



2017 SPONSORSHIP OPPORTUNITIES

CHIEFS **CHARITY GAME**

— **BENEFITING** —



THE
CHILDREN'S
PLACE

Friday, August 11, 2017

Kickoff 8:00 PM

Honorary Chairs

Tarek Robbiati, Sprint

Andrea Robbiati, Dairy Farmers of America

Co-Chairs

Marshall Lockton, Lockton Companies

Matt Bengé, Assured SRA

2017 CHIEFS CHARITY GAME

ABOUT THE CHIEFS CHARITY GAME

Since 1984, the Chiefs Charity Game has offered vital support for our local community. In the past 12 years, more than \$6 million dollars has been raised by charities as a result of their partnership with the Kansas City Chiefs.

The Chiefs Charity Game is the first pre-season game for the Kansas City Chiefs. The Children's Place is the sole charitable beneficiary in 2015, 2016 and 2017. Sponsorship opportunities are available ranging from \$1,000 to \$100,000; benefits include exclusive experiences such as throwing the first pass, a training camp visit, dinner with former players and a rare Super Bowl experience. All sponsors are invited to attend the Chiefs Charity Game (August 11, 2017) in either a suite or on the Club Level and receive a multitude of other exciting benefits.

ABOUT THE CHILDREN'S PLACE

In the United States, a child is abused or neglected every 2 hours and a child under the age of one dies every 15 hours as a result of trauma (The Children's Defense Fund).

Left untreated, children who have experienced multiple traumas have up to a 12-fold increased health risk for substance abuse, mental illness, and suicide attempts (Adverse Childhood Experiences Study, 1998). Abuse and neglect also require \$103.8 billion dollars in healthcare costs annually.

We serve the youngest of children, from 6 weeks to 8 years, because it is at the earliest stages in life when abuse and trauma can cause both social and developmental damage. Treatment is critical for these children because they lack the verbal and cognitive skills to share what is happening to them. Because of this, their needs have the potential to go unrecognized and untreated. Children in this age group need developmental interventions to build feelings of safety, identify and manage their emotions, address developing mental health concerns and to help repair or create new attachments to their caregivers.

HONORARY CO-CHAIRS

Tarek Robbiati, Sprint
Andrea Robbiati, Dairy Farmers of America

CO-CHAIRS

Marshall Lockton, Lockton Companies
Matt Benge, Assured SRA

OFFENSE

David Anderson, Ernst & Young
Joseph Doering, Accenture
Paula Hackl, VML
Robert Hackle, Sprint
David Hellen, Accenture
Patty and Don Kincaid, Kincaid Van Lines
Bradley Sprong, KPMG

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Tyler W. Hudson, Wagstaff and Cartmell LLP
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Steve Hunt, Love Funding
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Tom Paolini, Paolini Garment Company
Bruce Pendleton, Swagelok
Todd Reiser, Lockton Companies
Ricardo Torres Jr., KC Billboards
Chris Underwood, Burns & McDonnell Engineering

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Patrick Amey, KHC Wealth Management
Donald Friend, Friend & Associates, LLC
Blake Goodman, Spring Venture Group
Brian Hoffart, NBKC Bank
Cara Hoover, KCP&L
Scott Rowe, CrossFirst Bank
Tyler Scott, Husch Blackwell LLP
Brad Thoenan, Springfield Bingham, PC

2015

Honorary Chair:
David Lockton

Chairs:
Don & Patty Kincaid

Corporate
Donors: 86

Individual
Donors: 10

\$730,000 RAISED

2016

Honorary Chairs:
Tarek & Andrea
Robbiati

Chairs:
Don & Patty Kincaid

Corporate
Donors: 62

Individual
Donors: 32

\$740,000 RAISED



Contact

Jane Schrader

schraderj@tcpkc.org | 816.363.1898
www.childrensplacekc.org

PRESENTING SPONSORSHIP \$100,000

Your sponsorship entitles you to **ALL** of the following:

