

MomsTEAM Institute Summit



SmartTeams play safe™

“Protecting the Health and Safety of the Whole Child
in Youth Sports by Implementing Best Practices”

September 15, 2014 10:00 – 6:00 PM Boston

Joseph B. Martin Conference Center at Harvard Medical School

Sponsorship Opportunities

ABOUT MomsTEAM INSTITUTE

MomsTeam Institute, Inc. (“the Institute”) is a Massachusetts non-profit corporation formed to continue and expand on MomsTEAM.com’s fourteen-year mission of providing comprehensive, well-researched evidence and solutions based information to youth sports parents, coaches, athletic trainers, and other health care professionals about all aspects of the youth sports experience. Our mission is to provide youth sports stakeholders with comprehensive, practical information and best practice resources to keep all children safe physically, psychologically, and sexually while playing sports.

ABOUT THE SMART TEAM™ PROGRAM

The Smart Team™ program is modeled on the community-centric approach to improving youth sports safety highlighted in MomsTEAM’s PBS documentary, “The Smartest Team: Making High School Football Safer,” and expands on the Six Pillar® approach to concussion risk management that MomsTEAM used to help a high school football program in rural Oklahoma drastically reduce the rate of concussions.

In collaboration with and input from all relevant youth sports stakeholders, the Institute is designing and developing a set of comprehensive health and safety best practices, and will be awarding “Smart Team” status to Youth Sports Organizations (YSOs) which have demonstrated a commitment to minimizing the risk of physical and psychological injury to, and sexual abuse of, young athletes by implementing such practices.

Beginning September 2014 we will roll out six Smart Team youth football (ages 5-12) pilot programs with pilot coordinators from:

Michigan State - University of Tulsa - AT Still University - University of Tennessee - University of South Carolina - Texas A & M

NATIONAL Roll Out: all other Smart Teams programs for all organized team sports in 2015. Programs that achieve Smart Team™ status will provide safety-conscious sports parents a level of assurance that they have made health and safety an important priority, not to be sacrificed at the altar of team or individual success. The summit will serve to kick off the national Smart Teams program



ABOUT THE SUMMIT

Instead of another summit focused on identifying the problems our nation confronts in making youth sports safer, the “Smart Teams play safe™” summit will assemble our world-class Board of Advisors to put *knowledge into action and provide solutions* by announcing a comprehensive set of youth sports health and safety best practices, and the launch of SmartTeam pilot programs designed to test those best practices in selected communities around the country.

The summit will begin on the evening of Sunday, September 14, 2014 with a gala cocktail reception and dinner in Boston for major sponsors with a well-known guest speaker. It will continue on Monday, September 15th from 10:00 - 6:00 PM with “TEDtalk”-style presentations by many of our advisors and invited guest speakers, including Brian Hainline, Chief Medical Officer of the NCAA, pediatric sports medicine pioneer, Lyle Micheli, MD of Boston Children’s Hospital, bestselling author Rosalind Wiseman, and many others. All presenters will focus on how young athletes can play safe by being smart, and will take a holistic, approach to youth sports safety which addresses not just a child’s physical safety, but emotional, psychological and sexual safety as well. The symposium will be videotaped and posted on the Institute and MomsTEAM.com websites and the MomsTEAM channel on YouTube.

WHY MomsTEAM INSTITUTE?

MomsTEAM Institute is perfectly positioned to leverage MomsTEAM.com and Executive Director Brooke de Lench’s deep understanding of and 15 years of experience and contacts in the youth sports space, and its stellar reputation as the trusted source of high quality, well-researched, objective, and practical information on youth sports health and safety to bring together all stakeholders to identify and develop the best practices and consistent messaging on which the success of the Smart Team™ program will depend.

THE OPPORTUNITY

By underwriting the summit, participating underwriters will be demonstrating in a powerful and tangible way their commitment to the health and safety of youth athletes and to a more inclusive youth sports model which will result in increased participation rates and interest in youth sports. Underwriters will benefit from the “halo effect” of their association with and support of the Smart Team program, the Institute, and MomsTEAM.com.

The SPEAKERS

There will be four additional speakers and a well known media personality will be the moderator of the “TED talk” style summit.

***Lyle Micheli, MD** *(Member, Board of Directors)*

Director of the Division of Sports Medicine at Boston Children’s Hospital
Founder of The Micheli Center for Sports Injury Prevention

Rosalind Wiseman

Author Queen Bees & Wannabes and
Masterminds & Wingmen

***Brooke de Lench** *(Member, Board of Directors)*

Producer, The Smartest Team: Making High School Football Safer (PBS)
Author, Home Team Advantage (Harper Collins)
Executive Director, MomsTEAM Institute

Joe Ehrmann

Former player, National Football League
Coach for America

Tracey Covassin, Ph.D.

Associate Professor
Undergraduate Athletic Training Program Director
Michigan State University

***Doug Abrams** *(Member, Board of Directors)*

University of Missouri Law Professor
MomsTEAM Institute Board Member
Youth Sports Legal Expert

Tobin F. Nelson, ScD

Associate Professor
School of Public Health
University of Michigan

Holly Silvers, MPT

Director of Research
Santa Monica Sports Medicine Foundation

Brian Hainline, M.D.

