

SOUND MIND  
**SOUND BODY**



20th Anniversary  
**CELEBRATION**

**APRIL 24-28, 2024**

**THE GODFREY**  
HOTEL DETROIT



# Letter from the SMSB Foundation Founder & President

The Sound Mind Sound Body Foundation (SMSB) is proud to announce its 20th Anniversary of service, which will coincide with the upcoming NFL Draft. To mark this milestone, we will also announce the opening of our new community center, the Sound Mind Sound Body Community Engagement Center for Science, Technology, Engineering, and Mathematics (STEM). With our headquarters, SMSB can expand its programs, form stronger partnerships, and serve over 5,000 children in the region.

We have planned exceptional events over five days to celebrate our 20th Anniversary. These events include a VIP Welcome Reception at The Godfrey Detroit, where guest speakers and SMSB alums/NFL players will be present. In addition, we will host a range of youth events, such as the S.T.E.M & ESPORTS Showcase, NFL Draft Student Tour and Scavenger Hunt, and a Cheer, Football & Flag Showcase.

Our scheduled events aim to highlight the significant impact SMSB has had on the community. What began as a football camp in 2004 has evolved into a year-round academic Out-of-School Time (OST) program that has positively impacted the lives of more than 30,000 students in the Metropolitan Detroit region and across the country. Our mission has always been to empower the youth of Metro Detroit and prepare them for future opportunities through academics, life skills, and athletics.

With your support, we look forward to celebrating 20 years of service and success. If you require more information, please do not hesitate to contact us at [jbannermansmsb@gmail.com](mailto:jbannermansmsb@gmail.com) or (313) 460-8339. Thank you for your continued support!

Sincerely,



Curtis Blackwell, II  
President, Sound Mind Sound Body Foundation



**Curtis Blackwell, II**  
**SMSB Foundation Founder &**  
**President**

Sound Mind Sound Body  
aims to create well-  
rounded students who  
exhibit the SMSB formula  
for SUCCESS  
STUDENT + ATHLETE +  
SOCIAL RESPONSIBILITY  
+ SOUND DECISION  
MAKING = SUCCES



# The Sound Mind Sound Body Community Engagement Center for Science, Technology, Engineering, and Mathematics

We are delighted to share our recent acquisition of the Sound Mind Sound Body Headquarters. The Sound Mind Sound Body Community Engagement Center for Science, Technology, and Mathematics facility is located at 11440 Morang in District 4 of Detroit. This impressive 38,000 sq ft building spans across 2 acres of land and will allow us to grow our programs, build stronger partnerships, and serve more than 5,000 children.

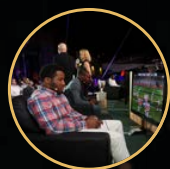




# EVENT LINEUP

DETROIT, MICHIGAN

We are excited to announce that all sponsorship support will be directed towards our amazing five-day event lineup. The Sound Mind Sound Body organization is ensuring that 3,000 SMSB students get to participate in our incredible youth events, including the exciting NFL Draft activities..



**APRIL 24TH:** S.T.E.M & ESPORTS SHOWCASE

POWERED  
BY:



**APRIL 25TH:** NFL DRAFT STUDENT TOUR AND  
SCAVENGER HUNT

POWERED  
BY:



