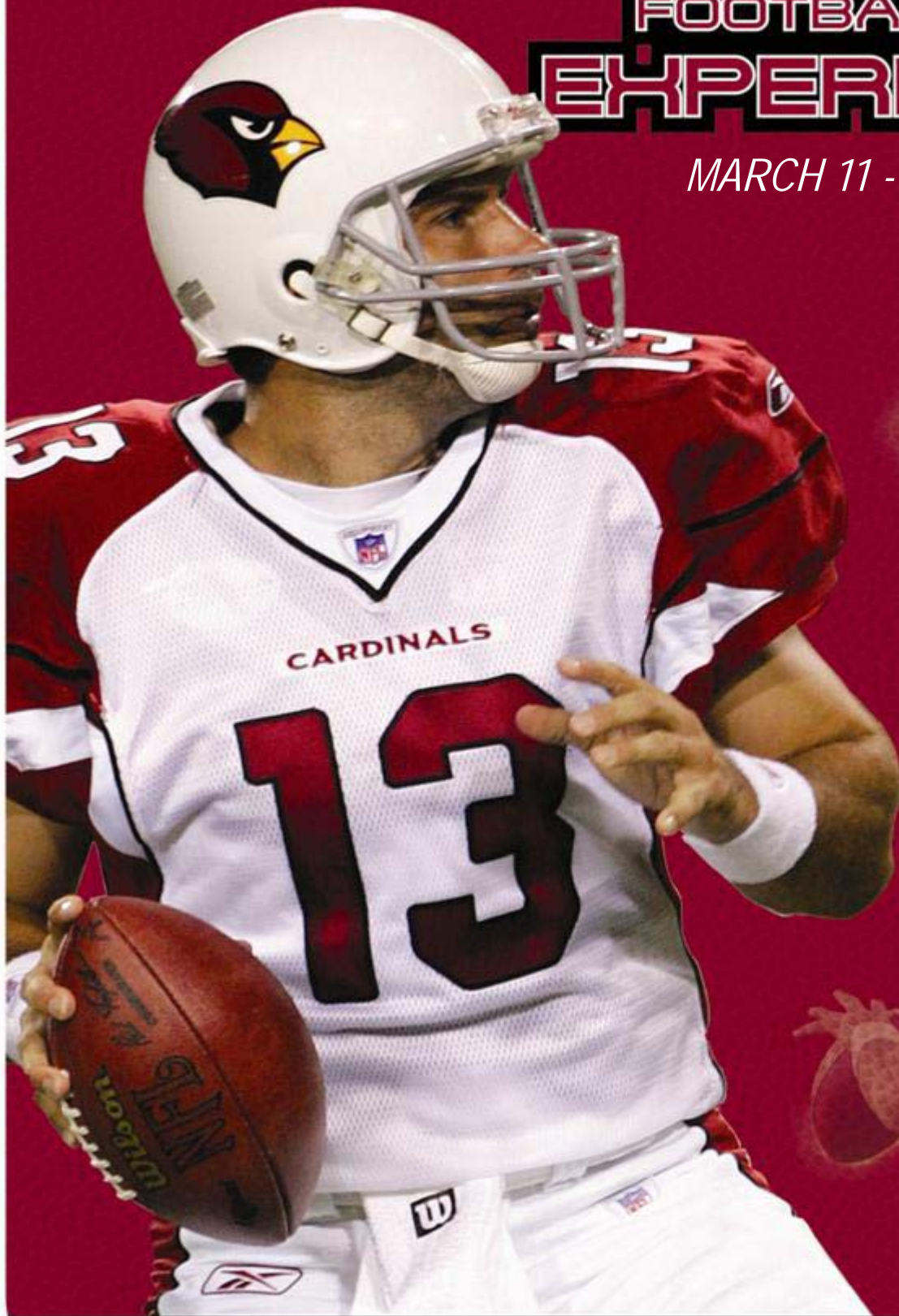


KURT WARNER

ULTIMATE FOOTBALL EXPERIENCE



MARCH 11 - 12, 2011



Huddle up with NFL Superstars

**Eighth
Annual**

KURT WARNER ULTIMATE FOOTBALL EXPERIENCE

The Ultimate Football Experience is a unique opportunity for diehard gridiron CEOs to hit the field with some of the NFL's star players of the past, present, and future. Held in the spring, this annual flag football tournament is a fundraising event benefiting the Kurt Warner First Things First Foundation.