Pre-Game Benefits

- ▶ Patron Party tickets for ten (10)
- ▶ VIP tent access for the Chiefs Training Camp in St. Joseph, MO for four (4)
- ▶ Name/logo inclusion:
 - Electronic invitation for the Chiefs Training Camp (deadline for inclusion by June 1)
 - Banner in VIP tent at the Chiefs Charity Game
 - Electronic invitation for Patron Party (deadline for inclusion by September 1)
 - Step and repeat banner at the Patron Party
 - Represented on all sponsorship materials
 - Featured in two (2) exclusive social media posts

Day of Game Benefits

- ▶ Round trip limo transportation for eight (8)
- ▶ Pre-game sideline passes for eight (8)
- ▶ Private Signature Suite for thirty-two (32) including upgraded food and beverage
- ▶ Founder's Suite tickets for four (4)
- ▶ Lower level tickets for two hundred (200)
- ▶ Half-time on-field check presentation for two (2)
- ▶ Name/logo inclusion:
 - Step & repeat banner at the Draft Room party
 - Private Signature Suites signage

Post-Game Benefits

- ▶ All-inclusive Super Bowl trip for two (2)
- ▶ 2017 Season Ticket Holder for four (4) at the Club Level (limited availability)
- ▶ Name/logo inclusion:
 - Photo spread for September 16, 2017, issue of The Independent (deadline for inclusion by August 19)
 - Featured in one (1) exclusive social media post
- ▶ Sponsor benefits summary presented 90 days post event



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D I A M O N D S P O N S O R S H I P \$50,000

Your sponsorship entitles you to the following post-game experience:

- 2017 Season Ticket Holder for four (4) at the Club Level (limited availability)

Your sponsorship entitles you to ALL of the following:

Pre-Game Benefits

- ▶ Patron Party tickets for four (4)
- ▶ VIP tent access for the Chiefs Training Camp in St. Joseph, MO for two (2)
- ▶ Name/logo inclusion:
 - Electronic invitation for Patron Party (deadline for inclusion by September 1)
 - Step and repeat banner at the Patron Party
 - Represented on all sponsorship materials
 - Featured in two (2) exclusive social media posts

Day of Game Benefits

- ▶ Round trip black car transportation for four (4)
- ▶ Pre-game sideline passes for four (4)
- ▶ Private Signature Suite for thirty-two (32) including upgraded food and beverage
- ▶ Founder's Suite tickets for two (2)
- ▶ Lower level tickets for one hundred (100)
- ▶ Half-time on-field check presentation for two (2)
- ▶ Name/logo inclusion:
 - Step & repeat banner at the Draft Room party
 - Private Signature Suites signage

Post-Game Benefits

- ▶ Name/logo inclusion:
 - Photo spread for September 16, 2017, issue of The Independent (deadline for inclusion by August 19)
 - Featured in one (1) exclusive social media post
- ▶ Sponsor benefits summary presented 90 days post event



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PLATINUM SPONSORSHIP \$25,000

Your sponsorship entitles you to **ONE** of the following game day experiences:

- Coin Toss experience for one (1)
- First Pass experience for one (1)
- Opening Drum Ceremony experience for one (1)
- Pre-game Tunnel experience for two (2)
- Post-Game Press Conference experience for two (2)

Your sponsorship entitles you to **ALL** of the following:

Pre-Game Benefits

- ▶ Patron Party tickets for two (2)
- ▶ VIP tent access for the Chiefs Training Camp in St. Joseph, MO for two (2)
- ▶ Name/logo inclusion:
 - Electronic invitation for the Chiefs Training Camp (deadline for inclusion by June 1)
 - Banner in VIP tent at the Chiefs Charity Game
 - Electronic invitation for Patron Party (deadline for inclusion by September 1)
 - Step and repeat banner at the Patron Party
 - Represented on all sponsorship materials
 - Featured in two (2) exclusive social media posts