**APRIL 26TH:** WELCOME CELEBRATION

**THE GODFREY**  
HOTEL DETROIT



**APRIL 27TH:** CHEER & FLAG SHOWCASE



**APRIL 28TH:** 7V7 & BIG MAN SHOWCASE





## April 24-28, 2024

<b>BENEFITS OF SPONSORSHIP</b>	<b>NAMING \$150,000</b>	<b>TITLE \$75,000</b>	<b>PRESENTING \$50,000</b>	<b>OFFICIAL \$25,000</b>	<b>TOUCHDOWN \$10,000</b>
WELCOME RECEPTION TICKETS	20	15	10	5	5
AFTERGLOW VIP PROGRAM TICKETS	20	15	10	5	5
VENDOR AREA WITH TABLETOP SIGN	32' X 8'	24' X 8'	16' X 8'	8' X 8'	Cocktail Table
CUSTOMIZED BUSINESS DEVELOPMENT STRATEGY	48 Hours	40 Hours	32 Hours	24 Hours	16 Hours
PODCAST INTERVIEW	30 Minutes	20 Minutes	15 Minutes	12 Minutes	10 Minutes
COMMERCIAL DURING FORMAL EVENT	180 Seconds	150 Seconds	120 Seconds	90 Seconds	45 Seconds
MENTION IN E-BLASTS TO SMSB DATABASE	Ten Times	Eight Times	Six Times	Four Times	Three Times
ACTIVATION AT ALL YOUTH EVENTS	X	X	X	X	X
LOGO ON VIDEO LOOP	X	X	X	X	X
LOGO WITH HYPERLINK ON PARTNERS AND SPONSORS PAGE	X	X	X	X	X
PRIVATE BOOTH AREA AT RECEPTION	X	X	X	X	X
PRIVATE BOOTH AREA AT AFTERGLOW	X	X	X	X	X
FULL PAGE IN 20TH ANNIVERSARY EVENT BOOKLET	X	X	X	X	X
COLLABORATIVE SOCIAL MEDIA STRATEGY	X	X	X	X	
LOGO ON EVENT STEP AND REPEAT	X	X	X		
PRESS STRATEGY THAT INCLUDES LOCAL NEWS	X	X			

### YOUTH EVENTS

STEM & E-Sports Showcase | NFL Draft Student Tour & Scavenger Hunt | Seven-On-Seven & Big Man Football Tournament | Cheer & Football Showcase

# **Tier 1**

## **Naming Sponsor Package \$150,000**

### **Sponsorship Details**

- **20 WELCOME RECEPTION TICKETS**
- **20 AFTERGLOW VIP PROGRAM TICKETS**
- **32' X 8' VENDOR AREA WITH TABLETOP SIGN DURING FORMAL EVENT**
- **48 HOURS OF CUSTOMIZED BUSINESS DEVELOPMENT STRATEGY**
- **30 MIN. PODCAST INTERVIEW**

- **180 SECONDS COMMERCIAL DURING FORMAL EVENT**
- **TEN TIMES MENTION IN E-BLASTS TO SMSB DATABASE**
- **ACTIVATION AT ALL YOUTH EVENTS**
- **LOGO ON VIDEO LOOP**
- **LOGO WITH HYPERLINK ON PARTNERS AND SPONSORS PAGE**
- **PRIVATE BOTH AREA AT RECEPTION**

- **PRIVATE BOOTH AREA AT AFTERGLOW**
- **FULL PAGE AD IN 20TH ANNIVERSARY EVENT BOOKLET**
- **COLLABORATIVE SOCIAL MEDIA STRATEGY**
- **LOGO ON EVENT STEP AND REPEAT**
- **PRESS STRATEGY THAT INCLUDES LOCAL NEWS**
- **ACTIVATION OPPORTUNITIES AT YOUTH EVENTS**



# Tier 2

## Title Sponsor Package \$75,000

### Sponsorship Details

- 15 WELCOME RECEPTION TICKETS
- 15 AFTERGLOW VIP PROGRAM TICKETS
- 24' X 8' VENDOR AREA WITH TABLETOP SIGN DURING FORMAL EVENT
- 40 HOURS OF CUSTOMIZED BUSINESS DEVELOPMENT STRATEGY
- 20 MIN. PODCAST INTERVIEW

- 150 SECONDS COMMERCIAL DURING FORMAL EVENT
- EIGHT TIMES MENTION IN E-BLASTS TO SMSB DATABASE
- ACTIVATION AT ALL YOUTH EVENTS
- LOGO ON VIDEO LOOP
- LOGO WITH HYPERLINK ON PARTNERS AND SPONSORS PAGE
- PRIVATE BOTH AREA AT RECEPTION

- PRIVATE BOOTH AREA AT AFTERGLOW
- FULL PAGE AD IN 20TH ANNIVERSARY EVENT BOOKLET
- COLLABORATIVE SOCIAL MEDIA STRATEGY
- LOGO ON EVENT STEP AND REPEAT
- PRESS STRATEGY THAT INCLUDES LOCAL NEWS

# **Tier 3**

## **Presenting Sponsor Package \$50,000**

### **Sponsorship Package**

- **10 WELCOME RECEPTION TICKETS**
- **10 AFTERGLOW VIP PROGRAM TICKETS**
- **16' X 8' VENDOR AREA WITH TABLETOP SIGN DURING FORMAL EVENT**
- **32 HOURS OF CUSTOMIZED BUSINESS DEVELOPMENT STRATEGY**
- **15 MIN. PODCAST INTERVIEW**