Chief Medical Officer
National Collegiate Athletic Association (NCAA)

Donald Collins, J.D.

Commissioner of Athletics
California Interscholastic Federation

Neeru Jayanthi, M.D.

Associate Professor
Primary Care Sports Medicine
Loyola University Chicago
Stritch School of Medicine

James MacDonald, M.D.

Nationwide Children's Hospital
Division of Sports Medicine
Web Editor, *Clinical Journal of Sports Medicine*

Katherine Starr

Two-time Olympic Swimmer
Founder and Executive Director, Safe4Athletes

Douglas J. Casa, Ph.D.

Professor, Department of Kinesiology
Chief Operating Officer, Korey Stringer Institute

Rosemarie Scolaro Moser, Ph.D.

Director, Sports Concussion Center of New Jersey
Author, Ahead of the Game: The Parent’s Guide to Youth Sports Concussion

And a special panel with our six SmartTeams Pilot Coordinators



Major Sponsor \$25,000

- Major sponsor and host of National Town Hall Summit: “Smart Teams play safe”
- 15 complimentary conference registrations
- Full brand/Name recognition whenever sponsored segment is mentioned
- 6 announcements during event as Lead Sponsor
- Recognition in all pre summit marketing and advertising materials
- Full Page Article or Advertisement in event program (content subject to approval)
- Logo and link displayed on MomsTEAM Institute website
- Booth Space
- Invitation to Opening Reception & Dinner for six (6) people on Sunday evening
- 3 sponsors only in this category

Platinum Co-Sponsor \$10,000

- Major sponsor and co-host of National Town Hall Summit: “Smart Teams: play safe”
- 10 complimentary conference registrations
- Full brand/Name recognition whenever sponsored segment is mentioned
- 3 announcements during event as Lead Sponsor
- Recognition in all pre summit marketing and advertising materials (content subject to approval)
- Logo and link displayed on MomsTEAM Institute website
- Full Page Article or Ad In program (content subject to approval)
- Booth Space
- Invitation to Opening Reception/Dinner for four (4) people on Sunday evening



Gold Sponsor \$7,500

- 8 complimentary conference registrations
- Recognition in all pre summit marketing and advertising materials
- ½ page Article or Ad In program (content subject to approval)
- Logo and link displayed on MomsTEAM Institute website
- Booth Space
- Invitation to Reception/Dinner for two (2) people on Sunday evening

Silver Sponsor \$5,000

- 6 Complimentary conference registrations (Monday only)
- Recognition in all pre summit marketing and advertising materials
- ½ page Article or Ad In program (content subject to approval)
- Logo and link displayed on MomsTEAM Institute website

Bronze Sponsor \$2,500

- Recognition as Bronze Sponsor with inclusion of logo in “Smart Teams: play safe” program materials
- Recognition in all pre summit marketing and advertising materials
- Logo and link displayed on MomsTEAM Institute website
- ¼ page Article or Ad In program (content subject to approval)



Additional Support Opportunities

- **Dinner Sponsor \$10,000**
 - Your CEO to provide a short speech
 - Recognition as a sponsor
- **Booth Sponsor \$5,000**
- **Reception Sponsor \$2,000**
 - Signage in reception area
 - Recognition as the sponsor
- **Summit Break Sponsor \$800**
 - Signage in the reception area
- **Promotional Item Sponsor \$600**
 - An item to be included in the tote bags
- **Lanyard Sponsor \$600**
- **MomsTEAM Institute Summit “Valuable Friend” \$1,000 (special program recognition)**
- **Founding Benefactor of MomsTEAM Institute \$5,000**
 - Only 25 places for Founding Benefactors
 - Tickets for six for the Summit
 - Two dinner tickets
 - Your name/company name will be in a special place on the MomsTEAM Institute website.

Web sites: www.MomsTEAM.com and www.MomsTEAMInstitute.org Custom packages are also available. Please send all questions to support@MomsTEAM.com with Subject line: “Smart Teams Summit”



SmartTeams play safe™

Application

Corporation: _____

Contact Person: _____

Phone Number: _____

Address/Email Address:

- Major Sponsor \$25,000
- Platinum Co-Sponsor \$10,000
- Gold Sponsor \$7,500
- Silver Sponsor \$5,000
- Bronze Sponsor \$2,500

Circle one and send with a check to
address below before August 1, 2014

- Dinner Sponsor \$10,000
- Reception Sponsor \$2,000
- Summit Break Sponsor \$800
- Promotional Item Sponsor \$600
- Lanyard Sponsor \$600
- Booth Sponsor \$5,000
- VIP Friend of MomsTEAM Institute Sponsor \$5,000

Circle one and send with a check to
address below before August 1, 2014

Checks should be made out to **MomsTEAM Institute**

Please mail above form and checks to: MomsTEAM Institute 60 Thoreau Street Suite 288 Concord, MA 01742