



5th Annual All-Star Gospel Brunch
DALLAS, TEXAS
NBA HOST HOTEL

WHAT

The **5th Annual All-Star Gospel Brunch**, one of the most talked about events during the NBA All-Star Weekend is a 5 Star Red Carpet Brunch honoring NBA Legends, Mothers, Wives and local Pastors with live gospel performances by some of the biggest names in Gospel/Christian music.

We are so excited to extend an invitation for you to come celebrate, magnify and uplift the name of Jesus, all in one Star-Studded Event. You will experience a morning of elegance, great food and Fun-Faith Laughter! You'll also have a chance to witness an "AWESOME" Silent Auction that is sure to knock your socks off.

The 5th Annual All-Star Gospel Brunch will be a Red Carpet Affair with Lights...Camera's...and lots of ACTION! The event is designed to give the Christian Community a presence at such a large National event, creating an environment conducive to worship while raising money for ***The HELPPPPing Hands Foundation*** and ***Feed The Children***.

WHO

theHELPPPAgency are the producers of this extraordinary event. theHELPPPAgency is a full-service organization that specializes in providing Publicity for individuals as well as promoting and organizing Special Events. They are a small agency that prides itself on developing personal and highly collaborative relationships with Authors, Publishers, Pastor's/Churches, Artist, Athletes, Companies and other Clients as well.

theHELPPPAgency is a full service FAITH-BASED public relations/event planning agency specializing in uniquely elegant and cutting-edge promotional campaigns for all ranges of clientele from the up and coming to the well-known. Each of our clients will receive personal, individually crafted public relations strategy/events that get them known and noticed with the utmost exposure worldwide in the major media markets.

WHEN

59th NBA All-Star Weekend (The LARGGEST Basketball Weekend EVER)

WHERE

DALLAS, Texas @ NBA HOST HOTEL



EVENT HISTORY

1st Annual All-Star Gospel Brunch 06'

HOUSTON, TX

theHELPPPPagency produced "The 2006 All-Star Gospel Brunch Extravaganza" a **HUGELY** successful **SOLD OUT** event that garnered National Attention, subsequently drawing in an audience of Christians, Pastors, Celebrities, some NBA wives, and some NBA mothers. We had appearances by **Comedian Chris Tucker, Rodney Jerkins**, wife **Joy Enriquez**, **four-time Heavyweight Champion of the World Evander Holyfield**, **Martin Luther King III** and so many more! We also had the hottest Gospel Artist, Yolanda Adams, Gospel Saxophonist Angella Christie, Martha Munizzi, and James Fortune. We had the pleasure to honor, **The 2006 Western Conference NBA Coach Avery Johnson**, **Pastor Ralph Douglas West** (The Church Without Walls) and **Dr. I.V. & Dr. Bridget Hilliard** (New Light Christian Center).

2nd Annual All-Star Gospel Brunch 07'

LAS VEGAS, NV

The 2007 All-Star Gospel Brunch Extravaganza was a HUGE success as well, and brought in a higher level of MEDIA attention. **STAR JONES REYNOLDS** was our Co-Host and former **NBA All-Star Player Allen Houston** was honored. We also honored 3 Pastors from the Las Vegas Area: **Pastor Clinton House Sr.** (Mountaintop Faith Ministries), **Pastor Robert Flower Jr.** (Victory Baptist Church), **Pastor Paul Goulet** (International Church of Las Vegas) as well as others. We drew the same high profile crowd as our previous event, and the *Hottest Gospel Artist* again such as **Kurt Carr** and *the Kurt Carr Singers*, **Angella Christie** and **Martha Munizzi**.

3rd Annual All-Star Gospel Brunch 08'

NEW ORLEANS, LA

The 2008 All-Star Gospel Brunch Extravaganza during NBA All-Star Weekend was a SLAM DUNK once again. Hosted by *Pastor Jamal Bryant* in New Orleans, event producer Tomeka B. Holyfield said, "New Orleans was a different market as people are still trying to recover from Hurricane Katrina." As a contribution to the city, Holyfield and her production team gave away over 200 comp tickets to people still in recovery. Performances included **Byron Cage**, who moved the crowd to **Gospel Saxophonist Angella Christie**, whose rendition of "Total Praise" truly touched everyone. **Vickie Winans** gave a show stopping performance as well as **William Murphy**, who truly took Praise and Worship to a whole new level. It was truly two and a half hours of crazy praise, laughter, great food and fellowship all under ONE roof. We honored **Pastor Steve Allen** (New Homes Ministries) **Pastor Frank Bailey** (Victory Fellowship) **Bishop Paul Morton** (Greater St. Stephen FGBC)

4th Annual All-Star Gospel Brunch 09'

PHOENIX, AZ

In 2009, The All-Star Gospel Brunch switched the location of the brunch across the hall from it's original location. **Pastor Jolinda Wade (NBA Player Dwayne Wade's Mother)** told the crowd "We might be in a new location, but the GLORY of GOD is still the same in this place." **NBA Player Terry Cummings** and **Actress Sheryl Lee Ralph** also spoke to the crowd. **James Fortune & Angella Christie** ministered in the midst of it all. Worship was in the place!