- **120 SECONDS COMMERCIAL DURING FORMAL EVENT**
- **SIX TIMES MENTION IN E-BLASTS TO SMSB DATABASE**
- **ACTIVATION AT ALL YOUTH EVENTS**
- **LOGO ON VIDEO LOOP**
- **LOGO WITH HYPERLINK ON PARTNERS AND SPONSORS PAGE**
- **PRIVATE BOTH AREA AT RECEPTION**

- **PRIVATE BOOTH AREA AT AFTERGLOW**
- **FULL PAGE AD IN 20TH ANNIVERSARY EVENT BOOKLET**
- **COLLABORATIVE SOCIAL MEDIA STRATEGY**
- **LOGO ON EVENT STEP AND REPEAT**



# Tier 4

## Official Sponsor Package \$25,000

### Sponsorship Details

- 5 WELCOME RECEPTION TICKETS
- 5 AFTERGLOW VIP PROGRAM TICKETS
- 8' X 8' VENDOR AREA WITH TABLETOP SIGN DURING FORMAL EVENT
- 24 HOURS OF CUSTOMIZED BUSINESS DEVELOPMENT STRATEGY
- 12 MIN. PODCAST INTERVIEW

- 90 SECONDS COMMERCIAL DURING FORMAL EVENT
- FOUR TIMES MENTION IN E-BLASTS TO SMSB DATABASE
- ACTIVATION AT ALL YOUTH EVENTS
- LOGO ON VIDEO LOOP
- LOGO WITH HYPERLINK ON PARTNERS AND SPONSORS PAGE
- PRIVATE BOTH AREA AT RECEPTION

- PRIVATE BOOTH AREA AT AFTERGLOW
- FULL PAGE AD IN 20TH ANNIVERSARY EVENT BOOKLET
- COLLABORATIVE SOCIAL MEDIA STRATEGY

# **Tier 5**

## **Official Sponsor Package \$10,000**

### **Sponsorship Details**

- **5 WELCOME RECEPTION TICKETS**
- **5 AFTERGLOW VIP PROGRAM TICKETS**
- **COCKTAIL TABLE DURING FORMAL EVENT**
- **16 HOURS OF CUSTOMIZED BUSINESS DEVELOPMENT STRATEGY**
- **10 MIN. PODCAST INTERVIEW**

- **45 SECONDS COMMERCIAL DURING FORMAL EVENT**
- **THREE TIMES MENTION IN E-BLASTS TO SMSB DATABASE**
- **ACTIVATION AT ALL YOUTH EVENTS**
- **LOGO ON VIDEO LOOP**
- **LOGO WITH HYPERLINK ON PARTNERS AND SPONSORS PAGE**
- **PRIVATE BOTH AREA AT RECEPTION**

- **PRIVATE BOOTH AREA AT AFTERGLOW**
- **FULL PAGE AD IN 20TH ANNIVERSARY EVENT BOOKLET**



# Sponsorship Form

Contact Name:	
Organization:	
Address:	
Email:	

Check payable to: Sound Mind Sound Body Foundation  
 Mail to: 24707 Pembroke Dr., Southfield, MI 48033

Cashapp \$SMSBFOUNDATION

<input type="checkbox"/>	Naming Sponsor	\$150,000
<input type="checkbox"/>	Title Sponsor	\$75,000
<input type="checkbox"/>	Presenting Sponsor	\$50,000
<input type="checkbox"/>	Official Sponsor	\$25,000
<input type="checkbox"/>	Touchdown Sponsor	\$10,000
<input type="checkbox"/>	For other donation amounts please insert total:	

All Donations are directed through Sound Mind Sound Body Foundation, a 501(c)3

For questions, please contact SMSB at [info@smsbacademy.com](mailto:info@smsbacademy.com)  
 Email print-ready ads to [info@smsbacademy.com](mailto:info@smsbacademy.com) - images must be in jpeg, png, or pdf

# 20th Anniversary Guest Speakers



**Eric Thomas**  
“ET, The Hip Hop Preacher”  
Motivational Speaker



**Dr. Derrick Coleman**  
Superintendent of River  
Rouge School District



**Steven McGhee**  
Superintendent of  
Harper Woods School  
District



**Dr. Nikolai Vitti**  
Superintendent of  
Detroit Public Schools  
Community District



**Dr. Jennifer Green**  
Superintendent of  
Southfield Public  
Schools District





# Special Invited Guests

## Retired NFL Players & Executives



Guy Troupe  
Founder and CEO of the  
Player Networking Event

President and CEO of  
Troupe21 & Associates

NFL Executive



Devin Funchess  
Team: Colts  
Michigan  
Harrison High  
SMSB C/o 2010



Dion Sims  
Team: Bears  
Michigan State  
Orchard Lake St. Marys  
High  
SMSB C/O 2008



