

# HOOP HEROES SALUTE

HOSTED BY  
**Arnold Schwarzenegger,  
LeBron James  
& Chris Bosh**

PRIVATE VIP EVENT  
SUPPORTING  
AFTER-SCHOOL  
ALL-STARS AND  
THE LEBRON JAMES  
FAMILY FOUNDATION

FRIDAY  
FEBRUARY 24  
6:30 PM

Universal CityWalk's  
**RISING STAR**  
6000 Universal Blvd.  
Orlando, FL 32819

Limited sponsorships and tickets available. Please contact ASAS  
Mae Tuck 310.275.3232 ext 16 or LJFF Michele Campbell 216.771.2323.

ASAS and LJFF are non-profit 501C3 organizations. For more information,  
visit [as-as.org](http://as-as.org) or [hoopheroes.org](http://hoopheroes.org)



# HOOP HEROES SALUTE

ORLANDO FEB 24, 2012



HOSTED BY  
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On behalf of Co-Hosts Arnold Schwarzenegger, LeBron James, Chris Bosh, The City of Orlando and the 82,000 children we serve, we're excited to cordially invite you to our **2nd Annual After-School All-Stars Hoop Heroes Salute**. The event will take place the evening of Friday, February 24, 2012, in conjunction with the NBA All-Star Weekend in Orlando, Florida.

This event aims to raise funds for underprivileged youth for After-School All-Stars and The LeBron James Family Foundation, recognize new and existing partners and celebrate the NBA players that serve as our Hoop Heroes.

The specific details of the event are still being finalized, but here is what we know:

- WHO:** Arnold Schwarzenegger, LeBron James, Chris Bosh, Mayor Buddy Dyer and other celebrities salute our Hoop Heroes and sponsors
- WHAT:** VIP cocktail party fundraiser to support after-school programs for 82,000 at-risk students in 12 cities across the country.
- WHEN:** February 24th (before the Rookie Challenge Game)  
*Tentative Schedule*  
**6:30 - 9 PM:** Red Carpet with Schwarzenegger, James, Bosh and other Hoop Heroes and USA Basketball Players, followed by cocktail reception, short program, live auction and musical acts.
- WHERE:** Universal CityWalk's Rising Star, Universal CityWalk, 6000 Universal Blvd, Orlando, FL

Last year, the 1st Annual Hoop Heroes Salute raised over \$1 million to provide free after-school programs for thousands of underprivileged youth and received national media attention from dozens of press outlets. This year, we are proud to partner with the LeBron James Family Foundation (LJFF) to raise money for both organizations. LJFF provides at risk schoolchildren with the opportunity to achieve long-term success as well as maintain their physical fitness. We hope you'll take advantage of the opportunity to partner on this event and make a meaningful difference.

To learn how you can participate, contact ASAS Mae Tuck at 310-275-3232 X16 [mae@as-as.org](mailto:mae@as-as.org) or LJFF Michele Campbell at 216-771-2323 [mcampbell@lrmrmarketing.com](mailto:mcampbell@lrmrmarketing.com)



### PRESENTING SPONSOR \$100,000

- 20 VIP tickets to the ASAS Hoop Heroes Salute
- 10 photos with event co-hosts Schwarzenegger, James and Bosh (2 guests per photo)
- On-stage recognition
- Logo on step and repeat banner
- Prominent Name/Logo placement on printed event materials
- Cover ad in the program book
- Inclusion in full page national Sports Illustrated ad (awaiting confirmation)
- Inclusion in press releases to announce the event as a Presenting Sponsor
- Making it possible for 80 disadvantaged youth to attend year-round after-school programs

### ALLEY-OOP SPONSOR \$50,000

- 12 VIP tickets to the ASAS Hoop Heroes Salute
- 6 photos with event co-hosts Schwarzenegger, James and Bosh (2 guests per photo)
- On-stage recognition
- Logo on the step and repeat banner
- Name/Logo on printed event materials
- Full page ad in the program book
- Inclusion in full page national Sports Illustrated ad (awaiting confirmation)
- Inclusion in press releases to announce the event as an Alley-Oop Sponsor
- Making it possible for 40 disadvantaged youth to attend year-round after-school programs

### SLAM DUNK SPONSOR \$25,000

- 8 VIP tickets to the ASAS Hoop Heroes Salute
- 4 photos with event co-hosts Schwarzenegger, James and Bosh (2 guests per photo)
- Logo on the step and repeat banner
- Name/Logo on printed event materials
- Half page ad in the program book
- Making it possible for 20 disadvantaged youth to attend year-round after-school programs

### JUMP SHOT SPONSOR \$15,000

- 6 VIP tickets to the ASAS Hoop Heroes Salute
- 3 photos with event co-hosts Schwarzenegger, James and Bosh (2 guests per photo)
- Quarter page ad in the program book
- Making it possible for 12 disadvantaged youth to attend year-round after-school programs

### PROGRAM AD BOOK ONLY

- \$5,000 - Full page ad in program book
- \$2,500 - Half page ad in program book
- \$1,000 - Quarter page ad in program book
- \$500 - Business card size ad in program book.

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mae@as-as.org or LJFF Michele Campbell at  
216-771-2323 mcampbell@lrmrmarketing.com  
for more information.

I/we are unable to attend but would like to sponsor ASAS students and programs. Enclosed is my contribution of:

\$1,000     \$500     \$250     \$100     Other \$ \_\_\_\_\_