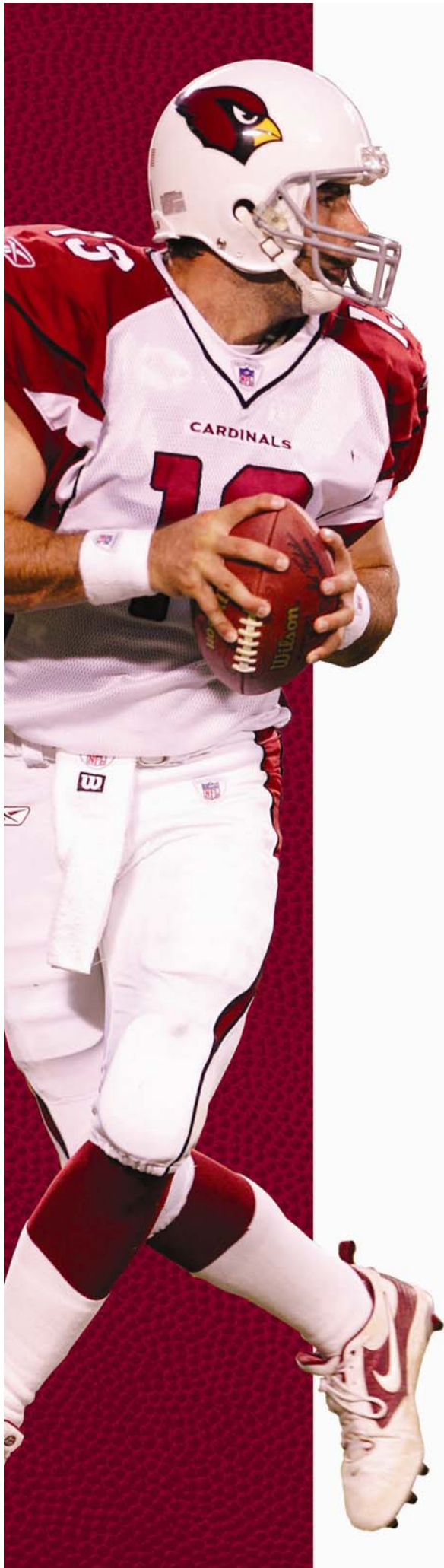
Prior to the tournament, corporate teams compete in Kart and Segway racing at the Draft Party & Auction. This competition determines their place in the Silent Draft to select the NFL celebrity who will quarterback their team. A variety of unique auction items are also available for bidding by the participants and their guests.

On the day of the tournament, corporate teams take part in a "hands on" football fantasy experience. In past years, NFL stars like Warren Moon, Donovan McNabb, Phil Simms, Aaron Rodgers, and Matt Ryan joined Kurt Warner for this exciting two-day event. These celebrities are paired with corporate executives and clients to compete in a four-on-four flag football tournament. The 2011 event will be held on March 11-12 at the Arizona Cardinals Training Facility in Tempe, Arizona. Make this the ultimate sales incentive program for your company and reserve your team today!

The Kurt Warner First Things First Foundation is a 501(3)c public charity dedicated to impacting lives by promoting Christian values, sharing experiences and providing opportunities to encourage everyone that all things are possible when people seek to put First Things First.

www.kurtwarner.org





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Schedule of Events

**Friday, March 11th
DRAFT PARTY & AUCTION**

**F1 Race Factory
Phoenix, Arizona**

Join your teammates and compete in events such as Kart and Segway Racing for your position in the Silent Draft when you will select your celebrity quarterback. You, your teammates and business colleagues can also bid on a variety of unique auction items.

