EVENT SPONSOR PACKAGE

SUPER BOWL LX

SANCTIONED EVENT

2027 SUPER BOWL BREAKFAST

FEATURING THE BART STARR AWARD



PRESENTED BY Athletes in Action, A Cru Ministry

2027 TITLE SPONSOR ARMADA

History of Bart Starr

The Bart Starr Award is presented annually by Athletes in Action to a current NFL player who has demonstrated outstanding character, integrity and leadership in his home, on the field and in the community.



Bart Starr is best known for his successful career with the Green Bay Packers where he played from 1956 to 1971. He led the Packers to multiple NFL championships and was instrumental in the team's victories as the MVP of the first two Super Bowls. He was a four-time Pro Bowl selection and was inducted into the Pro Football Hall of Fame in 1977.

As great as his athletic accomplishments were on the field, Bart was just as known and admired for the type of person he was off the field -- a loving and faithful husband, father and positive role model for the thousands of fans whose lives he touched.



Bart Starr with Reggie White 1992

"It is an honor to present this award to an NFL player for outstanding character, integrity and leadership, on and off the field"

Bart Starr
1934 - 2019

Past Bart Starr Award Winners

- Christian McCaffrey
- Cam Jordan
- Minkah Fitzpatrick, Jr.
- Kirk Cousins
- Russell Wilson
- Demario Davis
- Eli Manning
- Calais Campbell
- Benjamin Watson
- Matthew Slater
- Thomas Davis
- Peyton Manning
- Aaron Rodgers
- Jason Witten
- London Fletcher
- Drew Brees
- Kurt Warner
- Warrick Dunn
- LaDainian Tomlinson
- John Lynch
- Curtis Martin
- Troy Vincent
- Derrick Brooks
- Trent Dilfer
- Darren Woodson
- Bruce Matthews
- Aeneas Williams
- Irving Fryar
- Brent Jones
- Darrell Green
- Jackie Slater
- Cris Carter
- Warren Moon
- Gill Byrd
- Reggie White
- Mike Singletary
- Anthony Muñoz
- Steve Largent



The AIA Bart Starr Award has been presented annually since 1989.



Eli Manning and Peyton Manning

About Super Bowl Breakfast

- An NFL Sanctioned, Super Bowl week, event which started in 1988
- One of the largest public banquet events taking place during Super Bowl week with an average attendance between 1,500–2,000
- Features past and current NFL players, coaches and team owners
- The Bart Starr Award will be presented by AIA to a current NFL player who has demonstrated outstanding character, integrity and leadership in his home, on the field and in the community
- Target audience of high level business executives from the host city and around the country

Increased Visibility

The Super Bowl Breakfast Live Stream and/or the Bart Starr Award TV Special attracts millions of viewers. By sponsoring, businesses can gain significant exposure and reach a large audience, increasing their brand visibility and awareness.

Targeted Marketing

This targeted marketing approach allows companies to engage with a niche audience, such as fans of professional football or individuals interested in character and/or faith, that aligns with their products or services.

Positive Public Relations

Sponsoring an event that promotes positive messages, such as Character, Leadership and Integrity while sharing personal stories of resilience, faith, service and success, can generate positive public relations for businesses.



Networking/Client Hosting

Networking and hosting clients at entertainment venues is a proven strategy to build loyalty, drive referrals, and strengthen professional relationships.

About Athletes In Action

Since 1966, Athletes in Action has been working with athletes on all levels of sport to become Total Athletes. We believe people are three-dimensional (physical, mental and spiritual), and the only way to maximize one's potential is to develop in all three dimensions. Unapologetically, we are committed to helping young men and women grow in their character and in their faith while they are pushing their bodies to their limits.

By serving, training and sending athletes as influencers into the world, we are building spiritual movements in hopes that every athlete on every team, in every nation can experience a victory that is beyond competition.



Wooden Family Fieldhouse


AIA South Africa


AIA Ultimate Training Camp



Drew Brees

2027 Super Bowl Breakfast
TITLE SPONSOR

We are honored to have Armada returning as our Title Sponsor for the 2027 Super Bowl Breakfast. They provide a high level of excellence, expertise and energy to the experience!

