

RL3

"LET'S MAKE TODAY GREAT"

FOUNDATION

HONORING A LEGACY.
EMPOWERING YOUTH.
STRENGTHENING
COMMUNITIES.

Ray Lewis
RAY LEWIS
CO-FOUNDER

Tatyana
TATYANA MCCALL WIMBERLY
CO-FOUNDER

OUR MISSION

To protect and empower student-athletes by promoting mental health, and preventing CTE through education, awareness and safer football practices, while harnessing the healing power of music.



YOUTH
DEVELOPMENT



BRAIN HEALTH
AWARENESS



MENTAL
WELLNESS



THE ARTS

RL3 FOUNDATION

EVENT PROSPECTUS

COMMUNITY. FOOTBALL. MUSIC. IMPACT.

GRIDIRON TAKEOVER

ONE DAY. ALL AGES. ALL FOOTBALL. SAFER PLAY.

SATURDAY, APRIL 10, 2027

**RAY RAY'S
KIDS CAMP**
Elementary & Middle School



Skills | Mentorship | Character | Safer Play

**BALLIN' OUT
TV7**
High School Tournament



Competition | Exposure | Community | Safer Play

MOTIVATION WEEKEND

A WEEKEND OF COMMUNITY, FOOTBALL, MUSIC AND MOTIVATION.

JUNE 5-6, 2027

**CTE
BRUNCH**
AWARENESS | EDUCATION | ACTION



A high-impact event focused on athlete brain health, mental wellness, and prevention through education and conversation.

RL3 MUSIC FEST
MUSIC | COMMUNITY | HEALING



A community-centered concert featuring local and national talent to celebrate RL3's legacy and bring awareness to CTE and mental health.

EVENT ATTENDANCE & IMPACT (AVERAGES)



250 - 300+
FOOTBALL EVENTS
Participants
plus spectators



200+
CTE BRUNCH
Attendees



1,000+
RL3 MUSIC FEST
Attendees
over the course of the day

WAYS TO SUPPORT

There are many ways to support RL3 Foundation events and partner with our mission. Our sponsorship and community partnership opportunities allow businesses, organizations, and individuals to make a meaningful impact while gaining valuable exposure.



MAJOR SPONSORSHIP OPPORTUNITIES

Invest in the mission through sponsorship opportunities across our events, including presenting and event-specific sponsorships.

- Brand visibility
- On-site activation
- Speaking opportunities
- Employee engagement
- Custom partnership options and more



SMALL BUSINESS SPONSOR \$1,000

Gain brand exposure and have a vendor booth at the event to promote your product or service.

- Vendor booth space
- Logo recognition on event materials (event specific)
- Engage with attendees
- Support the mission



CUSTOM SPONSORSHIP OPPORTUNITIES \$2,500 - \$5,000

Sponsor a specific item or experience (e.g., event t-shirts, event transportation, signage, athlete meals, etc.).

- Logo on sponsored item(s)
- Recognition on event materials
- On-site signage
- Opportunity to activate and engage with attendees



BE A VENDOR \$50 PER EVENT

Promote your products or services at one or more events.

- Vendor booth space
- Connect with the community
- Showcase your brand
- Support youth, health and wellness initiatives

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RL3
FOUNDATION



COMMUNITY
IMPACT



BRAIN HEALTH
AWARENESS



YOUTH
OPPORTUNITY



THE ARTS
& HEALING



WWW.RL3FOUNDATION.COM



INFO@RL3FOUNDATION.COM

RL3 FOUNDATION PRESENTS

RL3 GRIDIRON TAKEOVER

ONE DAY. ALL AGES.
ALL FOOTBALL. SAFER PLAY.



ELEMENTARY & MIDDLE SCHOOL

Skills | Mentorship | Character | Safer Play



HIGH SCHOOL TOURNAMENT

Competition | Exposure | Community | Safer Play

SPONSORSHIP OPPORTUNITIES

RAY RAY'S KIDS CAMP EVENT SPONSOR

\$15,000

Support youth development and provide an unforgettable experience for our elementary and middle school athletes while promoting safer play and healthy minds.

SPONSORSHIP INCLUDES:

- ✓ Event naming recognition
- ✓ Company logo on all event materials
- ✓ On-site activation space
- ✓ Opportunity to include swag items in event bags
- ✓ Recognition during event announcements
- ✓ Social media promotion
- ✓ Photo opportunity with the RL3 Family
- ✓ Complimentary VIP passes

RL3 GRIDIRON TAKEOVER PRESENTING SPONSOR

\$25,000

Be the exclusive presenting sponsor of the entire RL3 Gridiron Takeover and demonstrate your commitment to youth development, community impact, and safer sports practices.