Day of Game Benefits

- ▶ Pre-game sideline passes for two (2)
- ▶ Private Club Level Suite (minimum of 10 seats) including food and beverage
- ▶ Founder's Suite tickets for two (2)
- ▶ Lower level tickets for sixty (60)
- ▶ Half-time on-field check presentation for one (1)
- ▶ Name/logo inclusion:
 - Step & repeat banner at the Draft Room party
 - Private Signature Suites signage

Post-Game Benefits

- ▶ Four (4) Club Level tickets to two Chiefs games (games TBD)
- ▶ Name/logo inclusion:
 - Photo spread for September 16, 2017, issue of The Independent (deadline for inclusion: August 19)
 - Featured in one (1) exclusive social media post
- ▶ Sponsor benefits summary presented 90 days post event



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G S P O N S O R S H I P

\$15,000

Your sponsorship entitles you to **ONE** of the post-game experiences:

- Private dinner with former Chiefs players for two (2)
- 2017 Season Ticket Holder for four (4) at the Club Level (limited availability)
- Club Touchdown Zone viewing for six (6)

Your sponsorship entitles you to **ALL** of the following:

Pre-Game Benefits

- ▶ Patron Party tickets for two (2)
- ▶ VIP tent access for the Chiefs Training Camp in St. Joseph, MO for two (2)
- ▶ Name/logo inclusion:
 - Electronic invitation for the Chiefs Training Camp (deadline for inclusion by June 1)
 - Banner in VIP tent at the Chiefs Charity Game
 - Electronic invitation for Patron Party (deadline for inclusion by September 1)
 - Step and repeat banner at the Patron Party
 - Represented on all sponsorship materials
 - Featured in one (1) exclusive social media posts

Day of Game Benefits

- ▶ Private Club Level Suite (minimum of 10 seats) including food and beverage
- ▶ Lower level tickets for fifty (50)
- ▶ Name/logo inclusion:
 - Step & repeat banner at the Draft Room party
 - Private Signature Suites signage

Post-Game Benefits

- ▶ Name/Logo inclusion:
 - Photo spread for September 16, 2017, issue of The Independent (deadline for inclusion: August 19)
 - Featured in one (1) exclusive social media post
- ▶ Sponsor benefits summary presented 90 days post event



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SILVER SPONSORSHIP

\$10,000

Your sponsorship entitles you to **ONE** of these experiences:

Pre-Game

- VIP experience at training camp (date TBD) including access for four (4) to sideline during practice*, reserved table in VIP tent and two (2) parking passes plus a Helmet Walk for two (2) children
- Access for two (2) to the off-season Sneak Peek practice session

Game Day

- Sideline passes for four (4)

Chiefs Cheerleader Package

- Chiefs cheerleader shirt and pom-poms
- Attend Chiefs cheerleader practice week leading up to game (includes meet & greet with cheerleaders for two (2))**
- Pre-game sideline passes for two (2) to watch the Chiefs cheerleaders warm-up on game day **

Chiefs Fan Package

- Tour of Arrowhead Stadium for four (4) on day of the Chiefs Charity Game

Your sponsorship entitles you to **ALL** of the following:

Pre-Game Benefits

- ▶ Patron Party tickets for two (2)
- ▶ VIP tent access for the Chiefs Training Camp in St. Joseph, MO for two (2)
- ▶ Name/logo inclusion:
 - Electronic invitation for the Chiefs Training Camp (deadline for inclusion by June 1)
 - Banner in VIP tent at the Chiefs Training Camp
 - Electronic invitation for Patron Party (deadline for inclusion by September 1)
 - Step and repeat banner at the Patron Party
 - Represented on all sponsorship materials
 - Featured in one (1) group social media post

Day of Game Benefits

- ▶ Club Level Suite tickets (minimum of 10 seats) including food and beverage
- ▶ Game Day tickets for forty (40)
- ▶ Name/logo inclusion:
 - Step & repeat banner at the Draft Room party
 - Private Signature Suites signage

Post-Game Benefits

- ▶ Name/logo inclusion:
 - Photo spread for September 16, 2017, issue of The Independent (deadline for inclusion by August 19)
 - Featured in one (1) group social media post
- ▶ Regular season game tickets (quantity and game TBD)
- ▶ Sponsor benefits summary presented 90 days post event

*Recommend 14 years of age.

