOFF LUNCHEON**
- Thursday, September 24: **ADAM VINATIERI**, Pro Football HOF Class of 2026
- Thursday, October 29: **JAY GLAZER**, NFL Insider, FOX NFL Sunday

Bronko Nagurski Awards Banquet

Presented by Coca-Cola Consolidated

Monday, December 7, 2026

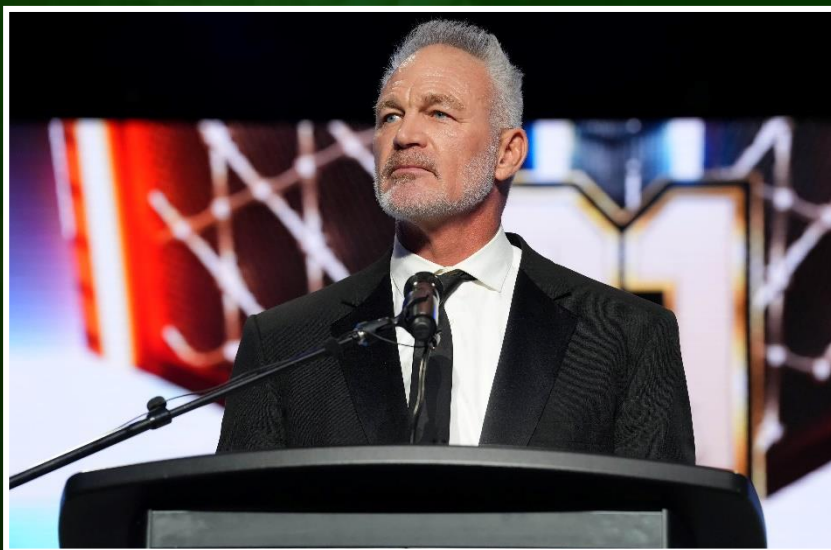
- ❖ Keynote Speaker: **MACK BROWN**, Legendary Coach
- ❖ Master of Ceremonies: **ADAM ZUCKER**, CBS Sports
- ❖ Legends Award Recipient: **TONY CASILLAS**, Oklahoma, DT, Class of 1984
- ❖ Defender of the Nation Award: **TBD**



The Game Plan

Corporate Identity – Bronko Nagurski Awards Banquet

- ❖ Corporate identification inside ballroom at banquet.
- ❖ **SUPER BOWL SPONSOR** (name/logo) will be displayed in the video portion of the awards banquet.
- ❖ Estimated sell-out attendance of more than 1,200 of Charlotte's top business and civic leaders.



2025 Bronko Nagurski Awards Banquet:
Bronko Nagurski Keynote Speaker:
Oklahoma Legend, Brian Bosworth...**THE BOZ.**



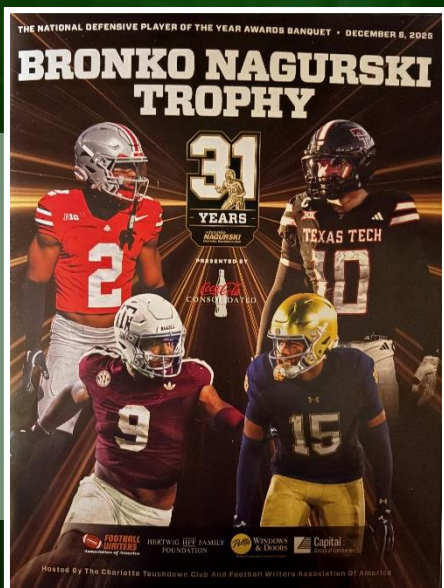
2025 Bronko Nagurski Awards Banquet:
Bronko Nagurski winner Texas Tech's Jacob Rodriguez
and Legends Award recipient Ron Rivera.

The Game Plan

Advertising – Print

Awards Banquet Program

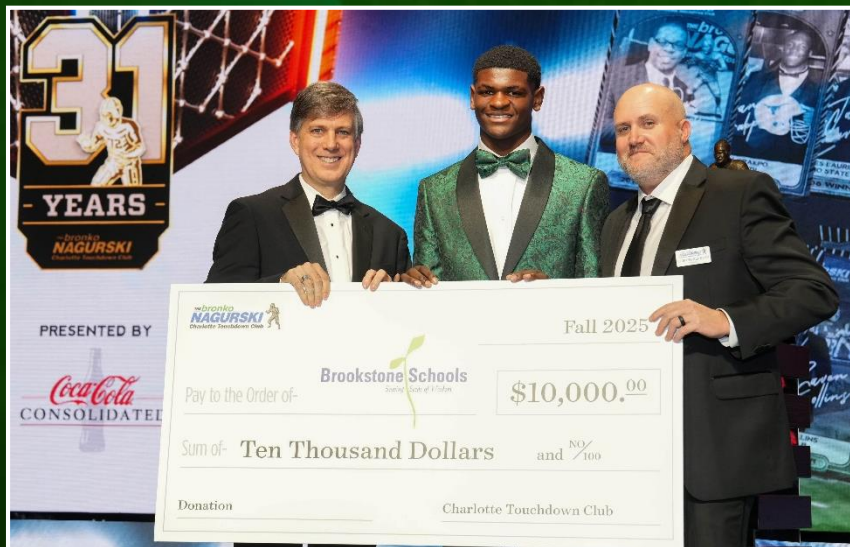
- ❖ **SUPER BOWL SPONSOR** will receive a complimentary half-page full color advertisement.
- ❖ Distribution of more than 2,000 issues to individuals and businesses across the Carolinas.