ABOUT ARMADA

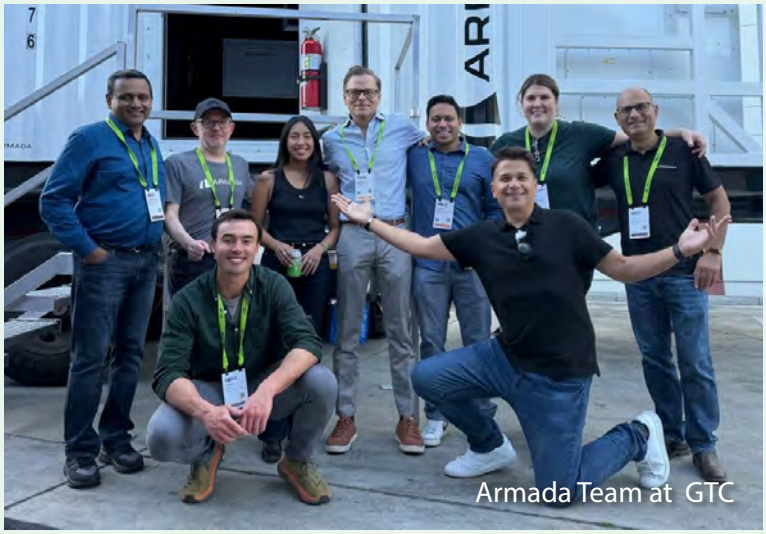
Most AI infrastructure is built for ideal conditions. The world's most impactful work rarely happens in those conditions.

Armada builds AI infrastructure for remote, disconnected, and operationally demanding environments, where failure isn't an option. We deploy in weeks, not years. We scale with demand, not ahead of it. We operate wherever and however our customers need us: fully air-gapped, sovereign, and independent of the cloud when needed.

American leadership in AI is earned in the field, at the edge, and under pressure.

That's the standard we hold ourselves to. It's why we're proud to stand alongside Athletes in Action in honoring integrity that holds up when it counts.


Dan Wright and Corwin Anthony


Armada Team at GTC

2027 DUNGY DAY Sponsorship

In Support of AIA and the Super Bowl Breakfast that features the presentation of the Bart Starr award, we are offering an exclusive corporate opportunity to host Tony Dungy for a day. Exact date TBD by all parties involved.

Description: Tony Dungy has offered to spend a day with your leadership team and/or your entire corporation to share his inspiring story and the leadership skills that propelled him to become one of the most successful but also loved and respected Head Coaches in NFL history.

DUNGY DAY SPONSORSHIP BENEFITS

ONE AVAILABLE

- Category Exclusivity
- Recognition at the Super Bowl Breakfast
- 1 Priority Table of 10 to attend the Super Bowl Breakfast
- Access for 2 people to attend the VIP Sponsor reception
- Listing in print program
- Sponsor VIP gift for host

APPLY HERE

Sponsorship Cost - $100,000





PRESENTING Sponsor Package

PRESENTING SPONSORSHIP BENEFITS

TWO AVAILABLE

- 2 tickets to the Super Bowl
- 5 Priority Tables to attend the Super Bowl Breakfast
- Former Bart Starr Award winner or NFL athlete seated at table of your choice
- Access for 10 people to attend the VIP Sponsor reception
- Corporate logo on high visibility Super Bowl Breakfast promotional materials
- Listed on superbowlbreakfast.com with link to corporate website
- Listing in print program
- Corporate mention during event
- Corporate logo on screens at event
- AIA approved company brochure and/or memento at each place setting, if desired
- Sponsor VIP gift for host
- Vendor's booth/table near the ballroom, if desired

Sponsorship Cost - $100,000


Bart and Cherry Starr



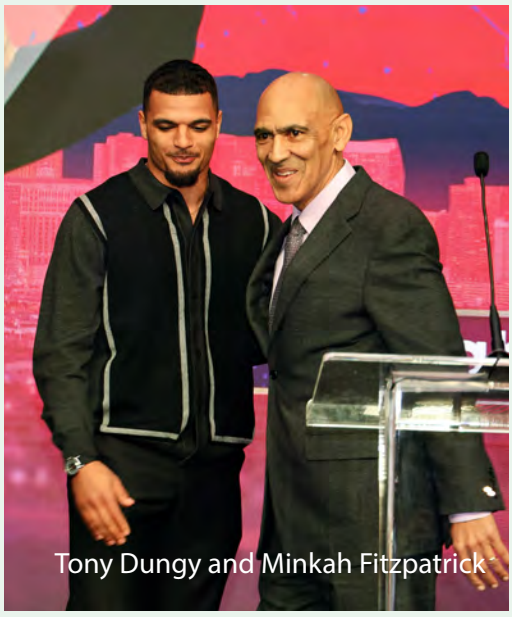
Brent Jones and Drew Brees

HOST Sponsor Package

HOST SPONSORSHIP BENEFITS

- 4 Priority Tables for the Super Bowl Breakfast
- Access for 6 people to attend the VIP Sponsor reception
- Corporate logo on high visibility Super Bowl Breakfast promotional materials
- Listed on superbowlbreakfast.com with link to corporate website
- Listing in print program
- Corporate mention during event and corporate logo on screens at event
- Sponsor VIP gift for host
- Vendor's booth/table near the ballroom, if desired

Sponsorship Cost - $50,000



Tony Dungy and Minkah Fitzpatrick



Benjamin Watson, Tony Dungy, Brent Jones, Mike Ditka, Jerry Kramer, Roger Staubach and Steve Young celebrate Super Bowl 50.

