



LA/
FEB 2022

SUPER BOWL LVI WEEK

PAST HONOREES

2019

Amy Trask

Trailblazer Award

CBS Sports NFL Analyst &
Chairman of the Board, BIG3

Lisa Salters

Excellence in Media Award

ESPN & ABC Broadcast Journalist

Melanie Few-Harrison

Power of Spirit Award

Founder & Executive Producer,
Super Bowl Celebration of Gospel

Natara Holloway,

Enterprise & Innovation Award

NFL, Vice-President of Strategic
Planning & Business Development

Charece Williams-Gee

She-Mogul Award

PepsiCo, Senior Sports
Marketing Manager & Head of
NBA Partnerships

2020

Pam Oliver

Excellence in Media

Senior Correspondent & FOX NFL
Reporter, FOX Sports

Terri Jackson

Trailblazer Award

Executive Director, WNBA
Players Association

Gina Scott

Enterprise and Innovation Award

Vice President, Partner Services,
NFLPA

Katie Sowers

Rising Star Award

Offensive Assistant Coach
San Francisco 49ers

The Sports Power Brunch: Celebrating the Most Powerful Women in Sports

recognizes leading women who have made a major impact in the sports industry. Created by veteran sports communications professional and LPS Consulting PR Founder, LaTonya Story has curated a memorable event that encourages and empowers women to continue to thrive and excel in the sports industry and beyond.

Over the past couple of years, the Sports Power Brunch has grown into becoming one of the most anticipated events to attend during Super Bowl week. The Atlanta listed our event as one of the top 10 events to attend during this week.

From our inaugural event to our most recent event in Miami, we have had the great privilege to honor the sports industry's most powerful women in sports.

We invite you to take a closer look at our Partnership Opportunities for our Los Angeles, CA, **February 8, 2022** event (home of Super Bowl LVI). The event will be held at the newly opened **Academy Museum of Motion Pictures**. As a corporate partner, you will have the opportunity to engage and connect with our attendees comprised of highly successful and influential women, industry executives and celebrities.

A portion of the proceeds will be used to benefit local and national charities.

PARTNERSHIP BENEFITS



You will have direct access to a room filled with successful and influential individuals - professional men and women from corporations, sports and entertainment industry and members of the media, to promote products and services who make key decisions every day.



You will increase your corporate and/or product brand visibility among this important audience of high-level influencers.



Your company and brands will receive publicity, media coverage and social media impressions potentially reaching millions of influencers in the sports, media, business and entertainment fields.



Equally important, your partnership will help strengthen the voices of those who are often underrepresented in business. Your support will help women to have their point of view heard and considered as we move into a more diverse and inclusive society.

MEDIA



2020 Recap Video

THE
ATLANTAN
MODERN LUXURY



V-103
The People's Station



THE ATLANTA
VOICE

yahoo!
sports

Miami's
Community
News

Gold Coast's
FORT LAUDERDALE
DAILY

social**MIAMI**.com



shutterstock

Tallahassee Democrat.
Tallahassee.com

Patch

PAST CORPORATE PARTNERS



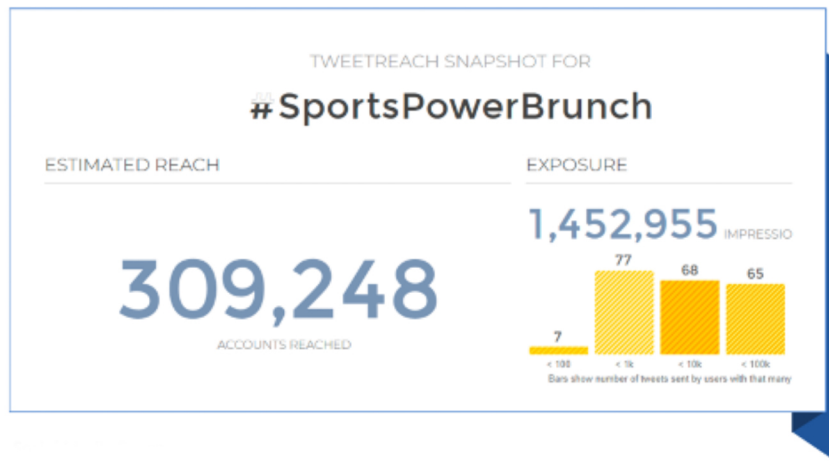
CHARITY

The Sports Power Brunch event donates partial proceeds to benefit nonprofit organizations. Such past recipients have included The Power of Girls and Winning Edge Leadership Academy.

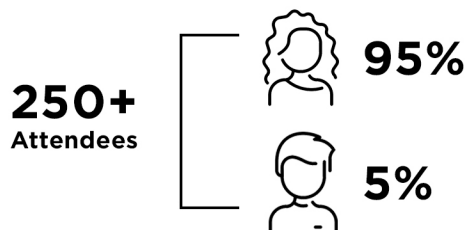


ANALYTICS & METRICS

Social Media Engagement



Demographics in Attendance



NFL Female Fan Engagement



Average Household Income



Industries Represented



2022 PARTNERSHIP OPPORTUNITIES

SoFi Stadium

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Platinum VIP Brunch Partnership Opportunities | \$60K

As our Platinum Brunch Partner for the **VIP Sports Power Brunch**, your company will be prominently featured in all event materials, press announcements and will receive one **full-page ad** in the souvenir booklet. Promote your corporate brand, products and services to our audience of 120 invite-only influential brunch attendees.

Benefits Include

- **One Ticket to Super Bowl LVI Los Angeles, CA** - SoFi Stadium
 - 300-level seating, pre-game tailgate party credential.
 - **Without Super Bowl Ticket - \$50K**
- Recognized as Platinum VIP Brunch Partner at Brunch.
- **One table** at the **VIP Sports Power Brunch** (8 people+ Honoree & guest at table).
- Premiere seating at the Sports Power Awards program (8 people) inside Ted Mann Theatre.
- Company sponsored Honoree Award at the Sports Power Brunch to include photo with Honoree on stage and company logo on award.
- Brand acknowledgment or logo on all media advertisements, press announcements, social media, event website & step and repeat.
- The opportunity to exhibit at the Sports Power Brunch event.
- Gift bag items inclusion.



Honoree Award Sponsor | \$15K (Two available)

Your company will have one table at the **VIP Sports Power Brunch** (8 people + Honoree & guest at table). Company sponsored Honoree Award at the Sports Power Brunch to include photo with Honoree on stage and company logo on award.

Benefits Include:

- One table at the VIP Sports Power Brunch (8 people + Honoree & guest at table).
- Preferred seating at the Sports Power Brunch Awards (8 people) inside the Ted Mann Theatre.
- Your company will receive a full-page ad in the Sports Power Brunch souvenir booklet.
- Recognition at the Sports Power Brunch Awards event.
- Gift bag item inclusion.

Awards and Panel Program Only | \$7,500

Your company will receive 8 preferred seats at the Sports Power Awards and Panel Program inside the Ted Mann Theatre (11 AM - 1:30 PM PST)

Guests will attend the post event cocktail and desserts reception

Your company will receive a full page ad in the Sports Power Brunch and Awards souvenir booklet.

Contact

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