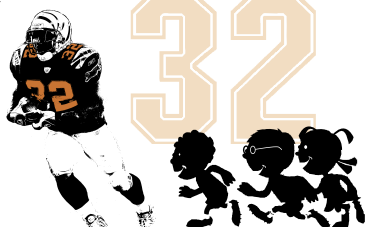


2007 Celebrity Weekend



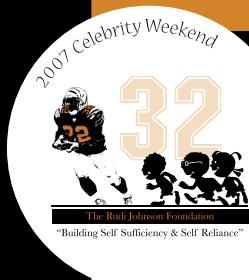
The Rudi Johnson Foundation
"Building Self Sufficiency & Self Reliance"

The Rudi Johnson Foundation



The
2 0 0 7
Rudi Johnson Foundation's
Celebrity Weekend Sponsorship Packages

Friday, May 11 - Sunday, May 13, 2007
The Westin Hotel, Cincinnati, Ohio



The Rudi Johnson Foundation

About Us

The Rudi Johnson foundation is a 501c3 non-profit charity formed exclusively for charitable and educational purposes. The Foundation is an outgrowth of the desire of All Pro Running Back, Rudi Johnson to give back to the community and promote the well-being of its citizens through collaboration with other agencies and direct assistance to individual's efforts to reach and maintain self-sufficiency.

Through its youth services, scholarship services, economic development/housing services and community services divisions, it will collaborate with the private sector, federal, state, county, and local government agencies, to provide funding for youth programs and facilities, mentoring and tutorial services, scholarship opportunities, affordable housing both homeownership and rental for low and moderate income citizens, single mothers and fathers as well as economic development in low income areas. The foundation's goal is to provide support to community based organizations as well as funding for medical research to improve the quality of life for sick and disadvantaged youth, as well as all citizens of the community.

Each year The RJF Celebrity Weekend along with the Mother's Day Luncheon will grow in size and scope, and is the event of the year for participating sponsors.

Displays ranging from health and beauty products to electronics/ household/ consumer products will highlight the exposition area.

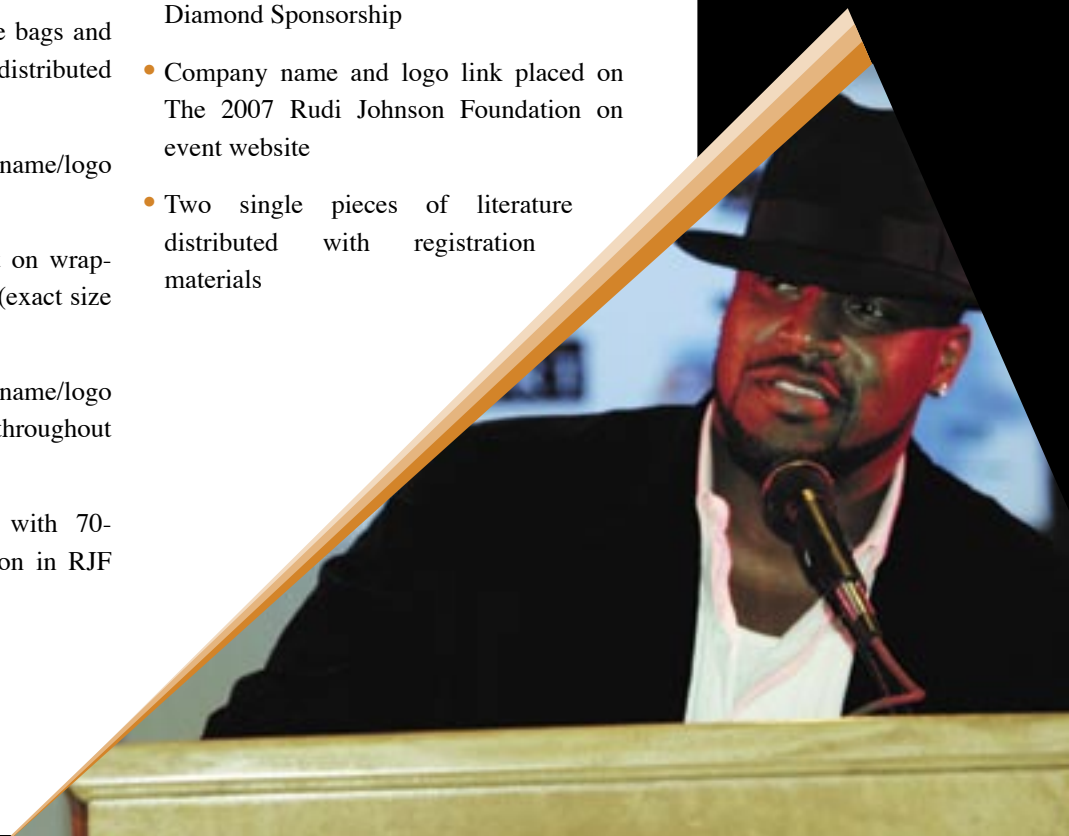
Since the RJF attendees consist of females, families, sports enthusiast and key decision makers and high profile sports figures and celebrities, your participation will gain your company tremendous exposure.