Devin Gardner  
Team: Steelers  
Michigan  
Inkster High  
SMSB C/o 2009



Larry Foote  
Buccaneers LB Coach  
Michigan  
Pershing  
SMSB C/O 1997



Demeris Johnson  
Team: Buffalo Bills  
Western Illinois  
King High



Antonio Gates  
Team: Chargers  
Kent State  
Detroit Central High



Michael Vick  
Team: Steelers  
Virginia Tech  
Warwick High (VA)



Anthony Adams  
Team: Bears  
Penn State  
King High



Gerald McBurrows  
Team: Falcons  
Kansas  
King High



Arthur Hightower  
Senior Director of Player  
Engagement

NFL Executive



# Special Invited Guests

## Sound Mind Sound Body Alumni & Current NFL Players



Mike Onwenu  
Team: Patriots  
Michigan  
Cass Tech  
SMSB C/o 2014



Chauncey Golston  
Team: Cowboys  
Iowa  
East English High  
SMSB C/o 2015



Desmond King  
Team: Texans  
Iowa  
East English High  
SMSB C/o 2012



K. J. Hamler  
Team: Colts  
Penn State  
Orchard Lake St. Mary's High  
SMSB C/o 2016



Tavierre Thomas  
Team: Texans  
Ferris State  
Allen Academy  
SMSB C/o 2013



Damon Webb  
Team: Browns  
Ohio State  
Cass Tech  
SMSB C/o 2013



Allen Robinson  
Team: Steelers  
Penn State  
Orchard Lake St. Mary's High  
SMSB C/O 2010



Ambry Thomas  
Team: 49ers  
Michigan  
King High  
SMSB C/o 2016



Samuel Womack III  
Team: 49ers  
Toledo  
East English High  
SMSB C/o 2016



William Gholston  
Team: Buccaneers  
Michigan State  
Southeastern High  
SMSB C/o 2009



Johnathan Hankins  
Team: Cowboys  
Ohio State  
Southeastern  
SMSB C/o 2009



Donovan Peoples-Jones  
Team: Lions  
Michigan  
Cass Tech  
SMSB C/o 2016



Jalen Ramsey  
Team: Dolphins  
Florida State  
Brentwood Academy (TN)





# Special Invited Guests

## Sound Mind Sound Body Alumni & Current NFL Players



Jourdan Lewis  
Team: Cowboys  
Michigan  
Cass Tech  
SMSB C/o 2012



Desjuan Johnson  
Team: Rams  
Toledo  
East English High  
SMSB C/o 2020



Equanimeous St. Brown  
Team: Bears  
Notre Dame  
Mater Dei High  
SMSB C/o 2014



Jalen Graham  
Team: 49ers  
Purdue  
Cass Tech High  
SMSB C/o 2018



Eyioma Uwazurike  
Team: Broncos  
Iowa State  
Southfield- Lathrup  
SMSB C/O 2015



Jalen Reeves-Maybin  
Team: Lions  
Tennessee  
Northeast High (TN)



Alaric Jackson  
Team: Rams  
Iowa  
Renaissance High  
SMSB C/o 2015



Chukwuma Okorafor  
Team: Steelers  
Western Michigan  
Southfield High  
SMSB C/o 2013;



Amon-Ra St. Brown  
Team: Lions  
USC  
Mater Dei High  
SMSB C/o 2017



Larry Borom  
Team: Bears  
Missouri  
Brother Rice High  
SMSB C/o 2016



Josh Ross  
Team: Ravens  
Michigan  
Orchard Lake St. Marys High  
SMSB C/O 2016



Sauce Gardner  
Team: Jets  
Cincinnati  
King High  
SMSB C/o 2018





# Special Invited Guests

## Sound Mind Sound Body Alumni : Current Collegiate & High School Athletes



Maliq Carr  
Houston  
Oak Park High  
SMSB C/o 2019



Dillon Bell  
Georgia  
The Kinkaid School (TX)  
SMSB C/o 2021



Deone Walker  
Kentucky  
Cass Tech  
SMSB C/o 2021



Dillon Tatum  
Michigan State  
West Bloomfield  
SMSB C/o 2021



Tyler Baron  
Tennessee  
Knoxville Catholic High (TN)  
SMSB C/o 2022



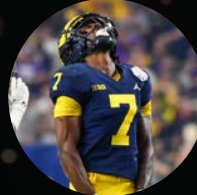
Semaj Morgan  
Michigan  
West Bloomfield High  
SMSB C/o 2022