SPONSORSHIP INCLUDES:

- ✓ "RL3 Gridiron Takeover presented by [Your Company]" on all event materials
- ✓ Company logo on all marketing, promotional materials, digital media and event signage
- ✓ Premium on-site activation across both events
- ✓ Opportunity to include swag items in event bags
- ✓ Opening remarks opportunity
- ✓ Social media and press recognition
- ✓ Photo opportunities with the RL3 Family
- ✓ One-on-one lunch or dinner with RL3 Co-Founders (Ray Lewis & Tatyana McCall Wimberly)
- ✓ Complimentary VIP passes
- ✓ Post-event impact report with photos and reach

BALLIN' OUT 7V7 EVENT SPONSOR

\$15,000

Empower high school athletes, support safer play and help provide resources for football programs to promote CTE and concussion prevention.

SPONSORSHIP INCLUDES:

- ✓ Event naming recognition
- ✓ Company logo on all event materials
- ✓ On-site activation space
- ✓ Opportunity to include swag items in event bags
- ✓ Recognition during event announcements
- ✓ Social media promotion
- ✓ Photo opportunity with the RL3 Family
- ✓ Complimentary VIP passes



BRAND EXPOSURE
Across multiple events and platforms



COMMUNITY IMPACT
Support youth, families and safer play



EMPLOYEE ENGAGEMENT
Volunteer opportunities for your team



MEASURABLE REACH
Event attendance, digital media and press



MEANINGFUL PARTNERSHIP
Align with a mission that makes a difference

RL3 FOUNDATION PRESENTS

MOTIVATION WEEKEND

CTE BRUNCH

AWARENESS | EDUCATION | ACTION

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RL3 MUSIC FEST

MUSIC | COMMUNITY | HEALING

A community-centered concert featuring local and national talent to celebrate RL3's legacy and bring awareness to CTE and mental health.

COMMUNITY. FOOTBALL. MUSIC. IMPACT.

SPONSORSHIP OPPORTUNITIES

CTE BRUNCH EVENT SPONSOR

\$35,000

Be the exclusive sponsor of the CTE Brunch and demonstrate your commitment to athlete brain health, mental wellness, and safer sports practices.

SPONSORSHIP INCLUDES:

-  Exclusive event naming rights: "CTE Brunch presented by [Your Company]"
-  Speaking opportunity
-  Company promotional video shown during the event
-  Premium on-site activation space
-  Opportunity to include swag items in event bags
-  Company logo on all event materials, signage, and digital promotion
-  Photo opportunity with the RL3 Family
-  Social media promotion
-  Complimentary VIP passes

MOTIVATION WEEKEND PRESENTING SPONSOR

\$75,000

Be the exclusive presenting sponsor of the entire Motivation Weekend (CTE Brunch + RL3 Music Fest) and showcase your leadership in youth development, mental wellness, and community impact.

SPONSORSHIP INCLUDES:

-  "Motivation Weekend presented by [Your Company]" across both events
-  Opening remarks at both events
-  Company promotional video shown during the CTE Brunch
-  Premium on-site activation space at both events
-  Opportunity to include swag items in event bags at both events
-  Company logo on all event materials, signage, social media, and press
-  One-on-one lunch or dinner with RL3 Co-Founders (Ray Lewis & Tatyana McCall Wimberly)
-  Photo opportunity with the RL3 Family
-  Complimentary VIP passes to both events
-  Post-event impact report with photos and reach

RL3 MUSIC FEST EVENT SPONSOR

\$40,000

Support Ray Ray's passion for music and be the exclusive sponsor of the RL3 Music Fest, a community celebration that unites families through music, inspiration, and purpose.

SPONSORSHIP INCLUDES:

-  Exclusive event naming rights: "RL3 Music Fest presented by [Your Company]"
-  Premium on-site activation space
-  Opportunity to speak during the Music Fest
-  Company logo on all event materials, signage, and digital promotion
-  Photo opportunity with the RL3 Family
-  Social media promotion
-  Complimentary VIP passes

WHY PARTNER WITH RL3?



COMMUNITY IMPACT

Support youth, families and safer play



BRAIN HEALTH AWARENESS

Advance education and prevention



MENTAL WELLNESS

Promote healing through the arts



MEASURABLE REACH

Event attendance, digital media and press