

**2025**



**MOTIVATION  
WEEKEND  
SPONSORSHIP DECK**

## Dear Potential Sponsor or Community Partner:

Ray Anthony Lewis III, our first-born son, passed away from an accidental overdose on June 14, 2023. He was a big personality and lover of life. Ray was a people person who loved all people unconditionally. He had a passion for his family, friends, and children that he encountered on his life's journey. He was a talented football player and aspiring musical artist, that used his ability to draw various groups of people together to bridge gaps and connect people through his leadership.

Our family is continuing Ray's legacy of love, impartiality, and generosity to keep his memory alive. In September 2023 we launched the RL3 Foundation, Inc. in his memory. The 501 c 3 tax exempt organization supports those things Ray was passionate about (children, football, and music), while also educating and supporting efforts on prevention of those issues that impacted him in his life, Chronic Traumatic Encephalopathy (CTE) and substance misuse.

The RL3 Foundation Mission Statement is to impact the lives of youth, aspiring athletes, and musical artists through the promotion of drug-free living and the education of industry best practices to promote individual safety, while providing access to resources and opportunities for success. Proceeds will go to support CTE research, funding for safety protocols for youth and high school football programs, and scholarships for musical artists.

Our vision is to keep Ray's memory and dreams alive through others. His favorite morning message that he would text the family regularly was "Let's Make Today Great!" so through this foundation we will strive to make each day great for others.

If you are interested in becoming a sponsor of the foundation's 2nd Annual Signature Event, 2025 **"MOTIVATION WEEKEND"** which will be four events in one including a youth football camp, high school 7-on-7 tournament, CTE Brain Event, and a family-friendly music festival planned for the weekend of May 30 - June 1, 2025, we welcome the opportunity to discuss how your corporate interests align with our organization and the best sponsorship level for you. Please contact us at (321) 831-4779 or [info@RL3Foundation.com](mailto:info@RL3Foundation.com) for more information. We look forward to hearing from you and leveraging your support.

Respectfully,



Tatyana McCall Wimberly, MBA  
Mother | Co-Founder | President



Ray Lewis  
Father | Co-Founder | Advisor

# COMMUNITY PARTNERSHIPS

## Vendor Booths - \$50.00

This is a great opportunity to support the RL3 Foundation, while also promoting and/or selling your product or service to attendees. Join us and increase your exposure! Secure a booth or bring your food truck.

- ONE 6' Table with TWO chairs (if needed).
- Vendors can bring their own branded tents, tablecloths, signage.
- Limited booths available at Music Fest and 7v7 Football Tournament.

## Small Business Advertising Sponsorship - \$1,000.00

- Two (2) Tickets for Company Reps to all Motivation Weekend Events
- Vendor Booth at the Music Fest or 7v7 Football Tournament
- Company Logo on RL3 website for 1 year & event sponsor signs
- Photo opportunity with RL3 Family

\*In-kind donations and custom partnerships are also available for various event needs such as VIP transportation, volunteer meals, printing, swag bag items, and more. Email [rl3foundation@gmail.com](mailto:rl3foundation@gmail.com) to share your desired custom partnership.



# CORPORATE SPONSORSHIPS

## VIP Tent Sponsor - \$10,000



Motivation Music Fest will be a family afternoon of music and motivation. The VIP Tent sponsor will host the VIPs that will be in attendance. Tent access will be limited to RL3 Board Members, corporate event sponsors, celebrities, and local dignitaries. The VIP Tent will serve as a hospitality reception and lounge.

### Sponsorship Inclusions:

- Company name as the exclusive VIP Tent Sponsor.
- Company signage prominently located throughout the VIP tent.
- Public acknowledgement during the Motivation Music Fest
- Company Logo on tent decor
- Company Logo on the RL3 website for 1 year
- Two (2) Tickets for Company Representatives to attend all Motivation Weekend Events & VIP Events
- Company Activation at the Motivation Music Fest
- Autographed Ray Lewis Photo
- Reserved Seats at Music Fest
- Reserved Parking at Motivation Music Fest
- RL3 Social Media Marketing Kit for promotions
- Photo opportunity with RL3 Family

# CORPORATE SPONSORSHIPS



## “Ray Ray’s Kids” Football Camp Sponsor - \$15,000

RL3, Ray Lewis III (Ray Ray), loved kids. This is an opportunity to be the exclusive sponsor for the youth football camp that supports elementary and middle school (grades 3-8) aged student-athletes. The camp will teach rules, safety protocols, and proper techniques to run, catch, tackle, and block to play the game safely. Attendees will engage with and learn from some of the RL3’s teammates and coaches who were some of the most talented football players at the D1 collegiate and professional levels.

### Sponsorship Inclusions:

- Company name as the exclusive title sponsor of the camp.
- Company signage prominently located throughout the camp venue.
- Company Logo on the camp T-shirt.
- Company Logo on the RL3 website for 1 year
- Three (3) Tickets for Company Representatives to attend all Motivation Weekend Events & VIP Events
- Company Activation at the Football Camp
- Reserved Parking at the Football Camp
- RL3 Social Media Marketing Kit for promotions
- Autographed Ray Lewis Photo
- Photo opportunity with RL3 Family

# CORPORATE SPONSORSHIPS

## Ballin' Out 7-on-7 Tournament Sponsor - \$25,000



RL3 loved to play in and host 7-on-7 tournaments. This sponsorship will present your company as the exclusive sponsor for the 7-on-7 tournament that supports local high school programs. The tournament will be a competitive contest that will allow high school teams the chance to earn bragging rights as the RL3 Ballin' Out Tournament winner and a \$2000 Chronic Traumatic Encephalopathy (CTE) Prevention Grant for their football program. The tournament grant money is paid directly to vendors on behalf of the winning program to purchase materials and supplies to keep student-athletes safe and prevent concussions and CTE.

