

THE JOHNNY UNITAS
GOLDEN ARM AWARD®

Johnny Unitas

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WELCOME

With a name like Unitas, expectations are high when you enter the world of football. John Unitas Jr., son of Hall of Fame quarterback, Johnny Unitas, has been on a mission to honor and continue the legacy of his father through the Johnny Unitas Golden Arm Educational Foundation, Inc. and The Golden Arm Award.

Widely considered the finest quarterback to ever play the game, Johnny Unitas founded the Golden Arm Award in 1987 to acknowledge the nation's outstanding senior or fourth-year junior quarterback set to graduate with their class in college football.

Raising the bar as a businessman, John Unitas Jr. continues to build on the tradition his father set in place after his illustrious career in the NFL. The Johnny Unitas Golden Arm Educational Foundation, Inc., and Golden Arm Award boasts a wide portfolio rooted in tradition and history and is designed for success. Knowing the importance of striving for excellence and pushing to move from good to great, the Unitas brand raises the bar and sets new standards.



BY THE
NUMBERS

1979
HOF Inductee

SUPER BOWL V CHAMP

2X NFL World
Champion


NFL MVP


10X
Pro Bowler

40,239
Passing Yards

Pass Completions
2,830

290
Touchdown Passes

81.2
QB Rating

18 NFL Seasons

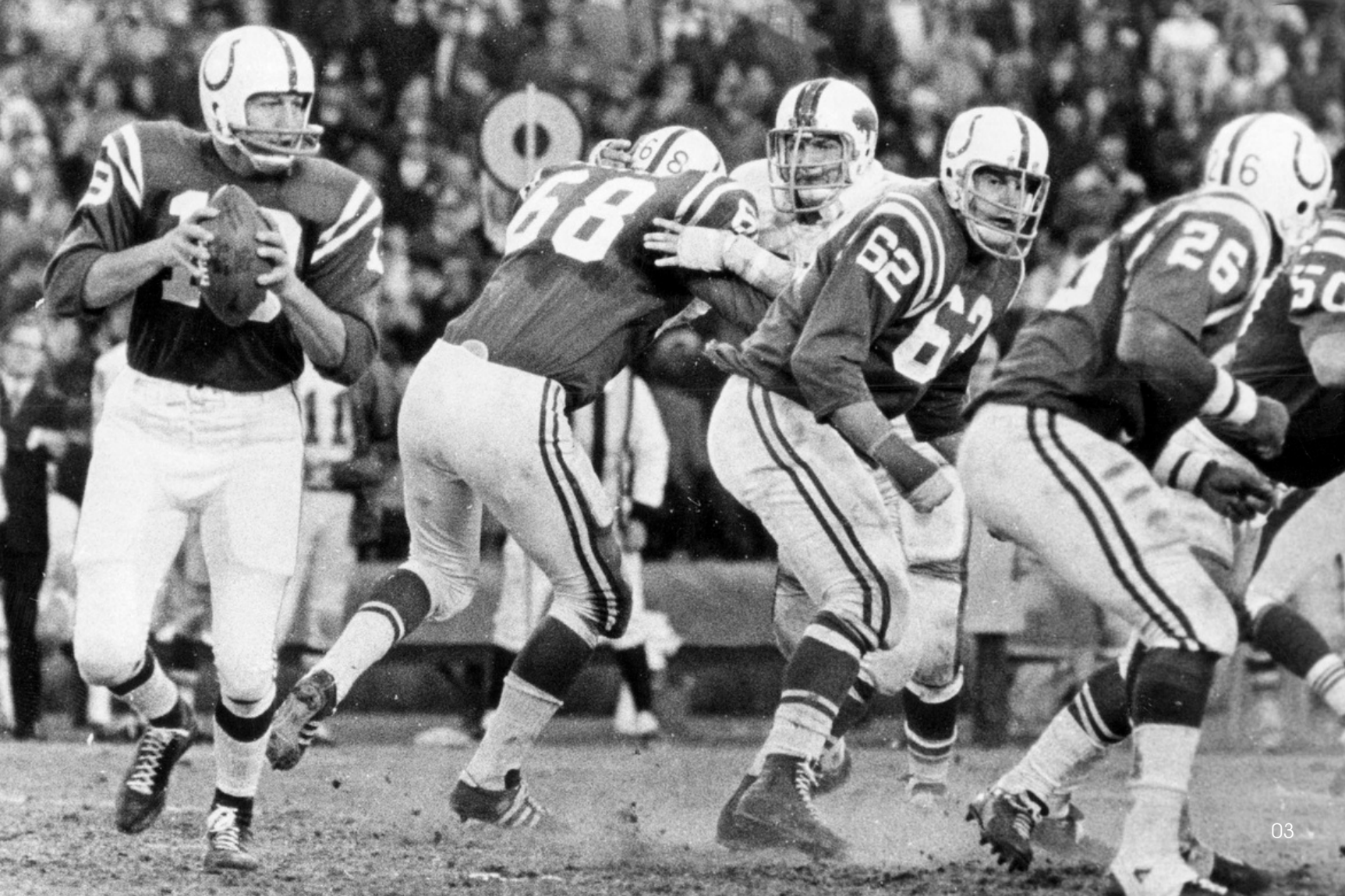

54.6%
Completion Percentage

TOP QB ALL-TIME
in commemorations of the NFL's 25th, 50th, and 75th anniversaries

Sports Illustrated
Top 10 Athlete

TIME
Top 10 Most Influential Athletes

ESPN
Top 50 Greatest Athletes of the Century



WHO WE ARE

Often times college football fans and the media become so enthralled with touchdown passes, elusive runs, ferocious tackles and quarterback sacks that we lose sight of other important matters of college athletics. The Golden Arm Award, presented annually to the top senior or fourth-year junior quarterback by the Johnny Unitas Golden Arm Educational Foundation encapsulates all that is positive in college sports.

