



ISAAC BRUCE FOUNDATION GRIDIRON GALA

With Special Guest Marshall Faulk

FRIDAY, SEPTEMBER 20, 2024

WWW.ISAACBRUCE.ORG

ABOUT THE EVENT

The Gridiron Gala will take place on Friday, September 20, 2024 at Live! by Loews in downtown St. Louis. Join us as we raise money for the Isaac Bruce Foundation while enjoying live music, tasting some delicious food and drinks from some of St. Louis' top restaurants, and mingle with members of the Super Bowl XXXIV team as we celebrate the 25th anniversary of that magical season! You'll hear stories from some of the members of the Super Bowl team including special guest Hall of Famer Marshall Faulk and receive a signed limited edition item.

Limited seats are available so register early! All proceeds will benefit the Isaac Bruce Foundation's Flight 300 Program.



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FLIGHT 300 PROGRAM

About Flight 300

Hall of Famer Isaac Bruce launched the Isaac Bruce Foundation in 2006 which focuses on health, wellness, nutrition, fitness and education. Through his foundation, Isaac reaches out to youth and teaches them at an early age the importance of a healthy lifestyle with an emphasis on education.

The Isaac Bruce Foundation's Flight 300 Program provides transportation to college bound students in need. When Isaac graduated high school in Florida, he had a scholarship to a junior college in California, but he needed to find a way to get there. He was gifted \$300 for a flight and is now making that difference for students in need. As a way to pay it forward, Isaac created the Flight 300 Program. To qualify, students must be in need of a one-way domestic flight, submit proof of financial need, as well as submit acceptance and enrollment at an accredited college or university.

The Flight 300 program covers the cost of one-way airfare, bus, or other transportation for a student with all the pieces in place to attend college but unable to afford to get there. The program also helps with the cost of transportation to the airport, covers the cost to check bags, and helps with the cost of transportation from the airport to campus. Because the students are generally allowed to travel with very few items, each Flight 300 Program recipient also receives a gift card to purchase essentials such as bedding and towels.

Applications are available at www.isaacbruce.org/foundation.php. The Isaac Bruce Foundation has not turned away any students for this program and it continues to grow each year since it began in 2014. The gap bridged by this program is unique and is the only known such program in the country.



“Flight 300 is a program I am very passionate about,” Bruce said. “Because of my personal experience, I understand the value of this program. For many students, the money required for travel is often enough to be a barrier that keeps them from continuing their education. We are excited to be able to bridge this gap.”

One of the Flight 300 Program students explained, "I was accepted to Yale University on a full ride but the cost to get to New Haven was more than my family could afford. The Isaac Bruce Foundation provided a way for me to get to there."

Recipients for this program are typically first-generation low-income college students (FGLI). Ninety three percent of applicants have a full ride or more than 90% of their college tuition covered based on financial need. Seven percent of applicants have an athletic scholarship. Financial aid offices at Harvard, Yale, Stanford, Brown, and more have begun sharing information on the program with their FGLI students. We believe as more schools begin to share Flight 300 information with their FGLI students, the program will continue to grow at a rapid pace.

In 2023, Flight 300 provided transportation to or from 46 states in the United States. The program is truly a national program helping students all across the United States.

The Isaac Bruce Foundation is committed to helping each qualified student receive transportation and not turning anyone away. In the past two years, the IBF has provided transportation for 636 students. The average cost per student including airfare, ground transportation, checking bags, and a gift card for essentials is approximately \$420/student. In 2023, American Airlines donated 5,000,000 miles to help with the cost of flights.

It is anticipated that Flight 300 will have more than 500 recipients in 2024 as word of the program spreads and more universities share information with FGLI students. As the program continues to grow, the IBF is working to provide additional opportunities for recipients. Networking events, internship opportunities, and mentoring opportunities are a few of the opportunities we are looking to provide to current and former recipients.



Average cost per flight per student is \$301.83

Average cost to check bags per student is \$51.80

Average cost per Uber per student is \$34.95 total (ride to airport and ride to campus)

\$50 gift card for dorm essentials (first-time applicants only) averages out to \$30.97

Average total cost per student: \$419.55

**www.isaacbruce.org
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**TAX DEDUCTIBLE DONATIONS CAN BE
MADE AT WWW.ISAACBRUCE.ORG**

SPONSORSHIP PACKAGES

Presenting Sponsor: \$15,000

- Recognition as Presenting Sponsor
- Company logo placed on Gala tickets
- Company logo included on digital photobooth photos
- Customized Gobo logo displayed on ballroom wall
- One-minute video/ad (sponsor provided) played during event
- Company acknowledgement and logo recognition at Gala
- Two (2) tables at the event (20 tickets)
- Twenty (20) tickets to VIP reception with Isaac Bruce prior to event
- Recognition at event, on social media, and on website
- Autographed memorabilia

SPONSORSHIP PACKAGES

Touchdown Sponsor: \$10,000

- Recognition as Touchdown Sponsor
- Company logo placed on Gala tickets
- Customized Gobo logo displayed on ballroom wall
- Company acknowledgement and logo recognition at Gala
- Two (2) tables at the event (20 tickets)
- Twenty (20) tickets to VIP reception with Isaac Bruce prior to event
- Recognition at event, on social media, and on website
- Autographed memorabilia

SPONSORSHIP PACKAGES

Field Goal Sponsor: \$5,000

- Recognition as Field Goal Sponsor
- Company logo placed on tickets
- Company acknowledgement and recognition at the event
- Two (2) tables at the event (20 tickets)
- Twenty (20) tickets to VIP reception with Isaac Bruce prior to event
- Recognition at event, on social media, and on website
- Autographed memorabilia

Extra Point Sponsor: \$2,500

- Recognition as Extra Point Sponsor
- Company acknowledgement and logo recognition at the event
- One (1) table at the event (10 tickets)
- Ten (10) tickets to VIP reception with Isaac Bruce prior to event
- Autographed memorabilia

SPONSORSHIP PACKAGES

Table Sponsor: \$1,500

- One (1) table at the event (10 tickets)

Individual Tickets with Guaranteed Seating: \$200

- One (1) ticket to the event with guaranteed seating at a table

Individual Tickets: \$120

- One (1) ticket to the event

FOR MORE INFORMATION

Register at www.isaacbruce.org



or contact Tiffani Burris

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Checks can be mailed to:
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