**Recommend 6-14 years of age.

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B R O N Z E S P O N S O R S H I P \$5,000

Your sponsorship entitles you to **ALL** of the following:

Pre-Game Benefits

- ▶ Patron Party tickets for two (2)
- ▶ VIP tent access for the Chiefs Training Camp in St. Joseph, MO for two (2)
- ▶ Name/logo inclusion:
 - Electronic invitation for the Chiefs Training Camp (deadline for inclusion by June 1)
 - Banner in VIP tent at the Chiefs Training Camp
 - Electronic invitation for Patron Party (deadline for inclusion by September 1)
 - Step and repeat banner at the Patron Party
 - Featured in one (1) group social media post

Day of Game Benefits

- ▶ Club Level Suite (minimum of 10 seats) includes food and beverage
- ▶ Game Day tickets for twenty (20)
- ▶ Name/logo inclusion:
 - Step & repeat banner at the Draft Room party
 - Private Signature Suites signage

Post-Game Benefits

- ▶ Name/logo inclusion:
 - Photo spread for September 16, 2017, issue of The Independent (deadline for inclusion by August 19)
 - Featured in one (1) group social media post
- ▶ Sponsor benefits summary presented 90 days post event



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P A T R O N S P O N S O R S H I P \$2,500

Your sponsorship entitles you to **ALL** of the following:

Pre-Game Benefits

- ▶ Patron Party tickets for two (2)
- ▶ VIP tent access for the Chiefs Training Camp in St. Joseph, MO for two (2)
- ▶ Name/logo inclusion:
 - Banner in VIP tent at the Chiefs Training Camp
 - Electronic invitation for Patron Party (deadline for inclusion by September 1)
 - Step and repeat banner at the Patron Party
 - Featured in one (1) group social media post

Day of Game Benefits

- ▶ Club Level Suite tickets for six (6)
- ▶ VIP access to pre-game Draft Room party for ten (10)
- ▶ Game Day tickets for ten (10)
- ▶ Name/logo inclusion:
 - Private Signature Suites signage

Post-Game Benefits

- ▶ Name/logo inclusion:
 - Photo spread for September 16, 2017, issue of The Independent (deadline for inclusion by August 19)
 - Featured in one (1) group social media post
- ▶ Sponsor benefits summary presented 90 days post event



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G A M E S P O N S O R S H I P \$1,000

Your sponsorship entitles you to **ALL** of the following:

Pre-Game Benefits

- ▶ VIP access to Pre-game Party for six (6)

Day of Game Benefits

- ▶ Chiefs Charity Game tickets for six (6)

Post-Game Benefits

- ▶ Sponsor benefits summary presented 90 days post event



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2017 Season Ticket Holders

Four (4) season tickets at the Club Level for all home games for the 2017 Chiefs season (play-off not included).

2018 Super Bowl Tickets

All inclusive trip to the Super Bowl in 2018 for two (2).

Chiefs Draft Day Party

Experience the NFL Draft Day with the Chiefs at One Arrowhead Drive. You will join the Chiefs at their indoor practice facility at The University of Kansas Hospital Training Complex.

Chiefs Off-Season Practice Private Viewing

Guests will attend a private viewing session for a Chiefs practice at The University of Kansas Hospital Training Complex. Date is TBD (May or June 2017).

Chiefs Regular Season Game Tickets

Guests will be given 2017 regular season game ticket(s) (number based on sponsorship level) to cheer on the Chiefs at Arrowhead Stadium and join the 76,416 fans!

