



May 2, 2012

Dear Potential BEF Supporter:

The **17th Annual UnitedHealthcare Empire Challenge High School All-Star Game**, benefitting the Boomer Esiason Foundation and local youth sports, will take place on Tuesday, June 19, 2012 at James S. Shuart Stadium on the campus of Hofstra University.

This game is Long Island's premier charity sporting event, filled with fun for all ages:

- **Pre-Game festivities:**
 - [*Generation Jets Fan Fest*](#), filled with inflatable rides and attractions
 - [*UnitedHealthcare Sports Expo*](#), where local vendors will be set-up displaying their company products and services.
 - [*Strawberry's Bar & Grille VIP Tent*](#), where we provide food & beverage to our VIP ticket guests, music provided by Hype-It-Up Entertainment, raffle items, and meet/greets with local NFL alumni.
- **In-Game:**
 - The game features high school seniors from various Long Island and New York City school districts all striving to win for their respective home turf!
 - [*MSG Varsity will broadcast the game LIVE*](#) on their channel, as well as having all of the MSG-TV channels broadcasting the game over the course of a few weeks after the game.

The Empire Challenge Foundation Inc. is a non-profit organization whose primary goals are to provide financial assistance to research aimed at finding a cure for cystic fibrosis and to promote youth football programs. Through this annual high school all-star football game, the Empire Challenge Foundation, Inc. along with its corporate sponsors, raises money for the Boomer Esiason Foundation's fight against cystic fibrosis, contributes to the Gunnar H. Esiason Endowment Scholarship Fund at Hofstra University, and supports youth and high school sports in the New York metropolitan area.

Please consider joining us on June 19 for a day filled with plenty of family entertainment and great competition. Enclosed you will find information about the event and how you may be able to help the cause. **Please look over the information carefully and think about not only your bottom line, but ours as well.** We realize there are so many compelling causes that need support, and we thank you for considering ours.

Should you have interest in supporting this event in any capacity (i.e. sponsorship, game or VIP Tent purchases, in kind donations, etc.), please contact us with any questions or inquiries.

Warm regards,

Kenneth R. Zore, Jr.
Senior Vice President-Operations
516-746-0077 office / 513-702-4248 cell
KZore@esiason.org



17th Annual UnitedHealthcare Empire Challenge ~ SPORTS EXPO ~

The Sports Expo is a great space inside Hofstra Stadium on the concourse to see many local Long Island based companies and what they have to offer. You can display your companies' products and meet face to face with a wide range of consumers. We're limited to (15) positions in this area, so contact us today to reserve your spot.

Sports Expo details:

- Time = 4:00pm-10:00pm (*game time is 7:30pm*)
- Location = Hofstra Stadium Concourse located at the Main Gate entrance
- Admission = FREE to all fans
- Arrival and Set-up = 2:00pm, ready to go by 3:00pm the latest
- Breakdown and Departure = 10:00pm, begin breakdown around 9:30pm

\$1,000 will get you the following elements:

- (1) 10'x20' display space for your table and/or pop-up tent displays (*vendor must provide tent*)
- (40) General Admission game tickets (*included, \$600 value*)
- (4) VIP Tailgate Party Passes (*included, \$400 value*)
- (4) Autographed Boomer Esiason color 8x10 photos with COA (*included, \$100 value*)
- Ability to distribute coupons or hand-outs relating to your company (*BEF must approve*)
- Ability to purchase a full-page Game Program ad at a discounted rate of \$500 (*\$750 value*)
- Ability to purchase a half-page Game Program ad at a discounted rate of \$250 (*\$500 value*)

\$500 will get you the following elements:

- (1) 10'x10' display space. Good for your table and/or pop-up tent displays, etc.
- (20) General Admission game tickets (*included, \$300 value*)
- (2) VIP Tailgate Party Passes (*included, \$200 value*)
- (2) Autographed Boomer Esiason color 8x10 photos with COA (*included, \$50 value*)
- Ability to distribute coupons or hand-outs relating to your company (*BEF must approved*)
- Ability to purchase a full-page Game Program ad at a discounted rate of \$500 (*\$750 value*)
- Ability to purchase a half-page Game Program ad at a discounted rate of \$250 (*\$500 value*)

~ Please contact us with any questions or inquiries ~

Ken Zore / 516-746-0077 office, 513-702-4248 cell, KZore@esiason.org
Rich Hahn / 516-746-0077 office, 513-702-4249 cell, RHahn@esiason.org

www.EmpireChallenge.com / www.Esiason.org



17th Annual UnitedHealthcare Empire Challenge ~ GENERATION JETS FAN FEST ~ ~ STRAWBERRY'S BAR & GRILLE VIP TAILGATE

The Generation Jets Fan Fest is the most popular pre-game destination for the 1,000s of fans and families! Here you can have your table or pop-up tent space, display your companies' products/services and to meet face to face with a wide range of consumers (youth, teens, young adults, and parents).

~ We're limited to (5) positions in this area, so contact us ASAP to reserve a spot ~

Generation Jets Fan Fest details:

- Time = 4:00pm-7:00pm (*game time is 7:30pm*).
- Location = James M. Shuart (Hofstra) Stadium parking lot.
- Admission = FREE to all fans.
- Arrival and Set-up = 2:00pm, ready to go by 3:00pm the latest.
- Breakdown and Departure = 7:30pm, begin breakdown around 7:00pm.
- **New York Jets** will have "**Generation Jets Fest**" on-site, which consists of interactive NFL inflatables, games, and giveaways. The **Jets Flight Crew** will be on-hand to greet fans, sign autographs, and take pictures.
- **New York Islanders** will have "**I.C.E. Tour**" on-site, which consists of NHL themed inflatables, games, and giveaways. The **Islanders Ice Girls** will be on-hand to greet fans, sign autographs, and take pictures.
- **Strawberry's Bar & Grille** VIP Tailgate Party Tent is located in this parking lot.

\$500 will get you the following elements:

- (1) 10'x10' display space. Good for your table and/or pop-up tent displays, etc.
- (20) General Admission game tickets (*included, \$300 value*).
- (2) VIP Tailgate Party Passes (*included, \$200 value*).
- (2) Autographed Boomer Esiason color 8x10 photos with COA (*included, \$50 value*).
- Ability to distribute coupons or hand-outs relating to your company (*BEF must approve*).
- Ability to purchase a full-page Game Program ad at a discounted rate of \$500 (*\$750 value*).
- Ability to purchase a half-page Game Program ad at a discounted rate of \$250 (*\$500 value*).
- Ability to distribute coupons or hand-outs relating to your company (*BEF must approve*).
- **Power will be provided, but be sure to bring extension cords and power strips.*

\$100 will get you the following elements:

- (1) Ticket to enter the **Strawberry's Bar & Grille** VIP Tailgate Party Tent.
- Time = 4:00pm-7:00pm (*game time is 7:30pm*).
- Location = James M. Shuart (Hofstra) Stadium parking lot, adjacent to Generation Jets Fan Fest.
- You will receive food and beverage (alcoholic & non-alcoholic), chance to win raffle prizes, music provided by Hype-It-Up Entertainment, and a chance to meet & greet with Boomer and other local NFL alumni.
- **FREE** (1) general admission game ticket.

~ Please contact us with any questions or inquiries ~

Ken Zore / 516-746-0077 office, 513-702-4248 cell, KZore@esiason.org
Rich Hahn / 516-746-0077 office, 513-702-4249 cell, RHahn@esiason.org

www.EmpireChallenge.com / www.Esiason.org