



PFL Basketball Camp at Dickinson ISD Fall/Spring 2023/24 Monetization

WHY?

We are here so that wherever these young people go in these communities they will hear, see and receive the message that no matter where they've come from, nor what has happened to them in life, they are here to be and become a generation of difference makers who will one day stand in the gap for others; and

We are here so that the truth that can and will empower these young people finds its way through our league, camps, storytelling, streamed content and the cameras lens

Who?

The PFL Basketball and Camp Fall and Spring 2023/2024 by the Numbers

1. PFL Basketball Team Participants: 16 Teams (8 Boy and 8 Girls Teams) x 8 Players per Team = 128 8th and 9th Grade Players in 2 Six-Game League Seasons;
2. PFL Basketball Camp Participants: 8 Teams (7 Players Per Team) = 56 8th and 9th Grade Participants;
3. PFI STEM Infinity Technology, Entertainment and Media Participants (9 Boys and 9 Girls, 3 of each in these 3 STEM Infinity Areas) = No less than 18 8th and 9th Grade Participants

What?

The Powerful Futures League (PFL) Basketball and Camps

1. Actionable and Compelling Transformational Metrics that measure the improvement of young people in several key areas:
 - a) academic performance;
 - b) athletic proficiency;
 - c) emotional well-being;
 - d) character development;
 - e) STEM Infinity Training and Skill Development*;
 - f) in-school disciplinary action; and
 - g) direct involvement in criminal activity

2. A Compelling Actionable Storytelling Process:

a) orientation; b) crisis; c) escalation; d) discovery; and e) change (sometimes this same process can take the form of rescue, redemption, revelation, and reformation)

3. Compelling Storytelling Program Awards and Benefits:

a) camp and league scholarships; b) mentoring; c) tutoring; d) career planning exposure; f) financial compensation where appropriate (PFI Social Media Marketer Training); g) corporate sponsorships; and h) future college financial assistance

4. Compelling Streamed Basketball and Camp Content:

a) PFI/PFL STEM Media is custom programming and entertainment created by junior high and high school students and young thought leaders but it is for anyone eager for fresh points of view on interesting subjects and interested in supporting the development of the Powerful Futures Initiative; and

b) PFI/PFL STEM Podcasts will feature top junior high and high school athletes, entertaining sports news, music programming, in-depth sports analysis and opinions, documentaries, and interviews with top influencers and local, state and national thought leaders

5. Compelling Storytelling Streamed Content with Market Place Benefits. PFL Streamed Content is stories of how Corporate Support and Contributions 1) contribute to our programs actionable metrics for student and youth improvement and 2) contribute to program awards and benefits for our young people:

a) this is storytelling media content, featuring you, your company, and/or your products as presented by you, playing on our portfolio platforms and your websites; and

b) this is storytelling media content focused on you and your business that can be developed onsite to tell your Story in support of the PFI/PFL, featuring our young people and their stories, which plays on your website and on our portfolio platforms

Corporate Sponsorship Definitions

Underwriting

Camp Underwriter: \$80, 000.00 – providing support for one full Basketball Camp

Participant Underwriter: \$39,900.00 – sponsors camp tuition for all 56 Camp Participants

PFL Corporate Sponsorship Tiered Level Support

Tier 3: \$15,000.00 Minimum. Tier 3 MTW Member Sponsorships support PFI Scholarships First level ad space with logo on PFI Platform (every page) Logo on sponsor page Sponsor page company blurb;

Tier 2: \$10,000.00 Minimum. Tier 2 MTW Member Sponsorships support PFI Tutoring Second level ad space with logo on PFI Platform (every page) Company logo on sponsor page Sponsor page company blurb;

Tier 1: \$5,000.00 Minimum. Tier 1 MTW Member Sponsorships support PFI Camper Mentoring Third level ad space text link on sponsor page

(All Tiered PFI Media Sponsorships include attribution as a Corporate Sponsor on select PFI Digital Media and corporate sponsor presence and marketing collateral visibility at PFL Games and Basketball Camps)

*For more information on this subject, see powerfulfutures.org