The award acknowledges performance on the field, but it goes beyond completion percentage and touchdown strikes. The winner of the Golden Arm Award is recognized not only for his athletic accomplishments and teamwork, but also for his character, integrity, values, citizenship, scholastic achievement, sportsmanship, and leadership qualities.

In addition to honoring a player with the Johnny Unitas Golden Arm Award, the Johnny Unitas Golden Arm

Educational Foundation, Inc. has awarded more than \$600,000 in scholarships to deserving scholar-athletes from local area high schools both in Maryland and Kentucky.

Despite Johnny Unitas' outstanding accomplishments, he never forgot his humble beginnings, and this won him a permanent place in the hearts of all who ever knew him. Giving life to his commitment to 'give back,' the Johnny Unitas Golden Arm Educational Foundation, Inc. was established to promote football on all levels by providing financial aid to deserving young scholar athletes.

The Foundation is a non-profit 501 (c) (3) organization. All payments made to the Foundation are 100% tax deductible.



THE GOLDEN ARM

Determination of the Award will be based upon the on-field performance of the nominees, as well as their character.

To be a Golden Arm Award winner, these quarterbacks must demonstrate good citizenship off the field, and do their best to maintain the ideals of good character, morals and values that Johnny Unitas upheld in his career.

To be eligible for the Johnny Unitas Golden Arm Award, all candidates must be completing their college eligibility this season or be a fourth year junior who is on schedule to graduate with his class. The Golden Arm Award selection committee evaluates the candidate's performance upon character, teamwork, integrity, values, citizenship, scholastic achievement, sportsmanship and leadership qualities. They must also preserve a positive public image above reproach by avoiding legal issues or other types of scandal.

BOARD MEMBERS

Johnny Unitas 1933-2002

Founder/Honorary Chairman
1987-2002

John C. Unitas, Jr.

