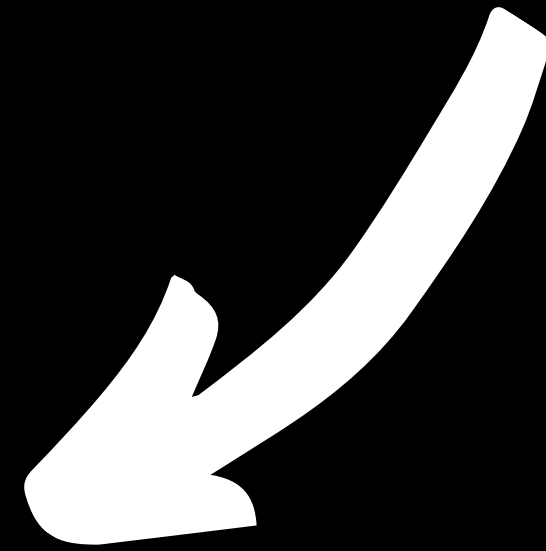


WEEK ZERO BY



INDEPENDENCE TAX SERVICE



WEEK
ZERO
LABOR
DAY
CLASSIC

JOIN US
AUG
30TH
2025



INTRODUCTION

LIVE
YOUR
LEGACY

The Week Zero Classic is an electrifying event that kicks off the college football season with a blend of sports, culture, and community. Set at the iconic Legion Field in Birmingham, Alabama, this weekend-long celebration features thrilling football matchups. A vibrant BBQ festival with over 300 vendors, and high-energy entertainment including live performances and music. With thousands of attendees and significant media coverage, the Week Zero Classic, is a marquee event that brings together fans, alumni, and families for an unforgettable experience.

MISSION STATEMENT

Our mission is to create unforgettable experiences that celebrate the rich heritage of Historically Black Colleges and Universities (HBCUs) and the excitement of all-star sports. We aim to foster community, promote cultural pride, and deliver world-class events that leave lasting memories for all participants and attendees.



Clark Atlanta



Valdosta State

12:25PM

Fortvalley State



VS



West Alabama

4:15PM

DOUBLE HEADER

AUG 30TH 2025

FOOTBALL GAME & HALF TIME SHOW

As the first game captivates the crowd with its high-energy plays and intense rivalries, the halftime show will feature a spectacular display of local performers and marching bands, celebrating the vibrant culture and spirit of the community. As the day transitions into evening, the second game continues the thrill, building up to an unforgettable halftime show headlined by a mainstream performer. This renowned artist will light up the stage, delivering a show-stopping performance that blends music and spectacle, ensuring a memorable experience for all attendees.



ULTIMATE FAN EXPERIENCE

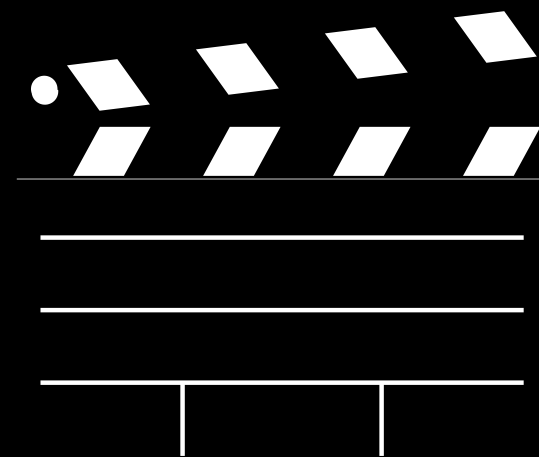


BBQ FESTIVAL

BBQ Festival will showcase over 300 vendors and thrilling BBQ competitions, offering a feast of smoky flavors for everyone to enjoy.

FILM

Week Zero Sports and Film Experience will bring together the worlds of sports and entertainment with engaging workshops, panels, and screenings that explore the intersection of athletics and media.



Autograph Sessions

The Week Zero event will feature an exciting autograph session, where fans can meet and get signatures from NFL players, sports icons, and celebrities.



Live Band

The Week Zero event will feature a dynamic live band, delivering energetic performances that will keep the crowd entertained throughout the festival.