Help make attendees aware of your products and services by supporting the RJF.

Diamond

(1 Exclusive) - Package Price - \$75,000

- 4 (four) 90 minute [each] speaking opportunities/appearances by #32 Rudi Johnson to take place between June 07-June 08 *
- 20 autographed replica Rudi Johnson jerseys or/15 autographed Rudi Johnson footballs or 10 framed autographed replica Rudi Johnson jerseys. *
- 20 tickets to one 2007 – 2008 Cincinnati Bengals football game (including pre-season) with the opportunity to meet and greet Rudi after the game
- 20 Twenty full VIP event passes
- 20' x 30' (600 square feet) exhibit space with priority booth selection (with sponsorship secured prior to April 13, 2007)
- Distribution of personalized tote bags and pens (produced by sponsor and distributed on site by RJF management)
- Superior placement of company name/logo on direct mail event materials
- Company name/logo placement on wrap-around RJF Event Guide bands (exact size to be determined)
- Superior placement of company name/logo on signage and banners posted throughout the annual event
- Diamond sponsor recognition with 70-word company profile/description in RJF Event Guide
- Superior placement of company name/logo to appear on show RJF shirts and totes
- Superior placement of company name/logo to appear in RJF Newsletter leading up to and following event
- Acknowledged at the annual event and presented with an award
- Center spread, four-color ad in RJF Event Guide (exact size to be determined)
- Five full page, four-color ads to appear in RJF Newsletter in 2007
- One two-page spread, four-color ad to be used in the April 2007RJF Newsletter
- First right of refusal for The 2008 Rudi Johnson Foundation Celebrity Weekend Diamond Sponsorship
- Company name and logo link placed on The 2007 Rudi Johnson Foundation on event website
- Two single pieces of literature distributed with registration materials