President

John C. Unitas, III

Secretary/Treasurer

Jillian L. Unitas

Director of Marketing & Communications



PAST AWARD WINNERS

Past standout winners of the Johnny Unitas Golden Arm Award include: Peyton Manning (Tennessee, 1997); Carson Palmer (USC, 2002); Eli Manning (Ole Miss, 2003); Brady Quinn (Notre Dame, 2006); Matt Ryan (Boston College, 2007); Colt McCoy (Texas, 2009); and Andrew Luck (Stanford, 2011); AJ McCarron (Alabama, 2013); Marcus Mariota (Oregon, 2014); Connor Cook (Michigan State, 2015)

"The Golden Arm Award holds place close to my heart and I am grateful to have won the award in 1997 after my career in Tennessee. The evening I spent with Johnny on the night of the award is still a vivid and special memory. When I was growing up my father always said his two favorite athletes were Mickey Mantle and Johnny Unitas. Winning this award carried great significance for that reason alone and it gave me the chance to know Johnny personally. Everyone knows the greatness of Johnny Unitas and through the work of his family and his foundation the Golden Arm Educational Foundation has touched so many people's lives in Maryland and Kentucky. This award means so much to so many people and I urge those to carry this forward to selfishly helping others the way Johnny did. I cannot thank the Unitas family and the Foundation enough for what the award means to the entire Manning family and myself personally. "

- Peyton Manning, Retired NFL Quarterback



COMMUNITY OUTREACH

Johnny Unitas needed help to obtain his education, now he is giving back financial aid to other deserving young men.

Johnny Unitas, a leader on the playing field, carried the ideals of football forward into his relations with his community and his fellow men. He has lent his support to numerous charitable and civic organizations. Among them are the American Cancer Society, Shriners's Hospital, American Legion, Boy Scouts of America, Union Memorial Hospital, The Kidney Foundation, March of Dimes, Multiple Sclerosis, The United Way and most recently, American Foundation for Urologic Disease, Inc. and Partnership for Prostate Health.

SOCIAL MEDIA

 www.facebook.com/GoldenArmAward

 www.twitter.com/GoldenArmAward

 www.instagram.com/GoldenArmAward

"In order to be successful at anything you choose to do, you must make a 100% commitment to what it is you are trying to do. If you put 50% of your ability into it that is all that you will get out of it. You must discipline your body and your mind to work toward the goals you have set. Once you have made this decision, then the work begins."

- Johnny Unitas



The Quarantaine

Peerless John Unitas Back To Lead Cardinals For The Fourth Year... But Top Source



Ray White

RELIGION AND EDUCATION FOUNDATION



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (\$125,000)

Twenty (20) tickets to Sports Legends Press Briefing and Tour

Twenty (20) tickets to Award Ceremony/Reception

High-level visibility of Sponsor in all communications, including:

- Non-exclusive worldwide use of Johnny Unitas' intellectual property, the image and likeness of Johnny Unitas in advertising, promotions and sales initiatives
- Recognition as an Official Presenting Sponsor on the Johnny Unitas Golden Arm Award and website
- Event signage and branding on all collateral material, invitations, website, letterhead, etc.
- Ancillary marketing collateral – NFL films, videos, interviews, event logo, etc.
- Press releases produced by the Johnny Unitas Golden Arm Award
- 60-second commercial spot on final produced awards show featuring sponsor name and logo to be aired on Comcast On Demand for 6 months post event
- Name of Corporation and Corporate Officer on Foundations Letterhead as Advisory Committee member

Additional Details:

- Twenty (20) footballs autographed by guest speaker, invited sports figures and Golden Arm recipient
- Private VIP reception with Golden Arm Award recipient with photo session
- VIP access for executives and staff to all Johnny Unitas Golden Arm events

Additional Details Cont.:

- Owner appearances (in-market and out-of-market)
- Trophy appearances
- Access to exclusive behind-the-scenes events
- Pass-through rights of sponsorship benefits to key partners and stakeholders
- In-house client servicing, account management, event planning and support
- Public relations service in support of media objectives
- Integration in Johnny Unitas Golden Arm Award social media and interactive marketing initiatives
- Assistance in developing business development and cross-promotional opportunities with other event sponsors