BBQ & MUSIC



The Labor Day Week Zero BBQ Festival is set to be a thrilling celebration, featuring over 300 BBQ vendors from across the nation, offering attendees a wide array of mouth-watering flavors, from slow-smoked ribs and brisket to perfectly grilled chicken wings. The festival will host exciting BBQ competitions judged by celebrity chefs, NFL legends, and other notable figures, while live entertainment, family-friendly activities, and opportunities to meet famous personalities add to the excitement. Adding to the festive atmosphere, the event will also feature an electrifying music festival with top DJs and live bands, delivering high-energy performances and blending modern hits with classic tunes. This unique combination of sports, food, music, and culture makes the Week Zero experience a must-attend for BBQ lovers, football fans, and music enthusiasts alike.



VIP TAILGATING



CORPORATE PARTNERSHIPS

SINGLE GAME TICKETS FOR EVENTS



Specially priced Week Zero partner game tickets available in a block.

IN-VENUE BRAND EXPOSURE



Have your brand logo and name displayed in one or more of our venues for fans to see.

GAME DAY PROMOTIONS AND ACTIVATIONS



Create activations during games that get fans excited and connected to your brand.

CORPORATE PARTNERSHIPS

RADIO MEDIA



Have the voices of the Week Zero media team read your ads live during our games.

DIGITAL AND SOCIAL MEDIA



Tap into the power of our social media following with branded content and/or collaborative posts.

PRINT PUBLICATIONS



Create co-branded ads to appear in printed media.

CORPORATE HOSPITALITY



Create customized and premium group outings to our events that will wow employees and clients.

COKE ZERO ACTIVATION

Coke Zero for the "Live Your Legacy HBCU Classic," seamlessly aligning with its commitment to community, diversity, and cultural heritage. ●●●

WEEK ZERO

BY

COKE ZERO



The Coke Zero is a Lounge at game day this is a premier destination offering comfort, refreshment, and exclusive experiences. Attendees can relax on plush seating, enjoy complimentary Coca-Cola beverages, and recharge their devices at charging stations. The lounge features interactive photo booths, live streaming of the games, and exclusive giveaways, creating a vibrant atmosphere. Meet-and-greet sessions with celebrities and pro athletes provide unique interaction opportunities, while wellness activities promote a healthy lifestyle. Emphasizing sustainability, the lounge also incorporates eco-friendly practices, making it a perfect spot for relaxation and engagement amid the event's excitement.



PARTNERSHIPS

THE QUARTERBACK

- Name on social media introducing the Company to Week Zero
- Name of Company logo with link on the website,
- Two (2) \$60 game tickets
- One (1) PA Announcement In Stadium
- One (2) Passes to the VIP Party in the Tailgate Festival
- One (1) VIP Parking Passes

01

THE RUNNING BACK

- Name on social media introducing the Company to Week Zero
- Name of Company logo with link on the website,
- Six (6) \$60 game tickets
- Three (3) PA Announcement In Stadium
- Six (6) Passes to the VIP Party in the Tailgate Festival
- Three (3) VIP Parking Passes

02

THE COACH

- Name on social media introducing the Company to Week Zero
- Name of Company logo with link on the website,
- Ten (10) \$60 game tickets
- Six (6) PA Announcement In Stadium
- Ten (10) Passes to the VIP Party in the Tailgate Festival
- Six (6) VIP Parking Passes
- 50-week Zero Hand Towels with Company logo
- Week Zero Gift Bag
- Optional Vendor Booth at the Event

03

THE CHAMPION

- Name on social media introducing the Company to Week Zero
- Name of Company logo with link on the website,
- fifteen(15) \$60 game tickets
- Six (6) PA Announcement In Stadium
- fifteen(15) Passes to the VIP Party in the Tailgate Festival
- Ten (10) VIP Parking Passes
- 100-week Zero Hand Towels with Company logo
- Week Zero Gift Bag
- Optional Vendor Booth at the Event
- Interview with Sponsor on the Sideline