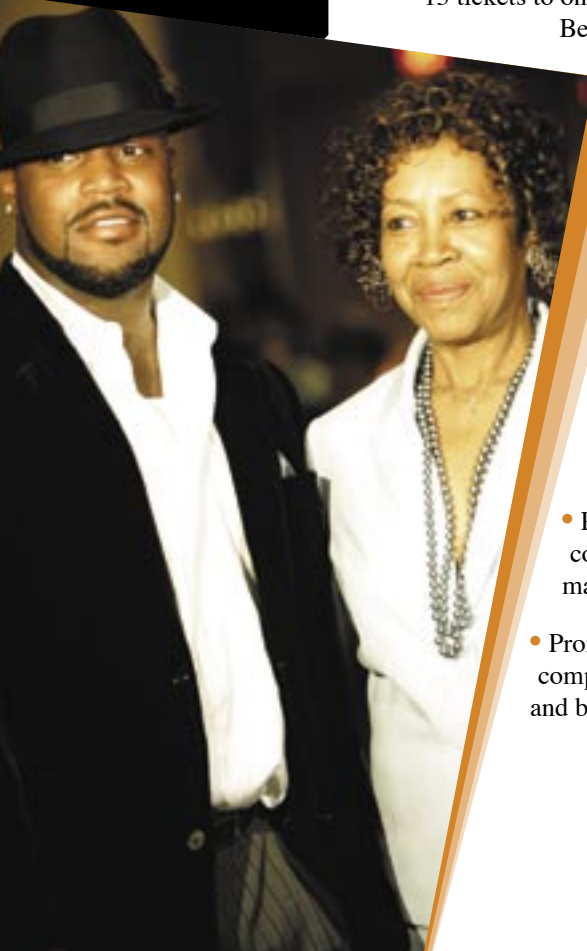


The Rudi Johnson Foundation

Platinum

(1 Exclusive) - Package Price - \$50,000

- 3 (THREE) 90 minute [each] speaking opportunities/appearances by #32 Rudi Johnson to take place between June 07-June 08 *
- 15 autographed replica Rudi Johnson jerseys or/10 autographed Rudi Johnson footballs or 5 framed autographed replica Rudi Johnson jerseys. * [SELECT ONE]
- 15 tickets to one 2007-2008 Cincinnati Bengals football game
 - including pre-season with the opportunity to meet and greet Rudi after the game
- 15 full VIP event passes
- 20' x 20' (400 square feet) exhibit space with priority booth selection (with sponsorship secured prior to April 13, 2007)
- Prominent placement of company name/logo on direct mail event materials
- Prominent placement of company name/logo on signage and banners posted throughout the annual event
- Platinum sponsor recognition with 55-word company profile/description in RJF Event Guide
- Prominent placement of company name/logo to appear on show RJF shirts and totes
- Prominent placement of company name/logo to appear in RJF Newsletter following event
- Acknowledged at the annual event and presented with an award
- One full page, four-color ad in RJF Event Guide (exact size to be determined)
- Four full page, four-color ads to appear in RJF Newsletter in 2007
- First right of refusal for The 2008 Rudi Johnson Foundation's Celebrity Weekend's Day Platinum Sponsorship
- Company name and logo link placed on The 2007 Rudi Johnson Foundation's Celebrity event website
- One single piece of literature distributed with registration materials



Gold

(4 Available) - Package Price - \$25,000

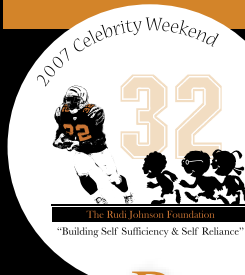
- 2 (TWO) 90 minute [each] speaking opportunities/appearances by #32 Rudi Johnson to take place between June 07-June 08 *
- 10 autographed replica Rudi Johnson jerseys or/5 autographed Rudi Johnson footballs or 3 framed autographed replica Rudi Johnson jerseys. * [SELECT ONE]
- 10 (ten) tickets to one 2007-2008 Cincinnati Bengals game – including pre-season with the opportunity to meet and greet Rudi after the game
- 10 (ten) full VIP event passes
- 10' x 20' (200 square feet) exhibit space with priority booth selection (with sponsor-ship secured prior to April 13, 2007)
- Company name/logo to appear on direct mail event materials
- Company name/logo to appear on signage and banners posted through-out the annual event
- Gold sponsor recognition with 40-word company profile/description in RJF Event Guide
- Company name/logo to appear on show RJF shirts and totes
- Company name/logo to appear in RJF Newsletter leading up to and following event
- Acknowledged at the annual event and presented with an award
- Two full page, four-color ads to appear in RJF Newsletter in 2007
- 1/2 page, four-color ad in RJF Event Guide (exact size to be determined)
- Company name and logo link placed on The 2007 Rudi Johnson Foundation's Celebrity event website