**Saturday, March 12th
GAME DAY**

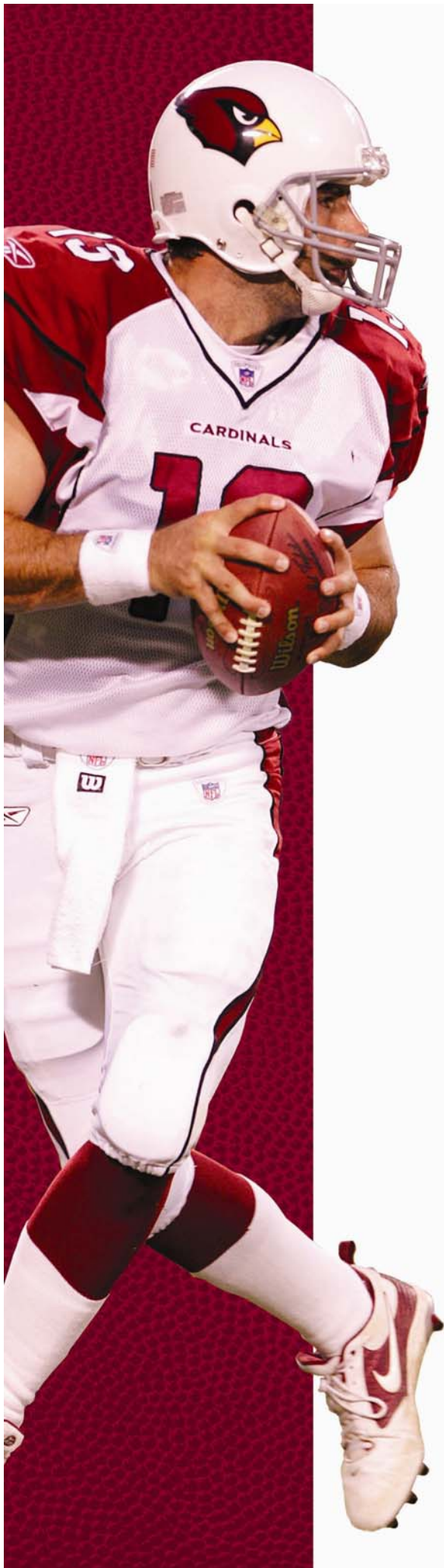
**Arizona Cardinals Training Facility
Tempe, Arizona**

Experience the Cardinals "training table" at the facility for the pre-game breakfast. Then, hit the field with your celebrity quarterback and team for exciting four-on-four flag football preliminary games in the morning. Break for a quick lunch and then it's the ultimate flag football tournament to see which corporation or group can take home the top prize. The day of fun culminates with an awards ceremony and dinner. Please note: this event is very physical with each team playing at least five games. Participants must be at least 16 years old to play.

Celebrity Athletes who joined Kurt at past events include...

Warren Moon
Marshall Faulk
Rodney Peete
Joe Flacco
Aaron Rodgers
Marc Bulger
Anquan Boldin
Trent Green
Mark Rypien
Philip Rivers

Eric Dickerson
Isaac Bruce
Michael Strahan
Donovan McNabb
Phil Simms
Sterling Sharpe
Larry Fitzgerald
Matt Leinart
Brad Johnson
Matt Ryan



KURT WARNER
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Team Sponsor Package*

\$20,000

**12 teams available*

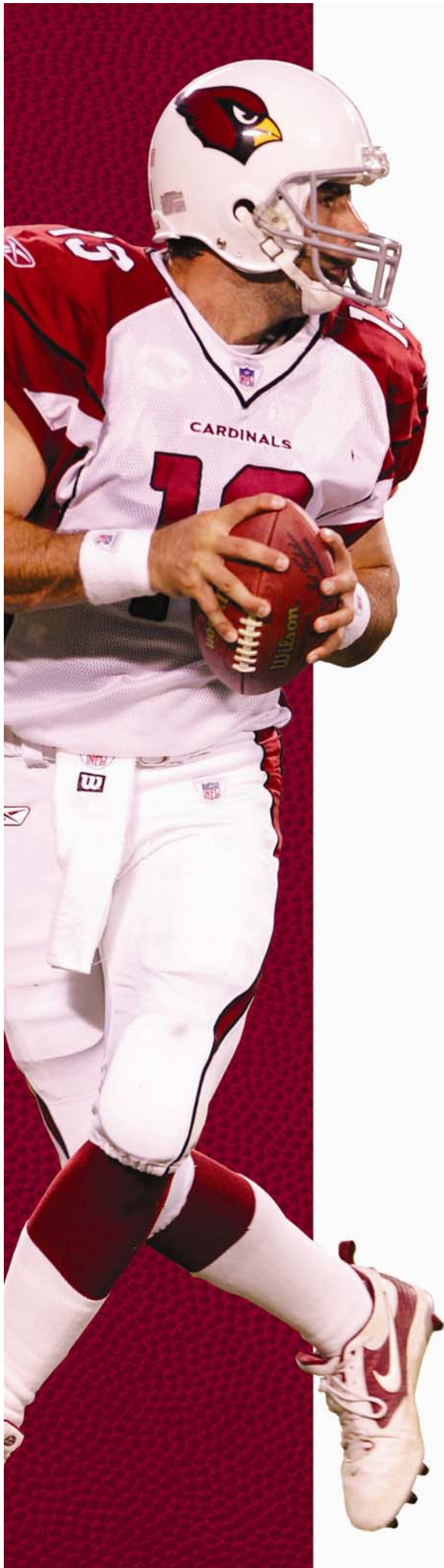
- One eight (8) person team in the Kurt Warner Ultimate Football Experience weekend, includes entry to Draft Party & Auction and Game Day (both mandatory)
- 20 guest passes to attend the Friday night Draft Party & Auction at F1 Race Factory (adults only)
- 20 guest passes to attend Saturday Game Day events at the Cardinals Training Facility
- Eight (8) Ultimate Football Experience team jerseys
- One Kurt Warner autographed Cardinals jersey
- Corporate recognition on signage at Draft & Game Day event
- Eight (8) team photographs with NFL star
- Eight (8) gift bags
- One page advertisement in the Playbook program
- Recognition on www.kurtwarner.org
- Product distribution availability