SPONSORSHIP

5th Annual ASGB 2010 Sponsorship Levels

All-Star Champion Title Sponsor \$100,000 (1 Exclusive Opportunity)

Your Company's Name Presents: "The 2010 All-Star Gospel Brunch Extravaganza"

- ✓ **10 VIP SUITE TICKETS TO ALL NBA Games...**
- ✓ Friday Night Celebrity Basketball GAME at AA Center
- ✓ Saturday Three Point Game & Slam Dunk Game at AA Center
- ✓ Sunday NBA ALL-STAR GAME at Dallas Cowboys Stadium
- ✓ Access to VIP SUITE Lounges and VIP Parking Pass
 - Company Logo on Full Signage on Back Drop of the Red-Carpet w/ Live Radio Remote
 - Company Logo on Full Stage Signage
 - Company Logo in TWO primary spots in Gospel Truth Magazine
 - Company Logo on all Print and mentions on Radio advertisement
 - Company present a 5 minute welcome presentation during the event
 - Company can have the option of 4'6 Flyer inserted into all Souvenir Booklets
 - Company will have two (2) VIP Tables for ten (10) at the brunch
 - Can customize a request of your choice

All-Star Official Sponsor \$50,000 (2 Opportunities)

- ✓ **5 VIP SUITE TICKETS TO ALL NBA Games**
- ✓ Friday Night Celebrity Basketball GAME at AA Center
- ✓ Saturday Three Point Game & Slam Dunk Game at AA Center
- ✓ Sunday NBA ALL-STAR GAME at Dallas Cowboys Stadium
- ✓ Access to VIP SUITE Lounges and VIP Parking Pass
 - Company Logo on Full Signage/except Stage
 - Company Logo in ONE primary spot in Gospel Today Magazine
 - Company Logo on all Print & mentions on Radio advertisement
 - Company will have a VIP Table (10)
 - Company will have an information table set up at Entrance of Event
 - Company will receive acknowledgement throughout event
 - Can customize a Request of Your Choice

All-Star MVP Sponsor \$25,000 (4 Opportunities)

- ✓ **3 VIP SUITE TICKETS TO ALL NBA Games...**
- ✓ Friday Night Celebrity Basketball GAME at AA Center
- ✓ Saturday Three Point Game & Slam Dunk Game at AA Center
- ✓ Sunday NBA ALL-STAR GAME at Dallas Cowboys Stadium
- ✓ Access to VIP SUITE Lounges and VIP Parking Pass
 - Company Logo on Signage and all advertisements
 - Company Logo will have the option of
 - A 3 minute promotional DVD aired during the event
 - Full-Page Ad in Gospel Truth Magazine
 - Company will have a VIP Table (10) at event

VIP Slam-Dunk Table Sponsor \$10,000 (10 Opportunities)

- Company will have a prime VIP Table (10) at event
- Company Logo placed on Table with decor
- Company Logo will be included in Gospel Truth Magazine as a Slam-Dunk Sponsor
- Company will be mentioned during the event

Souvenir Booklet AD Sponsor \$1000

- Full-Page Ad in Gospel Truth Magazine



AGREEMENT

Yes, I want to participate as a sponsor for the exciting event!

Name: _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____

___ All-Star Champion Title Sponsor, \$100,000

___ All-Star Official Sponsor, \$50,000

___ All-Star MVP Sponsor, \$25,000

___ VIP Slam-Dunk Sponsor, \$10,000

___ Souvenir Booklet Ad Sponsor, \$1,000

A check is enclosed in the amount of \$ _____

Please charge \$ _____ to my Visa _____ MC _____ Acct. # _____ Exp. _____

Name on card _____

Signature of underwriter _____

Name as you want it to be listed in the program _____

I am unable to attend, but wish to make a tax-deductible contribution of _____

Please make check payable to:

theHELPPPAgency P.O. Box 360180 Decatur, Georgia 30036

www.theHELPPPAgency.com

www.myspace.com/AllStarGospelBrunch

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