Silver

(4 Available) - Package Price - \$12,000

- 1 (ONE) 90 minute speaking opportunities/appearances by #32 Rudi Johnson to take place between June 07-June 08 *
- 5 (five) autographed replica Rudi Johnson jerseys or/3 autographed Rudi Johnson footballs or 2 framed autographed replica Rudi Johnson jerseys. * [SELECT ONE]
- 25 autographed photos of Rudi Johnson
- 6 (six) tickets to one 2007-2008 Cincinnati Bengals game – including pre-season with the opportunity to meet and greet Rudi after the game.
- 6 (six) full VIP event passes
- 10' x 10' (100 square feet) exhibit space with priority booth selection (with sponsorship secured prior to April 13, 2007)
- Company name/logo to appear on direct mail event materials
- Company name/logo to appear on signage and banners posted throughout the annual event
- Silver sponsor recognition with 30-word company profile/description in RJF Event Guide
- Company name to appear on show RJF shirts and totes
- Company name/logo to appear in RJF Newsletter leading up to and following event
- Acknowledged at the annual event and presented with an award
- One full page, four-color ad to appear in RJF Newsletter in 2007
- 1/4 page, four-color ad in RJF Event Guide (exact size to be determined)
- Company name and logo link placed on The 2007 Rudi Johnson Foundation's Celebrity event website





The Rudi Johnson Foundation

Bronze

Package Price - \$5,000

- 3 autographed replica Rudi Johnson jerseys or/2 autographed Rudi Johnson footballs or 1 framed autographed replica Rudi Johnson jerseys. * [SELECT ONE]
- 4 (four) tickets to one 2007 – 2008 Cincinnati Bengals football game – including pre-season with opportunity to meet and greet Rudi after the game.
- 4 (four) full VIP event passes
- 15 autographed images/photos of Rudi Johnson
- Company name/logo to appear on direct mail event materials
- Company name/logo to appear on signage and banners posted throughout the annual event
- Bronze sponsor recognition with 20-word company profile/ description in RJF Event Guide
- Company name to appear on show RJF shirts and totes
- Company name/logo to appear in RJF Newsletter leading up to and following event
- Acknowledged at the annual event and presented with an award

Patron

Package Price - \$3,000

- 2 autographed replica jerseys or 2 autographed Rudi Johnson footballs [SELECT ONE]
- 10 autographed images/photos of Rudi Johnson
- 2 tickets to one 2007 – 2008 Cincinnati Bengals game – including pre-season
- 3 full VIP event passes
- Company name/logo to appear on direct mail event materials
- Company name/logo to appear on signage and banners posted throughout the annual event
- Patron sponsor recognition in RJF Event Guide
- Company name to appear on show RJF shirts and totes
- Company name/logo to appear in RJF Newsletter leading up to and following event
- Acknowledged at the annual event and presented with an award

Friends of The Rudi Johnson Foundation

Package Price - \$1,500

- 5 autographed images/photos of Rudi Johnson
- 1 autographed replica jersey or 1 autographed Rudi Johnson football or 1 framed autographed framed jersey [SELECT ONE]
- 2 full VIP event passes
- Company name/logo to appear on signage and banners posted throughout the annual event.
- Friends of The 2007 Rudi Johnson Foundation's Celebrity Weekend sponsor recognition in RJF Event Guide
- Acknowledged at the annual event and presented with an award



For More information

Please contact Carla Welborn at
Carla@rudij32.com
240-475-7283

How do I participate?

2007 RJF Celebrity Weekend

Log onto www.rudijohnsonfoundation.org

Complete the Event Sponsorship Form or call Carla Welborn at 240-475-7283 or
email Carla@rudij32.com to get the sponsorship form emailed to you.

Payment Information

**Please make all checks payable to
The Rudi Johnson Foundation**

To secure your sponsorship mail payment to:

The Rudi Johnson Foundation

2007 RJF Celebrity Weekend Sponsorship Payment

20917 Chesterfield Avenue - Suite A

Petersburg , Virginia 23803

804-524-2352 Phone | 804 524-2353 Fax

email: foundation@rudij32.com

or go online at www.rudijohnsonfoundation.org and click on donate now to pay by credit card.