### Sponsorship Inclusions:

- Company name as the exclusive title sponsor of the tournament.
- Company signage will be prominently located throughout the tournament venue.
- Public acknowledgement during the tournament.
- Company Representative and RL3 Board Member to present the tournament winner with the trophy and CTE Prevention Grant.
- Company Logo on the tournament T-shirt.
- Company Logo on the RL3 website for 1 year
- Four (4) Tickets for Company Representatives to attend all Motivation Weekend Events & VIP Events
- Company Activation at the 7v7 Tournament
- Reserved Seats in VIP Tent at Music Fest
- Reserved Parking at the 7v7 Tournament
- RL3 Social Media Marketing Kit for promotions
- Autographed Ray Lewis Photo
- Photo opportunity with RL3 Family

# CORPORATE SPONSORSHIPS

## CTE Sneaker Brain Ball Sponsor \$75,000



RL3 began playing tackle football at 5 years old. He continued to play at a high and intense level until he was 27 years old. Before he passed, he suffered from many symptoms related to CTE. The Brain Ball will be an engaging and informative opportunity for parents, football coaches (all-levels), football program volunteers, high school and college student-athletes, and athletic trainers to hear from an exciting panel of experts to learn and better understand exactly what CTE is and how the village of football supporters can work together to make it as safe as possible for our sons to participate in the sport. This will be a networking Sneaker Ball like none you have ever attended. The Brain Ball sponsor will be the exclusive sponsor for this important knowledge-based event.

### Sponsorship Inclusions:

- Company name as the exclusive CTE Sneaker Brain Ball Sponsor.
- Speaking opportunity at the CTE Sneaker Brain Ball.
- Company signage will be prominently located throughout the event venue.
- Company Logo on table décor
- Company Logo on the RL3 website for 1 year
- Eight (8) Tickets for Company Representatives to attend all Motivation Weekend Events & VIP Events
- VIP Tent access at the Motivation Music Fest
- Company Activation at the CTE Sneaker Brain Ball & promo item distribution
- Reserved Seats in the VIP Tent at Music Fest
- Reserved Parking at Motivation Music Fest
- RL3 Social Media Marketing Kit for promotions
- Autographed Ray Lewis Baltimore Ravens Retired Player Game Jersey
- Photo opportunity with RL3 Family

# CORPORATE SPONSORSHIPS

## Motivation Music Fest - \$75,000



RL3 was an aspiring musical artist. Music was his free space and his outlet. The Motivation Music Fest was named after his song called “Motivation” that he wrote and performed with his brother Rayshad. The Motivation Music Fest will be a family event with music and motivation, a concert in the park. The event will feature food, vendors, guest appearances, and a music showcase including a DJ, local music talent, and national recording artists. The sponsor for the music fest will be the exclusive title sponsor for this fun filled evening.

### Sponsorship Inclusions:

- Company name as the exclusive title Motivation Music Fest Sponsor including the HBCU Village that features The Divine 9 Organizations.
- Hourly public recognition as the event sponsor at the Motivation Music Fest
- Speaking opportunity for company representative at Motivation Music Fest.
- Company signage will be prominently located throughout the event venue.
- Company Logo on all event promotions and advertising.
- Distribution of company promotional materials at the Motivation Music Fest
- Company Logo on the RL3 website for 1 year and link to company website
- Eight (8) Tickets for Company Representatives to attend all Motivation Weekend Events & VIP Events
- VIP Tent access at the Motivation Music Fest
- Company Activation at the Motivation Music Fest
- Reserved Seats at all Motivation Weekend events
- Reserved Parking at Motivation Music Fest
- RL3 Social Media Marketing Kit for promotions
- Autographed Ray Lewis Baltimore Ravens Retired Player Game Jersey
- Photo opportunity with RL3 Family and the National Recording Artist



# CORPORATE SPONSORSHIPS



## Motivation Weekend Title Sponsor - \$200,000

The Motivation Weekend Title Sponsor will have the exclusive opportunity to be the presenting sponsor for the entire weekend of events. This will be a custom sponsorship package that can include the following benefits and any other negotiated deliverables.

### Sponsorship Inclusions:

- Company name as the exclusive title and presenting sponsor of “Motivation Weekend”.
- Company signage will be prominently located throughout the weekend of events.
- Public acknowledgement throughout the weekend.
- Speaking opportunities at all weekend events.
- Corporate promotional video shown at the CTE Sneaker Brain Ball.
- Company Logo on the RL3 website for 1 year.
- Tickets for Company Representatives to attend all Motivation Weekend Events & VIP Events
- Company Activations at all Motivation Weekend events
- Reserved Seating and Parking at all events
- RL3 Social Media Marketing Kit for promotions
- Exclusive one-on-one with RL3 Co-Founders
- Autographed Ray Lewis Baltimore Ravens Retired Player Game Jersey
- Photo opportunity with RL3 Family

