

# SPONSORSHIP DECK



INAUGURAL  
**KICKOFF FOR KIDS**  
EDUCATION EQUITY CAMPAIGN

*Because zip codes should not define educational opportunity*

**THURSDAY | JUNE 1 | 2023**

**ARIK ARMSTEAD GALA**

5:30PM - 6:30PM PRE-EVENT VIP RECEPTION  
6:30PM - 7:00PM WELCOME  
7:00PM - 9:00PM DINNER / FORMAL PROGRAM / LIVE AUCTION  
9:00PM - 10:30PM LIVE ENTERTAINMENT / AFTER-PARTY



SEC

ROW

SEAT

SACRAMENTO

06-01-2023

[armsteadproject.org](http://armsteadproject.org)

# MISSION STATEMENT



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Dedicated to ensuring that every student, no matter their socioeconomic status, has direct access to the resources they need to thrive, the **Armstead Academic Project (AAP)** provides youth with positive spaces, tools, and academic support to unlock their potential and achieve their goals.

AAP was founded by San Francisco 49er Arik Armstead and his wife Melinda Armstead in 2019, and supports students in Sacramento and the Bay Area of California. The fundamental premise of AAP is that a **zip code should not define student opportunity.**

With the support of the **Armstead Academic Project**, students can focus on setting and achieving goals while being attentive to their physical and mental wellness. **Through AAP, students are encouraged to Read, Explore, Connect, and Stay Well, along their academic continuum.** AAP provides youth with supplementary opportunities (i.e. afterschool programming, summer reading tuition, STEM programming, and college and career field trips) that allow for exploration of their interests, additional academic tools to succeed, increased self-esteem, and a sense of purpose.

**YOUR SUPPORT WILL HELP MORE THAN 83,720 YOUTH SUCCEED.**

**READ:**

**800** youth to participate in Storytimes with Arik Armstead

**100+** youth to receive reading interventions to help them reach 3rd grade literacy.

**EXPLORE:**

**150+** middle school youth to receive STEM programming to explore diverse interests.

**CONNECT:**

**1,400+** youth to participate in Career & College tours to build their social network and increase the relevance of their education.

**STAY WELL:**

**1,300** students & **500** teachers to participate in physical and mental wellness events

Community partners to provide free tools, resources, and services to support their holistic health

**ADVOCACY:**

**80,000** unfunded black students across California will receive targeted supplementary education funding to support their academic advancement\*

*\* Black students are the most under performing students in all standardized testing.*

**PROVIDE YOUTH WITH POSITIVE SPACES, TOOLS, AND ACADEMIC SUPPORT TO UNLOCK THEIR POTENTIAL AND ACHIEVE THEIR GOALS**

**READ**



Grade-level Reading

**EXPLORE**



Increased Educational Engagement

**CONNECT**



HS Graduation & Sense of Purpose

**ALL YOUTH**



**STAY WELL**

Equitable access to education & health resources



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# SPONSORSHIP OPPORTUNITIES



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## **EQUITY CHAMPION** \$50,000.00

- Twenty (20) VIP tickets for Pre-event, reception, dinner, after party
- Meet & Greet with Arik and professional photo
- Name/logo displayed on photo backdrop for guests
- Name/Logo signage on Stage
- Commemorative gift bags given to all guests
- Program recognition
- Social Media recognition
- Branded Signature Drink
- Company appearance by Arik 2023-2024



## **ADVOCATE** \$25,000.00

- Ten (10) VIP tickets for Pre-event, reception, dinner, after party
- Meet & Greet with Arik and professional photo
- Name/logo displayed on photo backdrop for guests
- Commemorative gift bags given to all guests
- Program recognition
- Social Media recognition
- Branded Signature Drink



## **AMBASSADOR** \$10,000.00

- Six (6) VIP tickets for Pre-event, reception, dinner, after party
- Meet & Greet with Arik & professional photo
- Name/logo displayed on photo backdrop for guests
- Commemorative gift bags for all guests
- Program recognition
- Social Media recognition

