



Friday, February 17th 2017 @ 7pm

# FAITH | FAMILY | BASKETBALL



Sponsorship Deck 2017

[info@RCMMediaProductions.com](mailto:info@RCMMediaProductions.com) 877-841-8088

[www.AllStarGospelCelebration.com](http://www.AllStarGospelCelebration.com)

Friday | February 17th 2017 | 7:00-9:00PM

# What is the All-Star Gospel Celebration?

The All-Star Gospel Celebration was founded in 2005 and was first held during the 2006 NBA All-Star Weekend in Houston, TX. Creator Tomeka B. Holyfield, had a vision to merge the Christian Community and Sports Community during the NBA All-Star Weekend Festivities!

**ASGC** was created to Glorify God amidst the Glitz, Glamour and Games of this exciting weekend.

Each year since it's conception, the All-Star Gospel Celebration has done just that. Creating a positive, uplifting and exciting atmosphere, all while benefiting deserving charitable causes.

Now in it's 11th year, we are ready to produce the most spectacular All-Star Gospel Celebration to date in **New Orleans, LA** during NBA All-Star Weekend February 17th 2017.

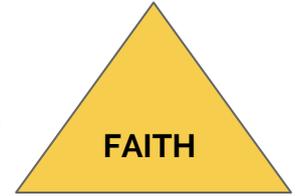
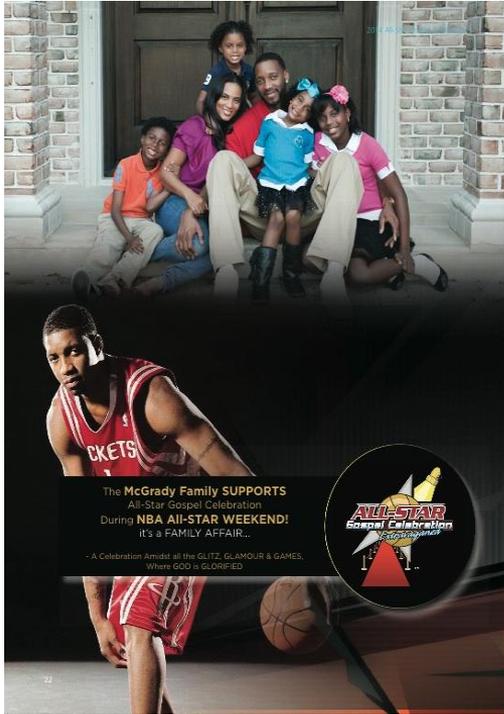


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# Purpose for the All-Star Gospel Celebration?



**ASGC** is a *wholesome kick-off celebration* to one of the most exciting weekends during the NBA season. **NBA Players** and their families come together to celebrate their faith! This year we will honor current and retired NBA Players, Coaches, Executives, and members of the community for their outstanding work done in the Philanthropic Community and their FAITH! Entertainers will perform uplifting music, corporations will have the opportunity to show their support for these efforts and the public will have the chance to participate in it all. This event also provides funding to domestic violence victims & under-privileged children.

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# FAITH & BASKETBALL



Click On These Videos And Check Out These NBA Players Celebrating Their FAITH...



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**CELEBRATING THE FAITH**

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OVER THE YEARS WE'VE WELCOMED TONS OF GUEST TO ASGC...



ALLAN HOUSTON

HOME

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## Allan Houston to Present at All Star Gospel Celebration

*All-Star Gospel Celebration (ASGC) will kick off NBA All-Star Weekend with an unforgettable commemoration celebrating its 10-year anniversary during the 64th NBA All-Star Game.*

February 10, 2015 | [Basketball](#), [News](#)



Since its inception, **All-Star Gospel Celebration** (formerly known as All-Star Gospel Brunch) has become a staple event during NBA All-Star Weekend!

We have hosted and/or honored celebrities and sports figures such as Olympic Gold Medalist Gabby Douglas, TV Personality Star Jones, Cookie Johnson, Actress Sheryl Lee Ralph, Comedian Chris Tucker, Comedian Jonathan Slocumb, Music Mogul Producer Rodney "Dark Child" Jerkins, Martin Luther King III, Pastor Paula White, Dr. Jamal Bryant, CNN's/TV-One's Roland Martin, Radio-One/Tv-One Founder Cathy Hughes and the Official National Basketball Wives Association to name a few.

Former NBA All-Star Legend Allan Houston, ESPN Analyst Chris Broussard, NBA Player Dahntay Jones & Wife Valeisha Butterfield-Jones, NBA Wife Tracy Mourning, NBA All-Star Tracy McGrady & Wife-Life Coach CleRenda McGrady, NBA Legend Terry Cummings, NBA Legend Charlie Ward, NBA Legend Mark Jackson and Wife Desiree Coleman-Jackson, NBA Coach Avery Johnson, NBA Wife Deshawn Snow, NBA Mother Jolinda Wade (NBA Player Dwyane Wade's Mother) and NBA Player Doug Christie & Wife Jackie Christie have all been **SLAM DUNK HONOREES**.