Derrick Harmon  
Michigan State  
Loyola High  
SMSB C/o 2020



Will Johnson  
Michigan  
Grosse Point South  
SMSB C/o 2021



Makari Paige  
Michigan  
West Bloomfield High  
SMSB C/o 2018



Peny Boone  
Louisville  
King High  
SMSB C/o 2019



Rayshaun Benny  
Michigan  
Oak Park High  
SMSB C/o 2020



Dorian Mausi  
Duke  
U of Detroit Jesuit High  
SMSB C/o 2019



Bryce Underwood  
LSU Commit  
Belleville High  
SMSB C/o 2024



Cutter Boley  
Kentucky Commit  
Lexington Christian (KY)  
SMSB C/o 2023



Boo Carter  
Tennessee Commit  
Bradley Central (TN)  
SMSB C/o 2023



CJ Sadler  
15 Offers  
Cass Tech  
SMSB C/o 2025



Trae Taylor  
10 Offers  
Carmel Catholic  
SMSB C/o 2026

# Overview of Events:



# SMSB S.T.E.M. & Esports Showcase : Wednesday April 24, 2024

POWERED  
BY:



Sound Mind Sound Body Academy, in conjunction with our OST program and the M.I. Department of Education, will host the SMSB S.T.E.M. & Esports Student Showcase!  
Join us for this event, scheduled for Wednesday, April 24, 2024, at the CCI Center in Harper Woods.





# NFL Draft Student Tour and Scavenger Hunt: Thursday April 25, 2024

SMSB student-athletes are set to engage in a memorable experience at the NFL Draft, where they will tour the venue and partake in an exhilarating scavenger hunt.

POWERED  
BY:

**BATTLE**

**DETROIT**  
MICHIGAN





# Welcome Celebration: Friday April 26, 2024



Join us in commemorating our 20th Anniversary and the NFL draft at our Welcome Reception.

SOUND MIND  
SOUND BODY

20th Anniversary  
CELEBRATION

1401 MICHIGAN AVE, DETROIT, MI 48216

**THE GODFREY**  
HOTEL DETROIT

7:30PM-9:30PM:  
NFL PLAYER MEET & GREET

9:30PM-1:30AM:  
DRAFT PARTY

PRIVATE EVENT

**THE GODFREY**  
HOTEL DETROIT



This exclusive event is scheduled for Friday, April 26, 2024, at the Godfrey Hotel in Midtown Detroit.





**Saturday April 27, 2024**  
**THE OFFICIAL SMSB NFL DRAFT EVENT**

# CHEER & FLAG SHOWCASE

Join us for the premier showcase in the city!  
Experience the excitement of our event, featuring a  
variety of thrilling competitions, including the highly-  
anticipated **Cheer & Flag Showcase!**

**BATTLE**





Sunday April 28, 2024

THE OFFICIAL SMSB NFL DRAFT EVENT

# 7V7 & BIG MAN SHOWCASE

Join us for the premier showcase in the city!  
Experience the excitement of our event featuring a  
variety of thrilling competitions, including the highly-  
anticipated **Big Man Challenge and the & 7v7 Showcase!**

**BATTLE**



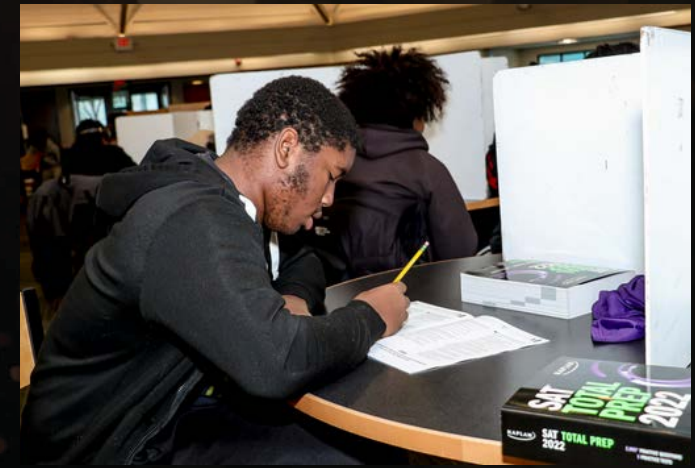
# SMSB Reach & Impact:



# Sound Mind Sound Body impacts 7,000 student-athletes annually!!!



- Sound Mind Sound Body Youth Association: 3,000 student-athletes
- Talent Search Program: 500 student-athletes
- OST Program: 1,000 student-athletes
- Wayne State University National College Showcase: 1,200 student-athletes
- High School 7v7 Showcase: 1,000 student-athletes
- Supermax 100 National Invitational: 300 student-athletes







- Mentored over **15,000 students** in metro Detroit since 2004.
- Over **125 students** have been drafted into the NFL
- **Over 3,000** have earned college scholarships **\$23,000,000** in value.
- **900 volunteers** average 300 hours of volunteerism per year.
- Over **12,000 students** have graduated high school.
- **50 students** increased reading comprehension by two grade levels from 2020-2022.
- Completed **3,000** academic evaluations in 2023
- Provide **200 free** Kaplan (SAT) workbooks per year



# Our Current Programs:



SOUND MIND  
SOUND BODY

20th Anniversary  
CELEBRATION



U.S. Department of Education  
TALENT SEARCH PROGRAM

SOUND MIND  
SOUND BODY

U.S. Department of Education

# TALENT SEARCH

PROGRAM:

HARPER WOODS | DENBY | KING | EAST ENGLISH VILLAGE

**We provide:**

- Financial AID counseling
- Academic Tutoring
- Tonl Mentoring
- Parent Counseling
- Individualized Educational Planning

Partnership Districts:



MI Department of Education  
OST PROGRAM

SOUND MIND  
SOUND BODY

After School: ELITE GAMING LIVE ESPORTS ACADEMY

JOIN OUR FREE PROGRAM

Participating Districts:

- Harper Woods Public Schools
- Southfield Public Schools
- River Rouge Public Schools

FOR MORE INFORMATION EMAIL: INFO@SMSBACADEMY.COM

SOUND MIND  
SOUND BODY

NBA MATH HOOPS

JOIN OUR FREE PROGRAM

Participating Districts:

- Harper Woods Public Schools
- Southfield Public Schools
- River Rouge Public Schools

FOR MORE INFORMATION EMAIL: INFO@SMSBACADEMY.COM

SOUND BODY

AFTER SCHOOL: STEM ACADEMY

JOIN OUR FREE PROGRAM

Participating Districts:

- Harper Woods Public Schools
- Southfield Public Schools
- River Rouge Public Schools

FOR MORE INFORMATION EMAIL: INFO@SMSBACADEMY.COM

Sound Mind Sound Body  
YOUTH ASSOCIATION

## SMSB YOUTH ASSOCIATION

CONTACT FOOTBALL & CHEER

**THE LARGEST CHEER & CONTACT FOOTBALL PROGRAM IN THE MIDWEST!!**

Sound Mind Sound Body Youth Association was founded in 2022 by the presidents of the organizations. SMSBYA's national affiliate is AYF, which has been around since 1996. The Association is geared towards boys and girls ages 5-14.

We currently service **OVER 3K** Student-Athletes

Sound Mind Sound Body  
E.L.I.T.E PROGRAM

## SMSB ELITE

ENGAGED LEADERS INSPIRED TO TRAIN EFFICIENTLY

**SPEED PERFORMANCE TRAINING**  
Johnnie Drake

**PSAT EXAM 2024**  
Tamera Gaines

Sponsored By: **KAPLAN**

SMSB Elite is a program incorporated to ensure that our student-athletes have the maximum opportunity for success beyond the field! Our goal is to increase the number of youth from disadvantaged backgrounds who complete high school and enroll in and complete their postsecondary education.

**TUTORING • MENTORING • LIFE SKILLS • SAT PREP • ACADEMIC ADVISING**

Sound Mind Sound Body Foundation has partnered with **five school districts** to provide out-of-school time programming for over **5,000 students.**





## SMSB Mission Statement:

The Sound Mind Sound Body (SMSB) Foundation, a 501(c) (3) non-profit, is a leading mentoring organization for students in underserved communities across America. SMSB is dedicated to reducing high school dropout rates while increasing college readiness and scholarship obtainment among students through extracurricular activities.



Consistent with our mission to leverage sports as a vehicle to connect with students; football has been the catalyst for improving the number of high school student graduates in underserved communities, while also preparing them for college.



*SOUND MIND*  
**SOUND BODY**



20th Anniversary  
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