2025 Bronko Nagurski Finalists:
Cashius Howell, Caleb Downs, Leonard Moore, Jacob Rodriguez.

The Game Plan

Advertising – Website



Touchdown Club President Josh Schlechty presents donation to representatives from Brookstone Schools at the 2025 Bronko Nagurski Awards Banquet.



Bronko Nagurski Awards Banquet
The banquet averages more than 1,200 people and is broadcast on the CBS Sports Network.

- ❖ **SUPER BOWL SPONSOR** will receive company name and logo recognition as a Super Bowl Sponsor via the Charlotte Touchdown Club website. A banner-link will also be provided.

The Game Plan

Events / Hospitality – Bronko Nagurski Awards Banquet

Bronko Nagurski Event Tickets

- ❖ **SUPER BOWL SPONSOR** will receive a reserved table of (10) to the December Bronko Nagurski Awards Banquet.
- ❖ **PREMIUM TABLE LOCATION.**



2025 Bronko Nagurski Awards Banquet:

Kouri Crump, Cashius Howell, Caleb Downs, Brian Bosworth, Leonard Moore, Jacob Rodriguez, Ron Rivera

The Game Plan

Events / Hospitality – Bronko Nagurski Awards Banquet

Bronko Nagurski Event Tickets:

❖ **SUPER BOWL SPONSOR** will also receive (10) invitations to the Sponsors “VIP” Reception hosted prior to the awards banquet with special guests including:

- Bronko Nagurski Finalists
- Legends Award Winner
- Defender of Nation Award Winner
- Keynote Speaker
- Touchdown Club Sponsors
- Former Nagurski Winners
- Head Coaches
- Noted Carolina Sports Figures
- Prominent Members of the Business and Civic Community
- Live Entertainment



2025 Defender of the Nation Award recipient
Kouri Crump from VMI and members of the
United States Army.

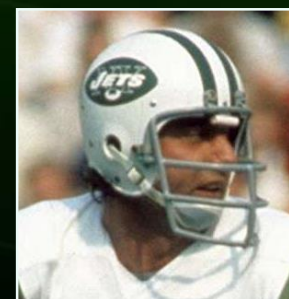
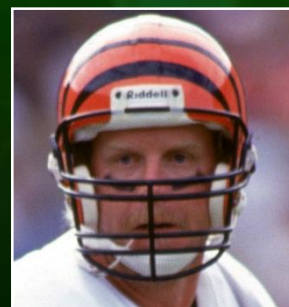
The Game Plan

Events / Hospitality – Speaker Series Luncheons

“Legends of the Game”

Luncheon Speaker Series

- ❖ **SUPER BOWL SPONSOR** are recognized as a sponsor at all yearly Club events including the Speakers Series Luncheon Program, Sponsor Team Golf Classic, Bronko Nagurski Awards Banquet and any other yearly events.
- ❖ **SUPER BOWL SPONSOR** will receive a reserved table of eight to each of the Touchdown Club’s (4) four annual Speaker Series Luncheons at the Sheraton Hotel.
- ❖ **PREMIUM TABLE LOCATION**
- ❖ **SUPER BOWL SPONSOR** name(s) included on an estimated average of 600 or more programs per luncheon.
- ❖ **SUPER BOWL SPONSOR** will have its own personalized company Table Sign for each luncheon.
- ❖ **SUPER BOWL SPONSOR** logo(s) displayed on video screen(s) at each luncheon in front of an average crowd of 600 or more of Charlotte’s top business and civic leaders.



Past Luncheon Guest speakers

Jon Gruden, Tony Dungy, Peyton Manning, Boomer Esiason, Tim Tebow Roy Williams, Joe Namath, Ray Lewis, Chipper Jones



The Game Plan

Events / Hospitality – Panthers Kickoff



CAROLINA PANTHERS Kickoff Celebration Luncheon

featuring

Thomas Davis

Sheraton Charlotte Hotel – Thursday, August 27, 2026

- ❖ Tickets: **SUPER BOWL SPONSOR** will receive a reserved table of (8).
- ❖ **PREMIUM TABLE LOCATION**



The Game Plan

Events / Hospitality – Sponsor Team Golf Classic

Touchdown Club “Sponsor Team” Golf Classic *Hosted at Raintree Country Club* *Monday, September __, 2027*

- ❖ One complimentary Foursome.
- ❖ Complimentary Lunch.
- ❖ Complimentary Post Awards Dinner.
- ❖ Player Gifts.
- ❖ Team Prizes.
- ❖ Contests.



1-Year Sponsorship Agreement

2027 \$16,000.00

- **80% TAX DEDUCTION** for SUPER BOWL SPONSOR -