



Eddie Johnson & Friends

Presenting My Mom My Hero



**Join us on Saturday, September 24, 2016
at the Omni Montelucia from 6-8pm**

as we celebrate motherhood and the successes of single mom college students (check-in starts at 5:30pm).

- Be encouraged as Doris Johnson, Lucille O'Neal, Brenda Warner and other moms from the world of professional athletics share what motherhood means to them.
- Be inspired as professional athletes pay tribute to their mothers.
- Be entertained as professional athletes participate in the "Boys Do the Craziest Things" game.
- Be moved to see 65 single mom college students take the "Walk of Success."
- AND honor your mother, grandmother, or mother of your children at this special event.

Helping Hands for Single Moms is a community-based nonprofit that assists impoverished single mom families while the mothers pursue a college education and financial independence.

Our Host: Eddie Johnson

Raised by a single mom in the inner-city of Chicago, Eddie is a spirited advocate for single mom families and the mission of Helping Hands for Single Moms. His desire to honor his mom as well as help local low-income single mom college student families inspired this event.

After 19 seasons in the NBA and 16 years in sports media, Eddie has an extensive group of current and former NBA, NFL, and MLB friends joining him for this annual event. This year's event will include special guests: Doris Johnson, Lucille O'Neal (Shaquille O'Neal's mom) and others.

A Unique and Inspiring Event

Meet the Pros

Have the opportunity meet and have dinner, with some of the best professional athletes of all time not only from Arizona sports but from across the nation. Professional athletes attending in the past have included: Larry Fitzgerald, Dan Majerle, the late Meadowlark Lemon, Bertrand Berry, Alvan Adams, and Eddie House.

My Mom My Hero

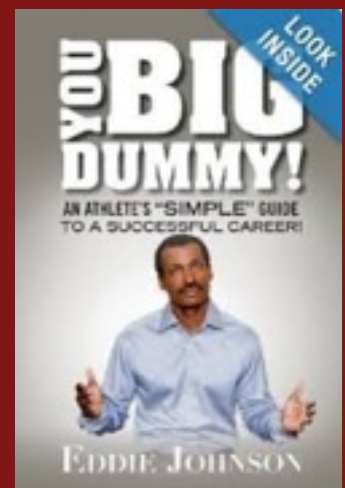
This year's stage event will include athletes and moms sharing inspiring, heart-warming stories of the laughter, love and challenges they faced on the road to professional athletics.

Featured Speakers

- **Eddie Johnson** – author, motivational speaker, and broadcaster
- **Lucille O'Neal** – author, motivational speaker, president of the Mothers of Professional Basketball Players Association and mother of former NBA great Shaquille O'Neal
- **Brenda Warner** – author, speaker, wife of former NFL star Kurt Warner



*19 Season NBA
Alumni Scoring
Over 19,000 points*



** The athletes' appearances are on a voluntary basis and not guaranteed.

Success Happens Here














































Helping Hands for Single Moms is the only non-profit in the Valley solely focused on providing low-income single **Moms** with financial aid and wraparound service while they pursue a college degree. These mothers are making incredible sacrifices to lead their children out of poverty.

According to a 2014 report by the Grand Canyon Institute and released by the Women's Foundation of Southern Arizona, *"... close to 79 percent of single-parent households are headed by women who live in poverty." ** Helping Hands for Single Moms looks to education as the solution for helping moms break free of the poverty cycle. In 2016, the organization will assist more than 100 low-income single mom families by providing college scholarships that are leveraged by practical services such as auto repair, dental and optical care, holiday gifts for the kids and more. Seventy-six percent of moms in the program graduate college and go on to earn an average starting salary of over \$50,500 annually.

The success of this Phoenix initiated program, and the need nationally, inspired the establishment of Helping Hands for Single Moms USA in 2014 with a mission to launch new affiliate organizations across the country over the next few years. In 2015, Helping Hands for Single Moms Tucson was successfully launched and is currently serving 22 single mom college student families. Dallas is the next site of the current expansion.

*Tucson Daily Stat, 2015



	Hero Sponsor \$20,000	Victory Sponsor \$5,000	Single Mom Hope Sponsor \$5,000	Jump Shot Sponsor \$2,500	VIP Table \$1,500	EJ's Table \$1,000
Namesake/Title Sponsor for event, 1 room at the Montelucia that night & primary logo placement at event entrance & primary logo on all event signs						
Sponsor 60 moms from the HHSM program by providing cost of their dinners at the event						
Thank you recognition at check-in table & company sign in lobby						
Logo recognition on all tables table signage						
Recognition on all promotional material leading up to & on all collateral night of the event						
Recognition on event e-blasts, any social media, and website landing pages with link to webpage						
Full-page color ad in event program & inside front cover recognition	 x2					
1/2 page color as in event program				 Black & White only		
Listing in the event program	 Logo	 Logo	 Logo	 Logo		
Opportunity to speak to audience						
Promos & recognition at podium during event						
Opportunity to promote product incentives in collaterals						
VIP tables with athlete for 9 with preferred seating	 x2					
Invitation for 9 to pre-event VIP Meet-and-Greet with athletes/moms	 x2				 2 Tix only	
Group photo taken at VIP reception with athletes/moms						
Table with HHSM mom for 9						
	Fan Seat(s)		2 for \$250	1 for \$150	If you RSVP before August 5th you will receive \$50 off!	



PLEASE NOTE YOUR LEVEL OF SPONSORSHIP (check appropriate box)

COMPANY: _____

CONTACT: _____ DATE: _____

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	Hero Sponsor	\$20,000
	Victory Sponsor	\$5,000
	Single Mom Hope Sponsor	\$5,000
	Jump Shot Sponsor	\$2,500
	VIP Table	\$1,500
	EJ's Table	\$1,000
	Fan Seats	\$250/\$200 before 8/5/16
	Fan Seat	\$150/\$100 before 8/5/16

Please send your donation to:
 Helping Hands for Single Moms
 360 E. Coronado Rd. Suite #150
 Phoenix, AZ 85004

Tax ID: 68-0489835
For questions call Chris at 602-796-7875
 Chris.Coffman@HelpingHandsForSingleMoms.org

Payment Method

Enclosed is a check for \$ _____ made payable to HELPING HANDS FOR SINGLE MOMS
OR

Please charge the following credit card in the amount of \$ _____

Circle or highlight: VISA MC AMEX DISCOVER

Credit card number: _____

Name on card: _____

**NOTE: Sponsor/table purchase must be received by August 1, 2016 to be in event program.