



# THREE PIECE SUIT FOOTBALL CHARITY FESTIVAL

SATURDAY  
2.1.20

HISTORIC FOURTH  
WARD SKATEPARK



## Our MISSION

Three Piece Suit Football (TPSF), is an annual charity festival held every Super Bowl weekend in Atlanta that features a game of tackle football played by men and women in three-piece suits! TPSF's mission is to invest in our local communities by supporting causes that provide veterans with the best opportunities for success after their military careers have ended.

Now in its 12th year, the TPSF Charity Festival is a unique and exciting platform that allows us to raise awareness and monetary contributions for these causes.

For the 2020 event, TPSF will support both Pets For Vets (PFV) and Battlefields To Ballfields (B2B).



*TPSF is committed to supporting causes that provide local veterans with the best opportunities for success after their military careers have ended.*





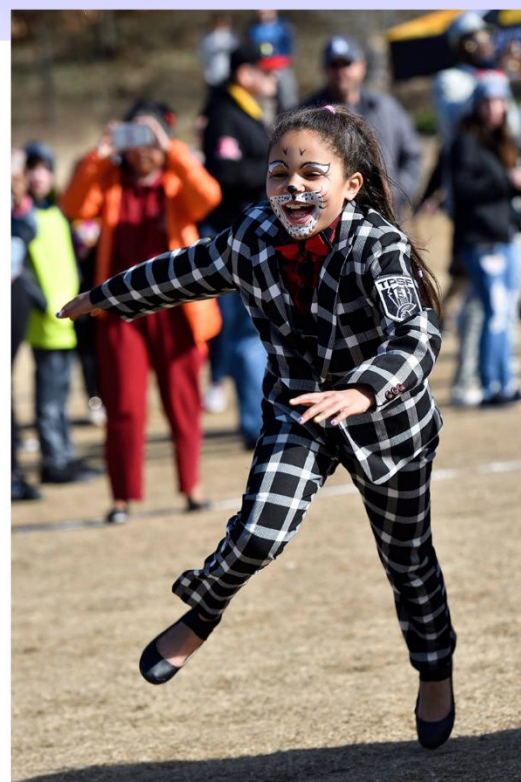
## The EVENT

Three Piece Suit Football is unlike any other festival! This free admission festival includes staples such as food trucks, live music from local artists, a variety of beverages (alcoholic and non-), and face painting for kids.

The centerpiece of the event is a game of tackle football played by men and women decked out in their thrift store finds! The clash of colorful three-piece suits as the players battle on the gridiron is a spectacle that will captivate the crowd and have them reminiscing for a long time after!

Halftime features the excitement of a frisbee dog show, as four-legged athletes get a chance to show their stuff. Raffles will be held all day, culminating in a grand prize drawing following the game. Charitable support is raised through these, as well as from beverage sales and donations.

The event takes place at the athletic field of the Historic Fourth Ward Skatepark, along the BeltLine. This popular urban walking and biking trail connects several Atlanta neighborhoods, giving the festival a unique visibility!



*Since 2012, TPSF has raised over \$140,000 to support Veteran causes at games and events!*





*Three Piece Suit Football Atlanta 2019*

*(L) - Pets For Vets Table;*

*(C) - Presentation of colors for National Anthem;*

*(R) - Cameron Miller, TPSF Founder; with Mike Pereira, B2B Founder and NFL on FOX Rules Analyst, drawing a raffle to support B2B.*

## The CHARITIES

Pets For Vets (PFV) rescues, trains, and pairs shelter dogs with local Veterans who could benefit from a companion animal as they cope with PTSD, traumatic brain injury, and other challenges related to life after their military service. TPSF specifically supports the Atlanta chapter of Pets For Vets.



Battlefields To Ballfields (B2B) provides scholarships to Veterans who return home from defending our country with an opportunity to get reintegrated back into their community through sports officiating.



Both PFV & B2B are registered 501(c)(3) nonprofit organizations.

*\$10,000 - supports one Dog and Veteran match (with Trainer)*  
*\$1,500 - supports one Football Referee Scholarship for Veteran*



# Sponsorship Opportunities

All Sponsor donations can be made directly to Pets For Vets Atlanta, a registered 501(c)(3) tax-exempt nonprofit organization.



## DIAMOND LEVEL - \$5,000 (Two Year Sponsor)

Diamond Level Sponsor for both TPSF 2020 and TPSF 2021.

Opportunity to have a booth in prime Festival location promoting business.

Large Sponsor Banner with high visibility along field sideline or BeltLine.

Sponsorship of Event Activity and/or element, such as:

“Halftime show presented by \_\_\_\_” or “VIP area presented by \_\_\_\_”

10 VIP Passes for the Three Piece Suit Football Charity Festival.

Verbal Recognition during lead-in event and media appearances and promotions.

5 TPSF merchandise gift packs including shirts & hoodies.

Also includes all Gold Level Perks below:



## GOLD LEVEL - \$1,000 (Two Year Sponsor)

Gold Level Sponsor for both TPSF 2020 and TPSF 2021.

Opportunity to have a table at Festival promoting business.

Business Logo on TPSF event advertisement (including print and digital platforms).

Logo on the souvenir cup distributed at the Festival.

Full-Page ad in official program distributed during the Festival.

5 VIP Passes for the Three Piece Suit Football Charity Festival.

5 TPSF Festival Event Shirts.

Also includes all Silver Level Perks below:



## SILVER LEVEL - \$500 (One Year Sponsor)

Silver Level Sponsor for TPSF 2020.

Half-Page ad in official program distributed during the Festival.

Business Logo on official event shirt.

Verbal recognition during the Festival.

10 Drink Tickets valid for Three Piece Suit Football Charity Festival.





# Sponsorship Opportunity: **PRESENTING SPONSOR** **\$10,000**

Two Year Sponsor  
2020 & 2021

## Public Relations and Marketing/Promotional Benefits

Media release to all Atlanta and surrounding media outlets announcing your organization as "Presenting Sponsor."

Sponsor's corporate name with "Presented by" appears with Festival name on all promotional materials.

Recognition of "Presenting Sponsor" on all printed posters, flyers, etc.

Recognition as "Presenting Sponsor" on the Three Piece Suit Football Website and all digital promotions.

Recognition as "Presenting Sponsor" via Charity organizations' social channels.

## Recognition at the TPSF Charity Festival

Logo recognition as "Presenting Sponsor" on Festival signage.

Verbal recognition as "Presenting Sponsor" during the game announcements.

Inclusion as the "Presenting Sponsor" on the official TPSF Festival t-shirt and souvenir cup.

Listed as "Presenting Sponsor" on Program Cover and a Full-Page ad in program given out during the Festival.

Opportunity to have a booth in prime location at Festival promoting business.

Large Individual Sponsor Banner of Business in prime location on sidelines of field during Festival.

10 VIP Passes to Three Piece Suit Football Charity Festival.

Verbal Recognition during all media promotions and interviews.

## Extra Benefits Include:



**TPSF**  
**Merchandise**



**On-Air**  
**Mentions**



**Complimentary**  
**Drinks**