04



DIAMOND SPONSOR – \$50,000 05

- **Recognition on all event marketing and press materials**
- **VIP Master Suite**
- **VIP 10'20 Tailgating Tent**
- **VIP Sponsorship Experience**
- **Naming rights for a section of the pre-function or entertainment area**
- **Opportunity for a CEO or senior executive to pre-record a 30-second video message for the Jumbotron**
- **CEO acknowledgment during the 3 QT timeout**
- **Company logo displayed as Presenting Sponsor on the event webpage and digital program**
- **Company logo displayed as Presenting Sponsor banner wrapped around the field.**
- **Acknowledgment on social media before, during, and after the event**
- **Opportunity for a full-screen ad on the Jumbotron outside and inside the stadium including the tv's in the stadium.**

PLATINUM SPONSOR – \$25,000 06

- **Recognition on all event marketing and press materials**
- **VIP Suite guests**
- **VIP 10'20 Tailgating Tent**
- **VIP Sponsorship Experience**
- **Naming rights for a section of the pre-function or entertainment area**
- **Opportunity for a CEO or senior executive to pre-record a 30-second video message for the Jumbotron**
- **CEO acknowledgment during the 4 QT timeout**
- **Company logo displayed as Platinum Sponsor on the event webpage and digital program**
- **Company logo displayed as Platinum Sponsor banner wrapped around the field.**
- **Acknowledgment on social media before, during, and after the event**
- **Opportunity for a full-screen ad on the Jumbotron outside and inside the stadium including the tv's in the stadium**

MEET THE BOARD



WILLIE THOMPSON - OPERATIONS

→ Willie Thompson is a respected figure in Birmingham. His stellar reputation among city officials, commissioners, and business leaders is a vital resource for securing cooperation and lucrative sponsorships, ensuring the success of the Week Zero Labor Day Classic.

01

LESTER SMITH - DIRECTOR OF GLOBAL BRANDING SPORTS

→ With a 16-year career with the San Francisco 49ers, Lester has vast experience in talent management and event coordination. Over the past 25 years, he has proven to be a leader in branding and sponsorships, responsible for securing top talent and sponsorships for Week Zero.

02

A.P. STEADHAM - DIRECTOR OF MEDIA

→ A.P. has an impressive reputation as a dynamic, knowledgeable and well-respected multimedia personality in the world of sports journalism. He holds voting memberships for prestigious awards such as the Heisman Trophy, Maxwell Award, and Biletnikoff Award. His deep connections in the sports media industry bring unparalleled visibility and credibility to Week Zero, ensuring that this event garners national attention.

03

MARCUS CASTRO - DIRECTOR OF SPONSORSHIP

→ Marcus currently serves as Director of Player Engagement and NIL at the University of Florida, following successful roles at Nebraska, Arizona State, and UCF. With a focus on sponsorship engagement and athlete branding, Marcus is instrumental in securing partnerships for Week Zero. His innovative approach to NIL (Name, Image, Likeness) has helped athletes maximize their opportunities, and his involvement brings valuable insights into the growing influence of NIL in college sports.

04

JIM GAUDIOSI LAW FIRM - CHIEF LEGAL COUNSEL

→ is a distinguished legal partner for the Week Zero Classic, providing expert legal services and guidance to ensure the smooth execution of this premier event. With extensive experience in the sports and entertainment sectors, Jim Gaudiosi and his team are instrumental in handling all legal aspects of the Week Zero Classic, including contracts, sponsorship agreements, intellectual property rights, and compliance

05

JOHN LEWIS DIRECTOR OF COMMUNITY RELATIONS

→ John Lewis brings over 25 years of expertise in Speed and Agility Training and Extreme Workouts to the fitness world. In 2003, he founded Energy Fitness in Atlanta, GA, which has since grown into a thriving fitness hub under his leadership. Through a diverse range of programs, including Speed and Agility Camps, Pool Workouts, Dance Classes, and strong community engagement, John has cultivated a loyal following and built a reputation for excellence.

06

WHY US?

LIVE YOUR LEGACY



The "Live Your Legacy" initiative inspires young attendees to honor their roots, connect with their communities, and work together to build a bright and united future.



THANK YOU

Thank you for considering this exciting opportunity to partner with the Week Zero Classic, where your brand can be part of an unforgettable experience and leave a lasting legacy in sports, entertainment, and community celebration.