# PAST SLAM DUNK HONOREES



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# Past Presenters/Artist/Guest



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# TELEVISION PARTNER



Our TV Partner (TBA) will provide  
**Media Coverage** for  
All-Star Gospel Celebration!

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# Champion Title/Presenting Sponsor \$250,000

- Recognition as "Title/Presenting Sponsor" in all press, promotional and advertisements materials and interviews including print, broadcast, radio and social media sites
- Acknowledgement/recognition by the host during the event as "Your Company" presents... ASGC during NBA All-Star Weekend
- Inclusion of your company name and logo on all advertisements and publicity associated with the event
- Corporate branding on "Save the Dates" and Invitations
- VIP Seating for 30 guests at the event
- 4 pop-up banners positioned throughout venue
- 5 minute presentation during the event
- 30 second Digital Signage during the event
- Inside cover ad of ASGC Slam Dunk Magazine
- Company name and logo on Step and Repeat
- Exhibit space/branding area (1 6ft table)
- Gobos featuring your company logo throughout the event
- Gift bag insertion of product and/or promotional materials
- As the Champion Title Sponsor you may customize the perk of your choosing.
- Gift bag insertion of product and/or promotional materials.



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# All-Star Official Sponsor \$100,000

- Recognition as "Official Sponsor" in all press, promotional and advertisements materials and interviews including print, broadcast, radio and social media sites
- Acknowledgement/recognition by the host during the event as the "All-Star Official Sponsor"
- Inclusion of your company name and logo on all advertisements and publicity associated with the event
- Corporate branding on "Save the Dates" and Invitations
- VIP Seating for 20 guests at the event
- 2 Pop-up banners throughout the venue
- Back cover ad of ASGC Slam Dunk Magazine
- Company name and logo on Step and Repeat
- Exhibit space/branding area (1 6ft table)
- Gobos featuring your company logo featured throughout the event.
- Gift bag insertion of product and/or promotional materials.



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# All-Star Spotlight Award Sponsor \$50,000

- Recognition as “Spotlight Award Sponsor” in all press, promotional and print advertisements
- Inclusion of your company name and logo on all advertisements and publicity associated with the event.
- Corporate branding on “Save the Dates” and invitations
- VIP Seating for 10 guests at the event
- 1 full page ad in ASGC Slam Dunk Magazine
- Company name and logo on Step and Repeat
- Exhibit space/branding area (1 6ft table)
- Gobos featuring your company logo throughout the event
- Gift bag insertion of product and/or promotional materials
- Gift bag insertion of product and/or promotional materials.



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# All-Star MVP Sponsors \$25,000

- Recognition as "MVP Sponsor" in all press, promotional and print advertisements
- Inclusion of your company name and logo on all advertisements and publicity associated with the event.
- Corporate branding on "Save the Dates" and invitations
- VIP Seating for 10 guests at the event
- 1 full page ad in ASGC Slam Dunk Magazine
- Company name and logo on Step and Repeat
- Exhibit space/branding area (1 6ft table)
- Gobos featuring your company logo throughout the event
- Gift bag insertion of product and/or promotional materials
- Gift bag insertion of product and/or promotional materials.



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# Slam Dunk Sponsors \$10,000

- VIP Seating for 10 guests at the event
- Company/Foundation will be Recognized during the Event
- Full-Page AD in ASGC Slam Dunk Magazine.



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# VIP Hoop Table Sponsor \$5,000

- 10 VIP Seating
- Business/Company/Foundation will be Recognized during the Event
- Full-Page AD in ASGC Slam Dunk Magazine.

Thank you!

To Our  
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# Table Sponsor \$2,500

- 10 Seating
- Business/Company/Foundation will be Recognized during the Event
- Full-Page AD in ASGC Slam Dunk Magazine.

Thank you!

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to hear what people are saying



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## All-Star Gospel Celebration (ASGC) 2017 Event Directors



**Tomeka B. Holyfield**  
Creator/Executive Producer



**Terry "TC" Cummings**  
NBA Legend/Pastor  
ASGC Partner

**Toska Medlock-Lee**  
Event Manager/Production

**Team HELPPPP**  
Stage Manager/Production

**Dana R. Taft**  
Vice President of Community Affairs

**Team HELPPPP**  
Corporate Sponsorship  
Committee

**Jamie & Moina Tucker**  
Red-Carpet/Volunteer  
Coordinators

**Tara Smith Hughes**  
Slam Dunk Magazine Coordinator

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