



DETROIT

APRIL 24TH - 26TH, 2024



Our Story: Founded in 1926, Boys & Girls Clubs of Southeastern Michigan has 95 years of experience in youth development. Each decade brought new challenges and opportunities, some local, some national, and some global. From the industrial revolution to the digital revolution, through a World War, a great depression, devastating riots, and the COVID-19 pandemic, Boys & Girls Clubs of Southeastern Michigan has been a force for good in kids' lives. Despite our long history, each day we continue to find new ways to learn, grow, and innovate.

Our Mission: To provide a world-class experience, empowering youth to reach their full potential as change agents for their life, Club and community while ensuring youth are career, startup, and homeowner ready before they leave the Clubs at 18 years old.

Our Impact: Every year, we serve 15,000 youth between the ages of 6 and 18 to our Clubs and School-Based sites. As soon as our youth members walk through our doors, they enter an environment of stability, consistency, and physical and emotional safety. All of our Club run programs designed to be fun and engaging, while building skills and confidence for a successful future. We're open when kids need us most – after school, on most school holidays, and all day during the summer. Clubs offer safe places where young people can learn, grow, and succeed.



BOYS & GIRLS CLUBS
OF SOUTHEASTERN MICHIGAN



PROGRAM

Community, Culture, and Competition: BGCSM's 3C Sports program is designed to offer a holistic sports experience for young athletes, emphasizing three core elements: Community, Culture, and Competition. It goes beyond the traditional concept of sports to incentivize youth engagement, instill critical life skills, and provide opportunities for personal development. The program aims to create a powerful ecosystem that fosters equity and quality in youth sports.

SPORTS OFFERINGS

BOYS & GIRLS FLAG FOOTBALL ESPORTS TACKLE FOOTBALL CHEER BASKETBALL

BGCSM DEHL CLUB

THURSDAY, APRIL 25th, 2024



COACHES TRACK - Day 1

3:00pm

REGISTRATION

4:00pm - 4:50pm

Opening Session

Topic: 3C Sports Vision & Reclaiming Youth Sports

5:00pm - 5:50pm

Discussion 2

Topic: Building Community Through Youth Sports

6:00pm - 6:50pm

Discussion 3

Topic: Careers in Sports

7:00pm - 7:50pm

Discussion 4

Topic: Addressing Mental Health Challenges & Opportunities for Athletes

8:00pm - 10:00pm

NFL DRAFT WATCH PARTY

BGCSM DEHL CLUB

FRIDAY, APRIL 26th, 2024



COACHES TRACK – Day 2

4:00pm - 4:50pm

Opening Session
Topic: Power Branding

5:00pm - 5:50pm

Discussion 2
Topic: Creating a Winning Culture

6:00pm - 6:50pm

Discussion 3
Topic: Operationalizing the Vision Workshop

7:00pm - 8:00pm

Conference Close Out



OUR APPROACH

Our Holistic Approach for Youth Athletes

- **Wide Variety of Sports:** BGCSM offers a wide range of sports under its umbrella, including basketball, baseball, cheerleading, dance, flag football, gymnastics, and more. This diversity ensures that young athletes have access to various sports throughout the year, providing them with options beyond a single sport.
- **Equity and Inclusion:** The program is committed to promoting equity and equal opportunities for all youth. It focuses on providing programming equally to both boys and girls, emphasizing the values of fairness and inclusivity.

Physical Activity and Mental Health: The program recognizes the numerous benefits of organized youth sports and ongoing physical activities. These include not only physical health but also positive impacts on mental health, such as reduced anxiety and depression, improved self-esteem, cognitive performance, creativity, and social skills. Participation in sports is associated with enhanced life skills, teamwork, social responsibility, and academic achievement.

Nutrition: Providing food within BGCSM's 3C's sports program is essential to address food insecurity in the underserved communities we serve. It ensures that young participants have the energy to engage fully in sports activities while promoting healthy eating habits and fostering a sense of community and support. By eliminating hunger as a distraction, the program helps youth build life skills, develop confidence, and form lasting friendships.

BGCSM DAUCH CLUB

THURSDAY, APRIL 25th, 2024
FRIDAY, APRIL 26th, 2024



YOUTH TRACK

- 4:00pm - 9:00pm **Drone Racing
Simulation/Demo/Competition**
- 4:00pm - 4:50pm **Discussion 1
Topic: NFL Deals**
- 5:00pm - 5:50pm **Discussion 2
Topic: Physical & Mental Toughness**
- 6:00pm - 6:50pm **Discussion 3
Topic: Building Your Brand**
- 7:00pm - 7:50pm **Discussion 4
Topic: Your Future Deserves Your Best**
- 8:00pm - 9:00pm **NFL DRAFT WATCH PARTY**

BGCSM DAUCH CLUB

THURSDAY, APRIL 25th, 2024
FRIDAY, APRIL 26th, 2024



PARENT TRACK

4:00pm - 4:50pm

Discussion 1
Topic: NFL Deals 101

5:00pm - 5:50pm

Discussion 2
Topic: College Scholarships / Access

6:00pm - 6:50pm

Discussion 3
Topic: Helping Youth Child Reach Their Full Potential

7:00pm - 7:50pm

Discussion 4
Topic: Women in Sports

8:00pm - 9:00pm

NFL DRAFT WATCH PARTY

ABOUT

THE BUS STOPS HERE FOUNDATION



The Jerome Bettis Bus Stops Here Foundation was created in 1997 by Pro Football Hall of Fame Running Back Jerome Bettis to provide opportunities for inner-city youth to succeed and become productive individuals in today's society.

