



**100 STRONG
AD CAMPAIGN**



FAITH | FAMILY | BASKETBALL

An Elegant Evening of Faith & Philanthropy during NBA All-Star Weekend!

13th Annual All-Star Gospel Celebration
Thursday, February 13th 2020 7:30pm
HOUSE OF HOPE ARENA
10,000 Seat Venue

100 ADS IN OUR SLAM DUNK MAGAZINE

What is the All-Star Gospel Celebration?

All-Star Gospel Celebration is the **"OFFICIAL"** NBA Gospel/Inspirational **Event** during NBA ALL-STAR WEEKEND. Founded in 2005, and first held during the 2006 NBA All-Star Weekend in Houston, TX. Creator/Founder 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**, "kicking off" NBA All-Star Weekend.

Each year since its 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 its **13th year**, we are ready to produce another spectacular All-Star Gospel Celebration in **Chicago, IL** during NBA All-Star Weekend. Thursday Evening, **February 13th 2020 7:30pm**

HOUSE OF HOPE ARENA | 10,000 SEAT VENUE

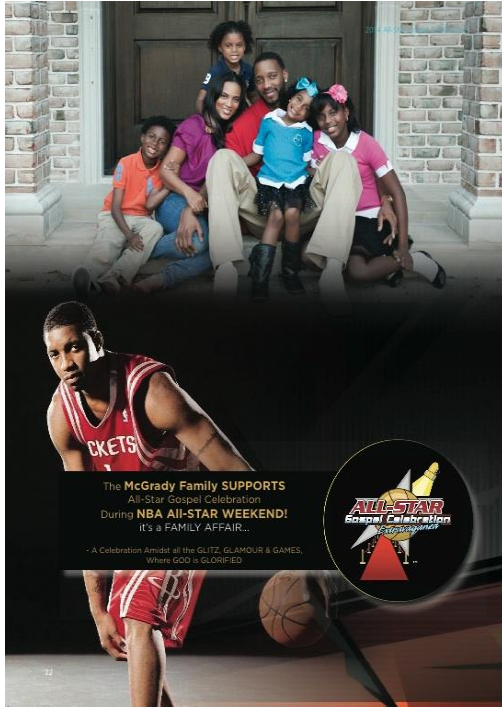


Kiki VanDeWeghe, NBA VP of Operations
2018 Slam Dunk Honoree



Yolanda Adams
2019 ASGC Artist

Purpose for the All-Star Gospel Celebration?



**NBA
FAMILY**

CHARITY

COMMUNITY

FAITH

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! In 2019, the **30 NBA CHAPLAINS** representing the **30 NBA TEAMS** **“PARTNERED”** with All-Star Gospel as their **signature event!** 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 & underprivileged children.

100 STRONG AD CAMPAIGN

For **13 years** now, we've been called to create these **CHRISTIAN PLATFORMS**...

Giving individuals an opportunity to express their **FAITH** on a **NATIONAL LEVEL** during **SECULAR EVENTS!**

WILL YOU HELP US ON THIS JOURNEY TO SPREAD INSPIRATION & HOPE WITH OUR **100 STRONG AD CAMPAIGN** by placing an AD in our Slam Dunk Magazine!

Click On Video Below



ASKING **100** BUSINESSES, COMMUNITY LEADERS & PASTORS TO HELP US **PUSH**

PURCHASE AD HERE...

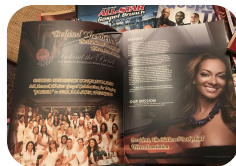
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Opportunity to CO-BRAND your Name/Company/Foundation/Ministry/Church at one of the LARGEST NATIONAL EVENTS during **2020 NBA ALL-STAR WEEKEND!**

- All 100 Recognized **ON STAGE** as our PARTNER w/100 STRONG AD CAMPAIGN
- 1 Full-Page AD in our **SLAM DUNK MAGAZINE** given to ALL **10,000 GUEST** (complimentary)
- Opportunity to PARTNER with a National FAITH-BASED event providing a Inspirational Platform
- AD Graphic Specs- **7 x 10.875** plus **1/8 inch bleed** **Graphics Deadline by: JAN. 15th 2020**
(if using AD to advertise an upcoming event, make sure your event date is Feb/2020 and beyond)
(if using OUR graphic team to create your AD, a \$75 graphic fee will be added) *thanks :-)*
- Make the **COMMITMENT TODAY!!!** **PAY NOW** or **PAY NO LATER** than **JAN. 1st 2020**



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

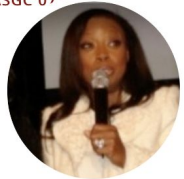


"I think it's a good thing to recognize and celebrate people's FAITH. I'm very proud of my niece for having the idea to create this event, she's never at a loss for words!"

~ Evander "The Real Deal" Holyfield ASGC 11'

"Excited to Host All Star Gospel here in Las Vegas, never one to say no to a favor for Evander."

~ TV Personality Star Jones ASGC 07'



NBA Vice-President Kiki Vandeweghe, Peggy Vandewegh with ASGC Creator Tomeka B. Holyfield

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 "Darkchild" 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.

NBA VP of Operations-Kiki VanDeWeghe, 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**.





What People Are Saying...

CLICK VIDEO



PARTNER WITH US ON THIS JOURNEY AS WE SPREAD HIS NAME DURING NBA ALL-STAR WEEKEND!

Benefiting The HELPPPPing Hands Foundation, INC. donations are 100% Tax-Deductible EIN: 27-1509932

FAITH & BASKETBALL



WATCH VIDEO
Click the "Play" Button

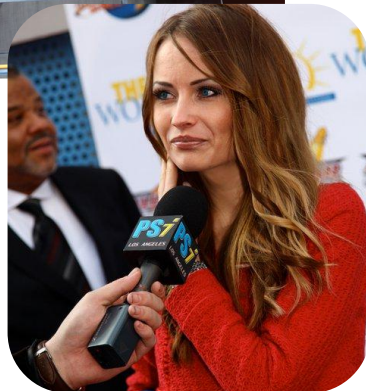
NBA Players Celebrating Their FAITH...



PAST SLAM DUNK HONOREES



Past Presenters/Artist/Guest





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