



## I Am Ali Festival

July 5-15, 2017

Programming Draft

### About the “I Am Ali” Festival

In July 2017, Louisville will host a 10-day festival celebrating the legacy of native son and global humanitarian Muhammad Ali. The “I Am Ali” festival, taking place July 5-15, will include local arts and cultural groups, performances and events – along with two premier girls’ basketball tournament events that will bring over 10,000 girls to Louisville.

In correlation with two premier girls’ basketball tournament events—the *Run 4 Roses Basketball Classic* and *Battle in the Boro*—taking place at the Kentucky Expo Center, the “I Am Ali” Festival will offer a conglomerate of programming, films, events, entertainment, and other activities around the city that connect with and reinforce Muhammad Ali’s great legacy as a global citizen, athlete, and humanitarian. This one-of-a-kind Festival was created in conjunction with [the KY Exposition Center and Tucker Neale](#), Executive Director of [ohiobasketball.com](#) and owner of TSN Camps & Clinics.

The inaugural “I Am Ali” festival was held at the Kentucky Center this past summer during the week of Ali’s death and memorial, attracting 15,000 young people.

#### I. “I Am Ali” Opening Ceremony—Freedom Hall

At the Muhammad Ali Center, we believe that every girl, no matter where she is born, deserves the chance to soar! During this once-in-a-lifetime event, attendees will be inspired by the struggles, the determination, and the triumphs of premier athletes and motivational speakers. Participants will be inspired by the life and legacy of Muhammad Ali to take up his torch and to find personal greatness through service to others. In addition, the winner of the “I Am Ali” service competition will be announced and the top five teams will receive special recognition. In addition, the program will include music and performances by renowned artists.

**Dates:** July 6 and July 10

**Time:** 7:30-9:30 PM

**Audience:** FH will be set for approx. capacity of 12K.

**Roses: Players: 5,300**

**Family: 8,000**

**Boro: Players: 5,900**

**Family: 8,700**



**Sponsorship:** Based on preliminary estimates, cost of production for ceremonies will be approximately \$100K. This does NOT include the cost of any talent, or transportation/accommodation requirements. We do however, have suites available to Sponsors for their use and to attend the event.

\*Jessica has reached out to Ambassador Shabazz to offer her assistance in organizing talent information.

## **II. Becoming a Citizen Athlete: Youth Leadership Forum for TFN Participants**

Taking place in the one and only Muhammad Ali Center, during this Forum, participants will be encouraged to reflect upon their individual and team values, explore their inner strength, and discover their greatness through service to others. Professional educators from the Muhammad Ali Center will engage participants in an interactive session to discover Muhammad Ali's Six Core Principles. Participants will learn how these principles gave Muhammad the wherewithal to be the best athlete he could be, the strength and courage to stand up for what he believed, the inspiration to reach people around the world, and the dedication to help others.

This interactive educational experience will focus on:

1. Promoting girls' empowerment through sports.
2. The roles and responsibilities athletes have beyond the playing field.
3. The ways athletes can serve as educators and advocates to address social problems within and outside of sports.
4. Tools and strategies for taking action and creating social change.

**Dates:** July 6, 7, 10, 11

**Times:** 10:00 AM, 2:00 PM, 6:00 PM daily

**Audience:** Could extend to over 11,000 throughout. Need to discuss the possibility of adding sessions if interest dictates. 9:30 Monday call to discuss Ali75 and how the portal development will work.

**Buses:** CVB?

**Add another time slot?**

**Sponsorship:** \$1600/session, \$19,200/total

*"Service to others is the rent we pay for our rooms here on earth." Muhammad Ali*



### III. Muhammad Ali Core Principles Inspiration Centers

Throughout the “I Am Ali” Festival, athletes, families, and community members will enjoy an interactive, educational experience in the 6 Core Principles Inspiration Center. 6 rooms at the Kentucky Exposition Center will be transformed into curated exhibitions corresponding to the 6 Core Principles of Muhammad Ali: Confidence, Conviction, Dedication, Respect, Spirituality, and Giving. Athletes and community youth will be given “passports” to guide their experience through each Inspiration Center. Students that visit every Inspiration Center will receive an “I Am Ali” commemorative gift.

**Dates:** July 5-15

**Audience:** *All attendees (including players, coaches, families and communities)*

**2017: Players:** 11,200 (Roses: 5,300/Boro: 5,900)

**Sponsorship:** \$60,000 (\$10,000/room) **(I believe this is a conservative number if we are looking to fabricate mobile exhibits and pay for Ali images)** Need to get with the Ali Center curation team to discuss how this will look/feel prior to going to exhibit fabricator.

