

# Calvin Johnson Jr. Foundation



**CALVIN JOHNSON JR. FOUNDATION  
SPONSORSHIP OPPORTUNITIES  
Catching Dreams Weekend  
July 13-15, 2024: Detroit, MI**









# Calvin Johnson Jr. Foundation Catching Dreams Weekend



Saturday, July 13th, 2024

**Catching Dreams  
Scholarship Gala**



Sunday, July 14th, 2024

**Catching Dreams  
High School  
Football Camp**



Monday, July 15th, 2024

**Celebrity Golf  
Classic**

Detroit Golf Club

## Catching Dreams Football Camp



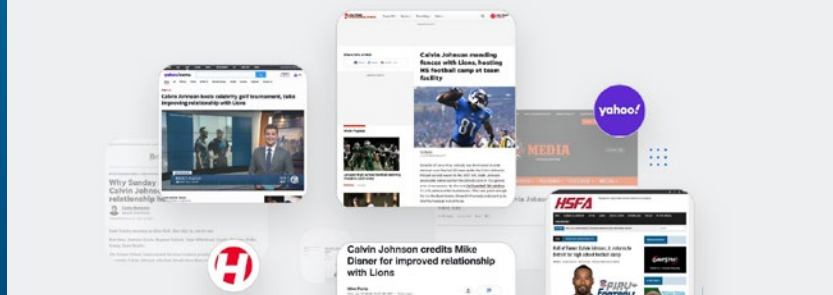
Click the video to see last year's recap

## Inaugural CJJRF Celebrity Golf Classic



Click the video to see last year's recap

## Calvin Johnson Jr. Foundation - Detroit Camp and Golf Outing - Media Coverage



Click to see the extensive media coverage





## ABOUT THE FOUNDATION

The Calvin Johnson Jr. Foundation, Inc. (CJJRF) is a non-profit 501(c)(3) charitable organization founded in 2008 by Calvin Johnson Jr., former member of the Detroit Lions and 2021 inductee into the Pro Football Hall of Fame.

The Foundation is dedicated to the education, training, and social development of youth, and provides financial assistance to community organizations. Since its inception, The Calvin Johnson Jr. Foundation has helped hundreds of students with limited financial resources "catch" their dreams on and off the field. The Calvin Johnson Jr. Foundation strives to provide opportunities that will impact the lives of students allowing them to mature into confident, productive members of society.

Join 2021 Pro Football Hall of Fame Member and Detroit Lions legend, Calvin Johnson Jr. and celebrities from the worlds of sports and entertainment for a fun-filled weekend of events reinforcing the Foundation's mission of Catching Dreams. The weekend begins on July 13th with VIP access to the 17th annual Scholarship Gala that spotlights the Foundation's mission of educating and empowering today's youth, followed by a football camp on July 14th, and wraps with a July 15th celebrity golf classic at the Detroit Golf Club.

**Sponsors who come in at the Hole Sponsor level and above will have an opportunity to participate in the Gala and the Golf Classic, and will have multiple branding opportunities throughout the weekend.** In addition to the designated sponsor categories, we are also able to customize individual or company sponsorship packages.

**For Sponsorship commitments and inquiries, please contact:  
Ken Langdon: [ken@calvinjohnsonjrfoundation.org](mailto:ken@calvinjohnsonjrfoundation.org)**



As a sponsor of the **Catching Dreams Weekend of events**, you will receive corporate and brand recognition plus a unique hosting opportunity for your own team members, clients or prospective business colleagues. More importantly, you will receive the satisfaction of joining this driven community dedicated to the education, training, financial, and social development of CJJRF student scholars, representing student-athletes from Metro Detroit and Atlanta, with academic achievement and significant financial need. Through your tax-deductible contribution, you will become a major CJJRF donor and helping enrich the lives of tomorrow's leaders.



## Hall of Fame Presenting Sponsor (up to 5) — \$25,000

- ✓ (8) golfers for the event
- ✓ Company branding opportunities at all three events
- ✓ Inclusion in marketing and social media materials
- ✓ Speaking opportunity at the post-golf awards ceremony
- ✓ Two tables (20 seats) at the Scholarship Gala
- ✓ Access for (20) guests to a VIP cocktail reception hosted by Calvin Johnson Jr.
- ✓ Inclusion in the Golf Classic's take-home bag
- ✓ Presenting sponsor verbal mentions during media segments
- ✓ Social media recognition from Calvin Johnson Jr.

## All Pro Hole Sponsor (up to 36) — \$10,000

- ✓ (4) golfers for the event
- ✓ Company branding opportunities at all three events
- ✓ Inclusion in all marketing and social media materials
- ✓ One table (10 seats) at the Scholarship Gala
- ✓ Access for (10) guests to a VIP cocktail reception hosted by Calvin Johnson Jr.
- ✓ Inclusion in the Golf Classic's take-home bag
- ✓ Social media recognition from Calvin Johnson Jr.

## Golf Ball Sponsor (only available to hole sponsors or greater) — \$5,000

- ✓ Must also provide Logo Golf Balls
- ✓ (2) additional golfers
- ✓ (2) Seats at the Scholarship Gala
- ✓ Dedicated social media coverage
- ✓ Inclusion in the post-event recap video
- ✓ (2) guests to the VIP reception

## Driving Range Sponsor (only available to hole sponsors) — \$5,000

- ✓ (2) additional golfers
- ✓ Dedicated social media coverage
- ✓ (2) Seats at the Scholarship Gala
- ✓ Inclusion in the post-event recap video
- ✓ (2) guests to the VIP reception

## Practice Putting Green Sponsor (only available to hole sponsors) \$5,000

- ✓ (2) additional golfers
- ✓ Dedicated social media coverage
- ✓ (2) Seats at the Scholarship Gala
- ✓ Inclusion in the post-event recap video
- ✓ (2) guests to the VIP reception

## Social Media Sponsor (only available to hole sponsors) — \$5,000

- ✓ (2) additional golfers
- ✓ Dedicated social media coverage
- ✓ (2) Seats at the Scholarship Gala
- ✓ Inclusion in the post-event recap video
- ✓ (2) guests to the VIP reception

## Patron Sponsor (unlimited) — \$500

- ✓ Catching Dreams Scholarship Gala program recognition

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