Team Sponsor Extras

Coach or Ball Boy (12 and up) \$2,000
Receives access to player restricted areas, team jersey, photo with NFL star, and gift bag (limit one per team)

Ticket Package \$300
4 additional guest passes to the Draft Party and 4 additional guest passes to Game Day

www.kurtwarner.org



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Additional Sponsor Packages

Individual Participant **\$2,500**

(Team assignment will be given by First Things First)

- 2 guest passes to attend the Friday night Draft Party & Auction at F1 Race Factory (adults only)
- 2 guest passes to attend Saturday Game Day events at the Cardinals Training Facility
- One Ultimate Football Experience team jersey
- One team photograph with NFL star
- One gift bag

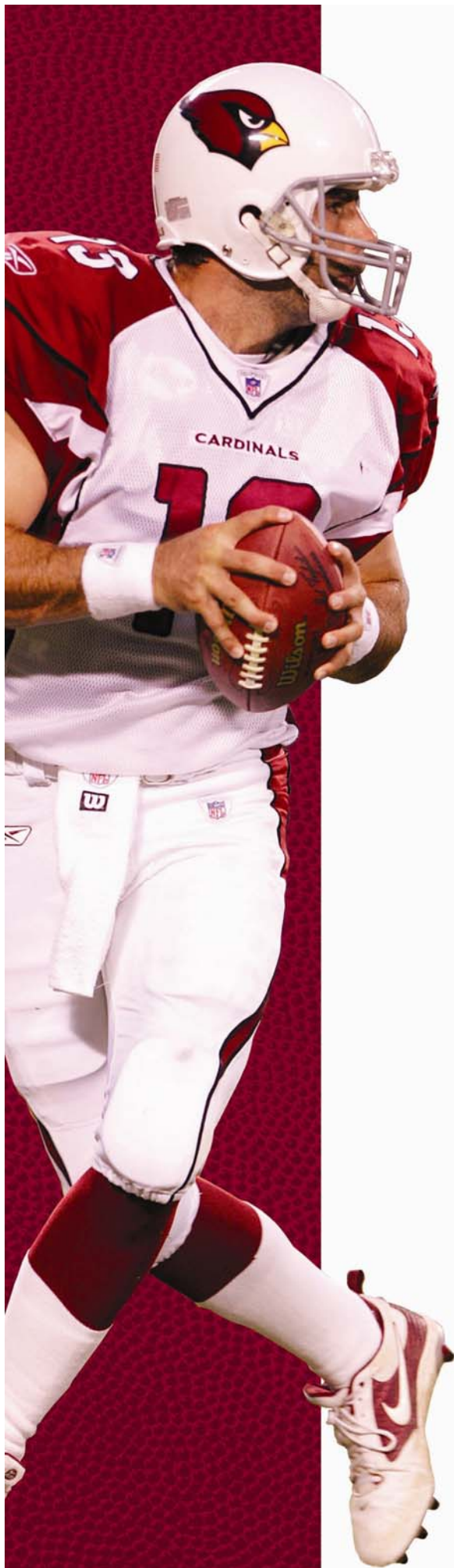
Ticket Package

Individual participants may purchase up to four additional guest passes per day at \$50 per pass

Field Sponsor Package* **\$2,500**

**Five available*

- Corporate name given to field
- Corporate logo displayed at field
- Corporate mentions by Game Day announcer
- Four passes to Draft Party and Game Day
- Full-page advertisement in the Playbook program
- Recognition on the Ultimate Football Experience event page at www.kurtwarner.org



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Additional Sponsor Packages

Various Sponsor Packages **\$2,000**

Options include corporate name given to locker room, snack table, or trainer's tent

- Corporate logo displayed at sponsored location
- Corporate mentions by Game Day announcer
- Four passes to Draft Party and Game Day
- Half-page advertisement in the Playbook program
- Recognition on www.kurtwarner.org

VIP Sideline Package* **\$1,000**

**Eight available*

- Four passes to Draft Party and Game Day
- Mention in the Playbook program
- Recognition on www.kurtwarner.org