### IV. Community Day—Kentucky Expo Center

Youth programs from around our region will be invited to participate in a fun and enriching day of activities at the Kentucky Expo Center. Youth will explore the 6 Core Principles activity rooms and will complete a passport of activities to receive their “I Am Ali” commemorative gift.

**Dates:** July 9

**Times:** 9:00 AM – 4:00 PM

**Audience:** *Boys & Girls Clubs, Louisville Metro Parks Community Centers, YMCA Summer Programs, Church Groups etc. 1500*

**Sponsorship:** **Team, please fill in the estimated cost for this program**

**\$2,500.00**

*“What you are thinking, you are becoming.” –Muhammad Ali*

### V. Champions Aren’t Made In Gyms: Optional Tour Program for TFN Camps Participants

What makes a champion? Are champions defined by success on the field, court, or ring? Or are champions distinguished by something much greater? A visit to the Muhammad Ali Center is not just an experience, but a journey into the heart of a champion. During this experience, sports teams will take a motivational journey through the life and legacy of the Greatest of All Time, Muhammad Ali. Student



athletes will leave inspired to strive for personal greatness both on the field and as leaders in their communities.

#### Guided Tour Experience

- Guided tour led by a professional Ali Center educator
- Inspirational discussion focused on Ali's principle of "Dedication," and the role of athletes as community leaders
- Focus on Gender Equality
- Scavenger hunts provided
- Lunch space provided upon request and availability
- Guided Tours :: \$7 per Student Athlete :: 1 Free Chaperone for Every 6 Students

#### Self-Guided Tour Experience

- Introduction by an Ali Center educator focused on Ali's principle of
- "Dedication" and athletes as community leaders
- Recommended for groups with 1 hour or less for visit
- Self-Guided Tours :: \$5 per Student Athlete :: 1 Free Chaperone for Every 6 Students

**Dates: TUESDAY—SATURDAY: 9:30 am - 5:00 pm**

**Sponsorship: \$5/student, IE \$5000 would sponsor 1000 students**

**Reservations:** Contact the Ali Center Education team at 502-992-5340 or [mszabo@alicenter.org](mailto:mszabo@alicenter.org)

*"Champions aren't made in gyms. Champions are made from something they have deep inside them—a desire, a dream, a vision. They have to have the skill, and the will. But the will must be stronger than the skill." -Muhammad Ali*

#### **VI. Gender Equality Film Series—Ali Center**

Join the Ali Center each evening for a selection of the best girl-empowering movies!

**Dates: July 7 and 11**

**Time: 6:30 PM**

**Sponsorship: \$500/event**

Price: \$5 per Student Athlete:: 1 Free Chaperone for Every 6 Students

Reservations: Seating is limited. Visit <http://www.alicenter.org/programs/film-programming/> to reserve your tickets.



*"If my mind can conceive it, and my heart can believe it - then I can achieve it."-Muhammad Ali*

## **VII. Service Competition**

Each team registered for the tournaments will have the opportunity to create a team-specific impact platform. As your team completes service, athletes and coaches will be able to track service hours through a simple, easy-to-use texting system. With a simple photo snap during acts of service, teams will be able to showcase there's "Ali in All of Us" and help create a more caring world we all wish to see.

Teams are tasked with utilizing their leadership skills to make an impact in their communities through a service activity. **Details forthcoming**

Two winning teams (one per tournament) will receive a sponsored trip to the 2017 Muhammad Ali Humanitarian Awards. Winning teams will be announced at the I Am Ali Opening Ceremony.

**Sponsorship: TBD**

*"People always ask what they could do for Muhammad. He didn't need anything, but he was so touched by the idea of people around the world being willing to celebrate his 75th birthday by dedicating 75 hours of service to others. He wanted to share the six core principles that empowered him to change the world."— Lonnie Ali*

### **Additional Sponsorship Opportunities**

1. **T-Shirts:** Players/Community= 12,700 // Sellable Merchandise: ? // Staff Shirts: max 200
2. **Food/drink:** Local Coca Cola to provide product and giveaways, ex: foam basketballs, PowerAde flavor packs
3. **Marketing**
4. **Community Day Project:** Ex: Blessings in a backpack, school supply donations to benefit local area youth
5. ...
6. ...
- 7.