

"Helping all inner city and community youth become stars through life skills & sports"



2010 Premiere Night Weekend  
Corporate Sponsorship Package





Founder | Jerry Johnson

Dear Sponsors:

Founded in 2007 by 2-time European Belgium League Champion Jerry Johnson in Lancaster, Pennsylvania, "Back 2 Basic's Youth Development & Sports Foundation" is committed to creating a structurally positive environment for Lancaster County youth. Each young person will be uniquely impacted by the opportunity to maximize skill development, garner personal enrichment, and develop a concept of teamwork and a true love for sports. Our foundation values the widespread public support of individuals, corporations, non-profit organizations and other entities that sponsored our first annual Back 2 Basics Youth Development & Basketball Camp. Your gratitude was an essential ingredient to the success of the camp. Your sponsorship helped us exceed our first year goals and we are very optimistic about the growth and success of the camp for 2010. Enclosed is the 2010 "Back 2 Basic" Sponsorship Packet coupled with an Electronic Press Kit. Included in this sponsorship package you will find a:

- Mission Statement
- Foundation Overview
- Jerry Johnson Fact Sheet
- Potential Sponsored/Marketing Properties
- Sponsor Benefits
- Sponsor Interest Level Form
- Electronic Press Kit

*Jerry Johnson*

Jerry Johnson  
President Back 2  
Basic's Youth Development & Sports Foundation

P.O. BOX 246 Lampeter, PA 17537  
Tel: 1(888) 832-0034  
email: [jerryjohnson@back2basicsfoundation.org](mailto:jerryjohnson@back2basicsfoundation.org)  
web: [back2basicsfoundation.org](http://back2basicsfoundation.org)





## Back 2 Basics Contact Info

### Advisory Board

Jerry Johnson.....	President
Stephen Powell.....	Vice President
Gloria Campbell .....	Vice President
Emery Henderson.....	Treasurer
Mark Simms.....	Secretary
Collins Gantz.....	Board Member
Anna Smith.....	Board Member
Jerry Clunan.....	Board Member

Back 2 Basics Foundation P.O. Box 246 Lampeter, PA 17537

[JerryJohnson@Back2BasicsFoundation.org](mailto:JerryJohnson@Back2BasicsFoundation.org)

(888) 832-0034

[www.back2basicsfoundation.org](http://www.back2basicsfoundation.org)





## Mission Statement with core values

### Mission Statement:

The Back to Basics Foundation seeks to Mentor Youth in Lancaster County and surrounding communities in developing necessary life skills that promote accountability, team, sportsmanship, healthy choices and academic excellence through the fundamental structure of athletics.

### Core Values:

- Academic Success
- Healthy Choices
- Leadership
- Athleticism

For more information about Jerry Johnson or the foundation please visit [www.back2basicsfoundation.org](http://www.back2basicsfoundation.org).

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## Foundation Overview

The Back 2 Basic Foundation is based on 4 core values, Academic Success, Healthy Choices, Leadership and Athleticism. The foundation's long-term goal is to have a Youth development & Sports facilities. This Facility will consist of 4 to 6 full court basketball courts, batting cage, swimming pool, weight lifting and also host AAU basketball tournaments and seasonal recreational leagues and other sports. The facility will also provide a unique opportunity for youth and surrounding communities to be mentored by guest speakers, after school programs and actively participate in workshops that help develop necessary life skills that promote accountability, team concepts, sportsmanship, healthy choice making, banking and academic excellence through the fundamental structure of sports. With the recent loss of the Boys Club & Girls Club of Lancaster and no outlet for our future youth, The Back 2 Basics Youth Development & Sports facility is well needed in our community for future success in our youth. Please join The Back 2 Basics Foundation in campaigns to raise awareness in order to effectively influence our youth.