CORPORATE Sponsor Package

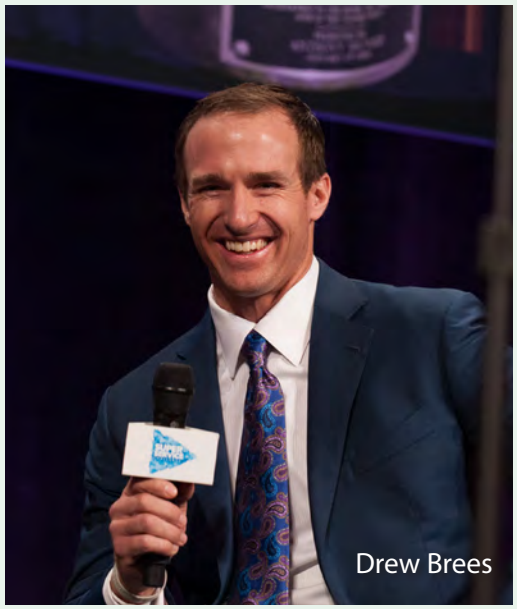
CORPORATE SPONSORSHIP BENEFITS

- 3 Priority Tables
- Access for 4 people to attend the VIP Sponsor reception
- Corporate logo on high visibility Super Bowl Breakfast promotional materials
- Listed on superbowlbreakfast.com with link to corporate website
- Listing in print program
- Corporate logo on screens at event
- Sponsor VIP gift for host

Sponsorship Cost - $25,000



Christian McCaffrey and Dan Wright


Drew Brees

EXECUTIVE Sponsor Package

EXECUTIVE SPONSORSHIP BENEFITS

- 2 Priority Tables
- Access for 2 people to attend the VIP Sponsor reception
- Corporate logo on high visibility Super Bowl Breakfast promotional materials
- Listed on superbowlbreakfast.com with link to corporate website
- Listing in print program
- Corporate logo on screens at event
- Sponsor VIP gift for host

Sponsorship Cost - $10,000



James Brown, Peyton Manning, Anthony Muñoz, Calais Campbell, Steve Largent



Russell Wilson

PACKAGE BENEFITS	PRESENTING	HOST	CORPORATE	EXECUTIVE
Tickets to the Super Bowl!	2			
Former Bart Starr Award winner or NFL athlete seated at table of your choice	✓	✓		
Priority Tables for the Super Bowl Breakfast	5	4	3	2
Access to the post event VIP reception for # guests	10	6	4	2
Corporate logo on high visibility Super Bowl Breakfast promotional materials	✓	✓	✓	✓
Listed on superbowlbreakfast.com with link to corporate website	✓	✓	✓	✓
Listing in print program	✓	✓	✓	✓
Corporate mention during event	✓	✓		
Corporate logo on screens at event	✓	✓	✓	✓
Sponsor VIP gift for host	✓	✓	✓	✓
Company brochure and/or memento at each place setting	✓	✓		
Opportunity to create mutually agreed upon social media visibility to promote association with Super Bowl Breakfast and Bart Starr Award	✓			
Opportunity to share “Proud Presenting Sponsor” messaging on your social media with Super Bowl Breakfast and Bart Starr Award	✓			
Vendor’s booth/table in foyer	✓	✓		

HORIZONS Sponsor Package

Designed to support local organizations working with youth from under served communities. Athletes in Action is already working with local nonprofits to identify the youth who will greatly benefit from this once-in-a-lifetime experience. Your sponsorship will help them see beyond their horizons to a future greater than they can imagine.