Chiefs Training Camp and Helmet Walk

Guests will enjoy food and drinks in the Chiefs VIP tent at a Chiefs Training Camp practice:

Monday, July 31, 2017

8:15 - 11:15 AM

Missouri Western State University, St. Joseph, Missouri

The Helmet Walk will include each child (TBD on total number of children) to be paired with a member of the Chiefs team as the players exits the field following practice. The child may carry the player's helmet while walking with the player back to the Locker Room.

Coin Toss Experience for Chiefs Charity Game

One (1) person will have the opportunity to participate in the coin toss for the Chiefs Charity Game during the pre-game program. You will need to plan to arrive early to the Chiefs Charity Game to receive proper access to the field. (Approximately 2.5 hours early).

**Must be at least 10 years of age for sideline access.



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Drum Honoree Experience for Chiefs Charity Game

One (1) person will have the opportunity to act as the Chiefs Charity Game Drum Honoree. You will need to plan to arrive early to the Chiefs Charity Game to receive proper access to the field. (Approximately 2.5 hours early).

**Must be at least 10 years of age for sideline access.

First Pass Experience for Chiefs Charity Game

One (1) person will have the opportunity to throw the first pass of the Chiefs Charity Game during the pre-game program. Blue Cross Blue Shield honors the first pass to a community companion. You have the opportunity to honor someone who has shown great community service. Your honoree will then throw the first pass. You will need to plan to arrive early to the Chiefs Charity Game to receive proper access to the field. (Approximately 2.5 hours early).

**Must be at least 10 years of age for sideline access.

Patron Party

A private party hosted by Don & Patty Kincaid to officially kick off our Chiefs Charity Game! Help us celebrate the wonderful partnership between the Kansas City Chiefs and The Children's Place:

Wednesday, August 9, 2017

6:00 - 8:00 PM

The Carriage Club, 5301 State Line Road, Kansas City, Missouri

Post-Game Press Conference for Chief Charity Game

**Must be at least 16 years of age.

Pre-Game Sideline Passes for Chiefs Charity Game

All guests will exit the field 30 minutes before kick-off.

**Must be at least 10 years of age for sideline access.

Pre-Game E-Tunnel Experience for Chiefs Charity Game

Guests have the opportunity to walk up into the heart of the stadium where all the pre-game action takes place. You'll get to see KC Wolf, Susie and Warpaint run out onto the field. Following the pre-game entertainment, you get to experience the behind the scenes view as you stand in the tunnel while both teams run past you onto the field.

**Must be at least 16 years of age.

Touchdown Club Passes

Private VIP hospitality area in the east end zone of the field at the Stadium during the Chiefs Charity Game. Open during the game only.



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SPONSORSHIP COMMITMENT FORM

Company name/donor

Primary contact

Address City State Zip code

Phone Email

Logistic contact person Phone/Email

SPONSORSHIP COMMITMENT LEVEL

- Presenting Sponsor \$ 100,000
- Diamond Sponsor \$50,000
- Platinum Sponsor \$25,000
- Gold Sponsor \$ 15,000
- Silver Sponsor \$ 10,000
- Bronze Sponsor \$5,000
- Patron Sponsor \$2,500
- Group Tickets \$ 1,000

We will not utilize our sponsor benefits. Please recognize our gift with a zero fair market value.

YES, you may list my/our name in press releases, annual reports and/or internal publications as an Chiefs Charity Game contributor. Please publish my/our name as:

NO, I/we prefer the support remains anonymous.
Please do not publish the name.

ELECTRONIC SIGNATURE Please type First and Last Name Date
I understand that checking this box constitutes a legal signature confirming that I acknowledge and warrant the truthfulness of the information provided in this document.

Pay with credit card. Available Options: VISA, Mastercard, American Express

Name on card

Card # Security code Expiration Date

Billing address

City State Zip

Check enclosed (payable to The Children's Place). Please mail check and original form to:

The Children's Place • 2 East 59th Street • Kansas City, Missouri 64113



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