## Jerry Johnson Fact Sheet

Born and raised in Lancaster, Pennsylvania, Jerry Johnson overcame obstacles of growing up in the inner city to achieve athletic and academic success. Thanks to the Lancaster community and places like the Boys and Girls Club Jerry was able to lead his life with enormous success, thus earning himself a full scholarship to attend Rider University and graduating with a Bachelor Degree in Communications. Floor General Jerry Johnson, who's contract was bought out by Belgium's "Spirou Charleroi" in April of 2008 comes as a pure point guard having led his previous French Pro A team, where he played 32 games, led his team averaging 15 ppg and 4 apg. Since Johnson's arrival in Belgium, it's been nothing but positive production. He has increased the level of intensity and competitiveness for "Spirou Charleroi". Touted in Euroleague as a very quick point guard, who plays under control, sees well the court and can create for teammates, Jerry is a great scorer too. Quick hands and feet make him also a good defender. With the abilities mentioned, it's no surprise that in 2008 Johnson helped "Spirou Charleroi" to their first "Championship title in 5 years. Upon the previous year's success, Johnson then signed an impressive 2 year contract set to expire in 2010. However in 2009 Johnson led "Spirou Charleroi" to their 2nd consecutive Championship title, and 1st Belgium cup title in 6 years. Of course Johnson is also the team leader in scoring with 14 ppg and 4 apg. Johnson was also named to first team All Eurobasket, and Belgium Leagues All - imports team. Now with back to back titles and a Belgium cup title, Johnson & Company are gearing up for a 3-peat coming 2010!!!

Currently, Jerry is an outstanding father and husband as he continues his career as a professional Basketball player in Europe. His passion for sports, dedication to be instrumental in the re-structuring of his community, and his ambitions to help inner city youth achieve success led him to begin the "Back 2 Basics Youth Development and Sports Foundation". Success in life is never guaranteed, but today's youth must be taught fundamental life strengthening components in a way that impacts them the greatest.

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## Back 2 Basics Sponsorship Interest Sheet

If you are interested at any level in becoming a sponsor partner please fill out the form below. Thank you in advance for supporting the "Back 2 Basics Youth Development and Sports Foundation". Please fill out the form below and fax, mail or email to President Jerry Johnson. Also, please see the contact sheet for additional contact information.

Business/Person

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Address

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Contact Number

---

Email Address

---

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Please make your checks or money orders payable to :  
Back 2 Basics Foundation, P.O. Box 246, Lampeter, PA 17537

Thank you for supporting the "Back 2 Basics" Foundation.  
Please be advised that Federal Tax exemption status is still pending for the foundation. However, your donations may be earmarked as a charitable contribution.

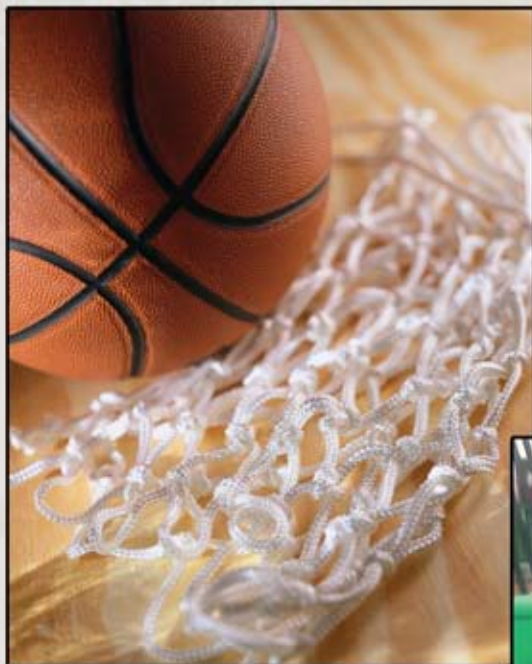




Foundation weekend sponsorship opportunities

**Featured property**

Coming soon LANCASTER NATIONAL AAU Basketball



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## Foundation weekend sponsorship opportunities

### Sponsor Property-1

Friday July 16, 2010

-Raffle

-Pro vs. Joes celebrity basketball Game

-Gifting suits/giveaways





Foundation weekend sponsorship opportunities

## Sponsor Property-2

Saturday July 17, 2010

-Private movie screening- "Jerry Johnson Dream"

-Meet and greet media photo session

-wine and cheese reception

-15 min Q & A session afterwards



Q & A

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web: [back2basicsfoundation.org](http://back2basicsfoundation.org)





## Additional information

For any questions regarding sponsor development for current listed properties or future properties please contact U.S. Management/Representation for Jerry Johnson at:

PRANA Agency  
177 Main St., suite 263  
Fort Lee, NJ 07024  
646/334-1323  
Dion Clark

[Dionclark@pranaagency.com](mailto:Dionclark@pranaagency.com)





## Notes



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## Notes



booklet created and compiled by International Entertainment Group