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## **SUPPORTER \$5,000.00**

- Four (4) tickets for welcome, reception, dinner, after party
- Meet & Greet with Arik & professional photo
- Name/logo displayed on photo backdrop for guests
- Two (2) Commemorative gift bags
- Program recognition



## **ENTERTAINMENT SPONSOR \$8,000.00**

- Two (2) VIP tickets for Pre-event, reception, dinner, after party
- Meet & Greet with Arik & professional photo
- Name/logo displayed on photo backdrop for guests
- Commemorative gift bags for all guests
- Program recognition
- Social Media recognition



## **TABLE SPONSOR \$3,500.00**

- Eight (8) tickets for welcome, reception, dinner, after-party
- Meet & Greet with Arik & professional photo
- Program Recognition



## **VIP TICKET \$750.00(ea)**

- One (1) VIP ticket for Pre-event, reception, dinner, after party
- Meet & Greet with Arik & professional photo
- One (1) Commemorative gift bag



## **INDIVIDUAL TICKET \$400.00(ea)**

- One (1) regular ticket for welcome, dinner, after party

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# FOR MORE INFORMATION



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# ARIK'S STORY



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The youngest of four siblings, Arik Armstead attended high-performing schools in the Elk Grove Unified School District with predominantly white peers from what he describes as “a diverse melting pot” of home life: rural, urban, and suburban. His primary relationship to school was through sports. He struggled with reading and paying attention in class, especially in 1st through 3rd grade and remembers having to attend remedial reading classes before school in order to catch up to his peers. Arik’s mother, Christa Armstead, was a very involved parent, adamant that teachers do not label her young Black with learning disabilities. Arik recognized early on the inequities embedded in the “tracking” system in schools and is forever grateful to his mother for speaking up on his behalf.

“He didn’t forget that he was a kid once upon a time and he had some struggles,” Arik’s mother Christa said in a 2021 interview for an ESPN article, “and he had a lot of support to help him overcome any obstacle he would have in life. And he realizes not every kid has that. So, his work today is to somehow try to level that out.”

Arik’s dad, NBA trainer Guss Armstead, facilitated a pathway for Arik to explore his interest in sports. Though Arik excelled in both basketball and football, he needed additional academic support which he received by entering a homeschool program in 8th grade in an effort to get back to grade level. Arik soon caught up, eventually taking extra classes in his senior year so he could graduate from high school early. By that time, Arik stood out on both the defensive and offensive lines at Pleasant Grove High School, and also played in the U.S. Army All American Game his senior year.

Arik entered the University of Oregon as a football recruit. He also played basketball at Oregon, redshirting for the program that won the Pac-12 Conference Tournament title and advanced to the Sweet 16 in the NCAA tournament. Earning his college degree was very important to Arik as he believed it would help him make the biggest impact.

He majored in general social science. In 2015, Arik was drafted by the San Francisco 49ers, making his NFL debut in the season opener against the Minnesota Vikings. Key to the 49ers’ defensive line in their run to the 2020 Super Bowl, Arik also won the Perry/Yonamine Unity Award that year, an honor given to a current 49ers player who has demonstrated a commitment to promoting unity and giving back to the local community. He also won the NFLPA Community MVP two consecutive years (2020, 2021), received two nominations for the NFL Walter Payton Man of the Year awards (2020, 2021) and was nominated for the NFLPA Alan Page award (2022)—all for his commitment to making a positive impact in his community. He remains passionately committed to advocating for—and putting his financial and personal power behind—educational equity for all students in the Sacramento region and Bay Area, no matter their socioeconomic status.

“I have been so blessed in so many things that are challenging for others,” Arik says. “I feel my responsibility to use everything I have to help others on their journey to navigate spaces where odds are stacked around you and your success can be stunted. Equity starts with education for this next generation.”



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