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Beyond the Game

Founding Campaign

Building Strong Athletes, Families, and Leaders for Life.

\$5 MILLION *year one goal*

A DONOR INVESTMENT IN LEGACY CHANGE FOR ATHLETES ON AND OFF THE FIELD.



ABOUT US

Beyond the Game

Founding Campaign

77NINENINE Foundation was built by Mike McGlynn, a former NFL player who saw how often athletes are taken advantage of, a pattern that starts young and follows them through their careers. We mentor athletes early, protect them and their families from bad guidance, and stay in their corner long after the final whistle.

Our Mission

To mentor athletes early & support families through education, wellness, leadership development, and opportunity access. We protect them from exploitation & equip them to thrive in sport, school, career, and life.

Our Vision

A world where every athlete, from youth leagues to the pros, is protected from exploitation, grounded in identity, and equipped to lead a healthy, purposeful life on and off the field.

77NINENINE WRAP-AROUND MODEL

We support the whole athlete *and the whole family*



Mental Health and Recovery



Financial Literacy



Education and Career Support



Leadership and Development



Nutrition and Wellness



Mentorship, Scholarships, and Opportunity Access



Athlete + *Family*

Every Athlete receives a Coordinated Plan built around need, Growth, and long-term Leadership.

100%

Athlete and Family

How the Athlete *Journey Works*

A clear pathway from intake to impact

Curriculum Topics

- Sports psychology
- Trauma-informed support
- Nutrition & strength training
- Social media conduct
- Leadership development
- Financial literacy



WE ARE NOT JUST HELPING ATHLETES PERFORM. WE ARE HELPING THEM LEAD.

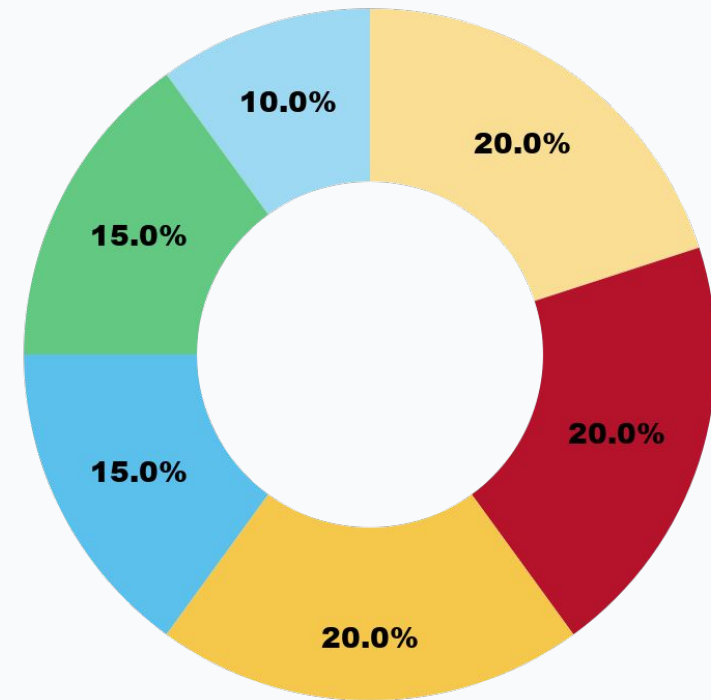
Our Year One Goal: *Raise \$5 Million*

Funding a strong foundation for long-term impact

Your gift helps build the people, programs and systems that make transformation possible.

\$500,000 *In Scholarships*
Launching January 2027

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- Staff and Program Leadership | **20%**
- Events, Summits, and Community Building | **15%**
- Curriculum Development and Launch | **20%**
- Technology, Operations, and Infrastructure | **15%**
- Direct Athlete and Family Support | **20%**
- Scholarships | **10%**

Gala Sponsorship *Opportunities*

Building Strong Athletes, Families, and Leaders for Life.

BRONZE | \$5,000



Recognition on digital and printed event signage



Listing in gala program and event website



Donor spotlight in campaign marketing materials



Social media recognition leading up to the Gala

SILVER | \$10,000



Everything in Bronze



2x Gala Tickets



Enhanced logo placement on digital and printed signage



Featured donor spotlight in pre-event marketing



Preferred seating and recognition from the stage

Become a Catalyst *Opportunities*

Gold and Diamond Founding Levels

GOLD | \$25,000

-  Everything in Silver
-  4x Gala Tickets
-  4 x VIP wine and dinner tasting tickets the night before the gala
-  Meet the athletes, key speakers, Executive Director and Mike McGlynn
-  Gold placement on digital and printed signage
-  Placement on the Founding Donor Wall of Fame
-  Commemorative Founder Jacket Gift

DIAMOND | \$50,000

-  Everything in Gold
-  One full Gala table for 10
-  8 x VIP wine and dinner tasting tickets the night before the Gala
-  Premier recognition across all event signage and campaign
-  Special stage recognition and premium donor spotlight
-  Placement on the Founding Donor Wall of Fame
-  Signature Founder Jacket and legacy gift

Become a Catalyst for *Change*

Join us in building athletes into leaders on and off the field



Invest in a legacy that will last
for years



Help launch the first year of the
\$5 million campaign



Support staff, curriculum, direct
services, and \$500,000 in
scholarships

Ways to Engage



Leadership Gift



Gala Sponsorship



Corporate Partnership



Scholarship Support

Your investment helps athletes grow into leaders, mentors, and givers

77NINE NINE

FOUNDATION



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Mike McGlynn | *CEO & Founder*

Samantha Amaral | *Executive Director & Co-Founder*

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