

Athletes Reengagement Alliance
in partnership with **SocialAgenda Media**



SOCIALAGENDA
— **MEDIA**

OFFER:



INNOVATIVE SOLUTIONS FOR YOUR CORPORATE PROGRAMS

Need to improve your culture?

Charged with finding ways to inspire your staff?

Want to humanize your messages to employees?

ADD CELEBRITY VOICE TO YOUR

Team Building Meetings | Product Launches | Conferences

MOTIVATE YOUR TEAM, INSPIRE YOUR COMMUNITY

BRING THE POWER OF CELEBRITY EXPERIENCES BY

ADDING ATHLETE ENGAGEMENT PANELS TO YOUR COMPANY EVENT

Athlete Engagement Panels bring together 3 to 5 celebrity athletes, sports journalists, or other members of ***Athlete Reengagement Alliance (ARA)*** to discuss the glories and lessons learned in athletic competition along with the challenges they face and principles they used to reengage with life and community when their careers ended.

This is powerful testimony and is validated by the amazing statistic that within five years of leaving the league, often before they turn 30, 75% of NFL players are broke, divorced or unemployed. We think of them as privileged, and they did too, only to find out they are all too much like everyone else. Their experiences can serve your communities. Their personal brands can add value to your brand.

Our athletes were trained to understand excellence, teamwork, preparation and how to overcome physical, mental and emotional challenges. They can communicate what it takes to handle intense, competitive environments. Energize your conferences and team building programs, inspire your business teams to succeed grow and thrive.

BENEFITS:

- Insights to the identities, attitudes and methods top performers develop for competing at the highest levels
- Our panel participants will entertain your audience with inside stories about their sports careers
- They'll share what it took to recover when the dream ended
- You'll learn the what helped them learn and change and what gets in the way of learning and change
- You'll get insights to build a culture that will improve employee performance and satisfaction
- Inspire your teams to excellence and better teamwork
- Coach your teams to handle adversity, find the winning edge
- Generate publicity and elevate your brand with celebrity speakers

ELEVANTE YOUR BRAND WITH **CELEBRITY ATHLETE ENDORSEMENTS**



As the most revered heroes of modern society, athletes have a special aura and their brand is valuable when associated with yours. Our athletes represent, achievement, excellence, team spirit, overcoming adversity, quality, reliability, effectiveness - all the things you want people to understand about your business.

BENEFITS:

- Engage our ARA member athletes to add celebrity voice to your brand
- Support the success of their reengagement process
- Leverage their “bigger than just sports” reengagement image that speaks to everyone who’s had to overcome adversity
- Choose from our diverse list of members those who can directly relate to your desired demographic
- Experience comfort working with reliable spokespeople

ENGAGE OUR **KEYNOTE & BREAK-OUT SESSIONS SPEAKERS** IN YOUR EVENT

SPEAKER: **Delvin Williams**

former NFL Player, founder of ARA

Delvin Williams carries the scars from 19 surgeries, the results from having carried the ball more than 1,300 times as an elite running back in the National Football League.

Today, Delvin is helping carry the ball for all athletes, professional and amateur, male and female, who, after years of giving their all, find their career suddenly over. They're thrown into in a kind of shock, often unprepared for life after sport, and they must face rebuilding their lives to reengage with a new reality, learn a new way to win.



“I had to go through years of therapy to be able to deal with the loss, accept my old identity and let go of all the anger and pain I felt. It was incredibly hard and so I’m compelled to help with easing the pain of athletes, and anyone else, experiencing traumatic loss.”

Delvin has founded the Athletes Reengagement Alliance, and is completing a book about his athletic experiences. Both are dedicated to serve anyone being forced to reinvent themselves after being fired from a job, getting divorced, losing a loved one, facing addiction, severe injury, coming back from war or out of incarceration, or any of the other dislocating tragedies of modern life. His message is riveting. It relates to non-athletes and imparts an empowering message of hope “If,” as he says, “you are willing to do the work.”

SPEAKER: Jan Hutchins

Former Television Sports Anchor and Mayor of Los Gatos



A prolific and charismatic speaker, Jan Hutchins engages, entertains and inspires.

Even at 64 he continues a life of regular reinvention. He will amaze with his message about transformation and transcendence. He can tell you how to create and handle change, but perhaps most interesting is why one should risk choosing it.

It's no surprise when his empathy is on the mark for your team or audience because he's been a corporate whiz kid, TV sportscaster, TV news anchor, radio talk show host, Director of community PR for the SF Giants, fundraiser, helped take a company public, Emmy Award-winning Creative Producer, Mayor of a Silicon Valley California community, professional Yogi, leader in a men's organization, business owner and is now CEO of SocialAgenda Media, which he describes as an "alternative" PR agency. Jan grew up on a horse-breeding farm in rural Ohio, was a National Merit Scholar, graduated from Yale, and now at 64 he is newly married and happier than ever.

INCLUDE **HALL OF FAME GALA**

IN YOUR CONFERENCE, PRODUCT LAUNCH OR EMPLOYEE RECOGNITION EVENT

Give your sponsors, partners, employees or team leaders the chance to feel like a hall of fame athlete! We bring our superstars athletes to your event and honor your special performers with a once in a lifetime experience.



We'll craft the program together to fit your needs and bring bling and world class energy to your:

- Saturday evening gala and take your weekend conference from good to unforgettable
- Product launch event and create an All-Pro buzz around your product
- Employee recognition party that will leave your staff wanting to work like hall of famers

CELEBRATE
WITH
CELEBRITIES



Get in touch to discuss

partnership opportunities

with Athletes Reengagement Alliance:

sales@SocialAgendaMedia.com | 408.791.6080

Visit AthletesReengagement.org to learn more