HORIZONS SPONSORSHIP BENEFITS (for the kids)

TWELVE AVAILABLE

- 10 guests (1 table for 8 youths under supervision of 2 chaperones)
- Bart Starr Award souvenir lanyards
- Private Horizons Reception reception following Super Bowl Breakfast featuring NFL athletes and Program participants
- Your corporate logo on high visibility Super Bowl Breakfast promotional materials
- Your logo displayed on superbowlbreakfast.com with link to corporate website
- Your logo displayed on printed program
- Your logo displayed on screens during the event
- Sponsor VIP gift for host

Sponsorship Cost - $5,000





What people are saying about the Super Bowl Breakfast…

"My family and I have attended almost every Super Bowl Breakfast for more than three decades, and it has become a cornerstone of our annual trip to the big game. In the midst of a busy Super Bowl weekend, this is the perfect event for people to gather together in community to celebrate Character, Leadership and Integrity in sports, through the presentation of the Bart Starr award. We are proud to support Athletes in Action's tireless efforts to honor great men of character while spreading their message of hope."

Clark Hunt, *Chairman & CEO of the Kansas City Chiefs*

"The AIA Super Bowl breakfast was an awe inspiring event! Athletes, business professionals and community leaders came together in a way that I've never experienced at a Super Bowl event. I truly enjoyed the authenticity of each speaker, the thoughtful conversations at the tables, and the positive energy in the room."

Stacy Brown-Philpot, *Founder, Cherryrock Capital*

"You won't find a better event to sponsor than the Super Bowl Breakfast. Athletes in Action has crafted a top-shelf and well-respected experience that brings together sports, faith, business and leadership in an engaging and impactful way."

Dr. John Townsend, *Townsend Institute at Concordia University*

"It was a pleasure to sponsor the Super Bowl Breakfast when it came to my hometown, New Orleans. Athletes in Action does an amazing job of hosting this unique, NFL-sanctioned event the day before the Super Bowl. My guests enjoyed it immensely and we look forward to more opportunities to partner with them."

Lynne Burkart, *Partner, EisnerAmper LLC*

For More Information About Sponsorship Opportunities, Please Contact:



Corwin Anthony

Chief Ambassador Officer - Athletes in Action
Executive Director - Super Bowl Breakfast and Bart Starr Award
954-599-7695 | Corwin.Anthony@athletesinaction.org

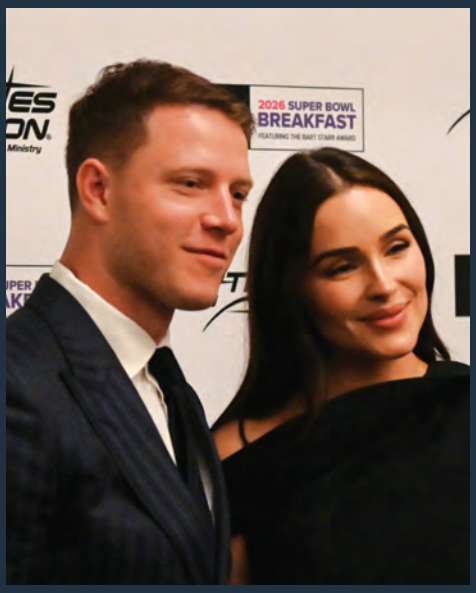


Terry Bortz

Director of Special Projects, Athletes in Action
Super Bowl Breakfast Sponsorships
513-290-6737 | Terry.Bortz@athletesinaction.org



Front Row: Curtis Martin, Gill Byrd, Matt Slater, Derrick Brooks, Tony Dungy
Back Row: Bruce Matthews, Jackie Slater, Anthony Muñoz, James Brown, Bart Starr Jr.


2026 SUPER BOWL
BREAKFAST


SANCTIONED EVENT













NFL-SANCTIONED SUPER BOWL BREAKFAST

















EVERY YEAR, THE SUPER BOWL BREAKFAST REMINDS US THAT THE BIGGEST IMPACT IN SPORTS IS NOT JUST MEASURED BY WINS AND CHAMPIONSHIPS, BUT BY THE LIVES WE INFLUENCE ALONG THE WAY. WHAT MAKES THIS EVENT SO SPECIAL IS THE WAY ATHLETES IN ACTION BRINGS PEOPLE TOGETHER AROUND STORIES OF FAITH, CHARACTER, LEADERSHIP, AND PURPOSE. IN A WORLD THAT OFTEN FOCUSES ONLY ON PERFORMANCE, THIS EVENT SHINES A LIGHT ON WHAT TRULY MATTERS BEYOND THE GAME.

TONY DUNGY

2027 SUPER BOWL BREAKFAST

FEATURING THE BART STARR AWARD

SUPER BOWL SANCTIONED EVENT

PRESENTED BY Athletes In Action® A Cru Ministry

2027 TITLE SPONSOR ARMADA