Jerome Bettis wants to lead by example and give back to societies and communities, which enabled him to achieve the level of success he has acquired. He strongly believes that in addition to his parents and extended family, a multitude of individuals and programs assisted in shaping his life. Now, it is his turn to impact the lives of our youth.

The Bus Stops Here Foundation is dedicated to improving the overall quality of life for troubled and underprivileged inner-city youth. We accomplish this by providing financial resources, educational and recreational programs and mentoring that will assist youth in learning to distinguish between healthy and unhealthy choices.



ANNOUNCING A HALL OF FAME PARTNERSHIP



SPONSORSHIP OPPORTUNITIES

COMMISSIONER SPONSOR \$25,000

- First Right of Refusal in 2025
- Press Recognition in Media Release
- Large Signage at Events
- Twenty-Four (24) Event Tickets - Night 1 Fire Side Chat Event and 3C Sports Awards
- Exclusive Meet and Greet with Jerome Bettis for Twenty-Four (24) Guests - Night 1
- Five (5) Autographed Items from Jerome Bettis
- Logo on Bus Stops Here Foundation's Website and All Digital Marketing
- Mentions Across All Bus Stops Here Foundation Social Media Platforms
- Three (3) Mentions Across Jerome Bettis Social Media Platforms

FIRST ROUND SPONSOR \$15,000

- Press Recognition in Media Release
- Large Signage at Events
- Sixteen (16) Event Tickets - Night 1 Fire Side Chat Event and 3C Sports Awards
- Exclusive Meet and Greet with Jerome Bettis for Sixteen (16) Guests - Night 1
- Three (3) Autographed Items from Jerome Bettis
- Logo on Bus Stops Here Foundation's Website and All Digital Marketing
- Mentions Across All Bus Stops Here Foundation Social Media Platforms
- Two (2) Mentions Across Jerome Bettis Social Media Platforms



SPONSORSHIP OPPORTUNITIES



SECOND ROUND SPONSOR \$10,000

- Press Recognition in Media Release
- Medium Signage at Events
- Sixteen (16) Event Tickets - Night 1 Fire Side Chat Event and 3C Sports Awards
- Exclusive Meet and Greet with Jerome Bettis for Eight (8) Guests - Night 1
- Two (2) Autographed Items from Jerome Bettis
- Logo on Bus Stops Here Foundation's Website and All Digital Marketing
- Mentions Across All Bus Stops Here Foundation Social Media Platforms
- One (1) Mention Across Jerome Bettis Social Media Platforms

THIRD ROUND SPONSOR \$5,000

- Press Recognition in Media Release
- Signage at Events
- Two (2) Designated Tables of Eight (8) at Event - Night 1 Fire Side Chat Event and 3C Sports Awards
- Logo on Bus Stops Here Foundations Website and All Digital Marketing
- Mentions Across Bus Stops Here Foundation Social Media Platforms

PLUG & PLAY SPONSOR \$1,000

- Press Recognition in Media Release
- Signage at Events
- Four (4) VIP Tickets to Event - Night 1 Fire Side Chat Event and 3C Sports Awards
- Logo on Bus Stops Here Foundations Website and All Digital Marketing
- Mentions Across Bus Stops Here Foundation Social Media Platforms

FOURTH ROUND SPONSOR \$3,000

- Press Recognition in Media Release
- Signage at Events
- One (1) Designated Tables of Eight (8) at Event - Night 1 Fire Side Chat Event and 3C Sports Awards
- Logo on Bus Stops Here Foundations Website and All Digital Marketing
- Mentions Across Bus Stops Here Foundation Social Media Platforms

VIP TICKET \$300

- Early Access and Cocktail Hour at Event - Night 1 Fire Side Chat Event and 3C Sports Awards

COCKTAIL SPONSOR \$2,000 (2 AVAILABLE)

- Press Recognition in Media Release
- Cocktail Area Signage at Events
- Six (6) VIP Tickets to Event - Night 1 Fire Side Chat Event and 3C Sports Awards
- Logo on Bus Stops Here Foundations Website and All Digital Marketing
- Mentions Across Bus Stops Here Foundation Social Media Platforms

INDIVIDUAL TICKET \$150

SPONSORSHIP AGREEMENT



PLEASE CHECK ONE OF THE FOLLOWING SPONSORSHIP LEVELS:

- COMMISSIONER SPONSOR
- FIRST ROUND SPONSOR
- SECOND ROUND SPONSOR
- THIRD ROUND SPONSOR
- FOURTH ROUND SPONSOR
- COCKTAIL SPONSOR
- PLUG & PLAY SPONSOR
- VIP TICKET
- INDIVIDUAL TICKET

YOUR NAME _____ YOUR TITLE _____

YOUR PRIMARY CONTACT PERSON (IF DIFFERENT FROM ABOVE) _____ COMPANY NAME _____

STREET ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

TELEPHONE NUMBER _____ FAX NUMBER _____

- Please Invoice Check Enclosed (Bus Stops Here Foundation) Credit Card Payment (Please complete information below)

CREDIT CARD NUMBER _____ EXPIRATION DATE _____ 3-DIGIT CVV # _____

AUTHORIZED SIGNATURE _____ DATE _____

Sponsorship Contact Information: Tiffany Sula / Executive Director of Resource Development Operations - Boys & Girls Clubs of Southeastern MI
26777 Halsted Rd. #100, Farmington Hills, MI, 48185 (734)552-3742 / tsula@bgcsm.org