PLATINUM SPONSOR (\$50,000)

Eight (8) tickets to Sports Legends Press Briefing and Tour

Twelve (12) tickets to Award Ceremony/Reception

High-level visibility of Sponsor in all communications, including:

- Recognition on the Johnny Unitas Golden Arm Award website
- Event signage and branding on all collateral material, event invitation, website, letterhead, etc.
- Ancillary marketing collateral – NFL films, videos, interviews, event logo, etc.
- Press releases and news releases produced by the Johnny Unitas Golden Arm Award
- Name and logo recognition on signage at Award Ceremony/Reception
- Name of Corporation and Corporate Officer on Foundations Letterhead as Advisory Committee member
- 30-second commercial spot on final produced awards show aired on Comcast On Demand for 6 months post event

Additional Details:

- Twelve (12) footballs autographed by guest speaker, invited sports figures and Golden Arm recipient
- Private VIP reception with Golden Arm Award recipient with photo session



GOLD SPONSOR (\$25,000)

Four (4) tickets to Sports Legends Press Briefing and Tour

Eight (8) tickets to Award Ceremony/Reception

Visibility of Sponsor in all communications, including:

- Recognition on the Johnny Unitas Golden Arm Award website
- Event signage and branding on all collateral material, event invitation, etc.
- Press releases and news releases produced by the Johnny Unitas Golden Arm Award
- Name and logo recognition on signage at Award Ceremony/Reception
- 30-second commercial spot on final produced awards show aired on Comcast On Demand for 6 months post event

Additional Details:

- Eight (8) footballs autographed by guest speaker, invited sports figures and Golden Arm recipient
- Private VIP and photo session Golden Arm Award recipient



SILVER SPONSOR (\$10,000)

Two (2) tickets to Sports Legends Press Briefing and Tour

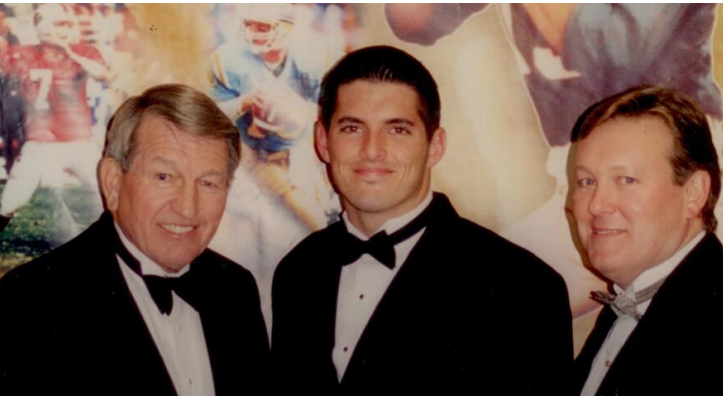
Six (6) tickets to Award Ceremony/Reception

Visibility of Sponsor in all communications, including:

- Recognition on the Johnny Unitas Golden Arm Award website
- Name recognition on event invitation, etc.
- Press releases and news releases produced by the Johnny Unitas Golden Arm Award
- Name and logo recognition on signage at Award Ceremony/Reception
- 15-second commercial spot on final produced awards show aired on Comcast On Demand for 6 months post event

Additional Details:

- Six (6) footballs autographed by guest speaker, invited sports figures and Golden Arm recipient
- Photo session with Golden Arm Award recipient



BRONZE SPONSOR (\$6,000)

Four (4) tickets to Award Ceremony/Reception

Visibility of Sponsor in all communications, including:

- Recognition on the Johnny Unitas Golden Arm Award website
- Name recognition on event invitation, etc.
- Press releases and news releases produced by the Johnny Unitas Golden Arm Award
- Name and logo recognition on signage at Award Ceremony/Reception

Additional Details:

- Two (2) footballs autographed by guest speaker, invited sports figures and Golden Arm recipient
- Photo session with Golden Arm Award recipient







"There is a difference between conceit and confidence. Conceit is bragging about yourself. Confidence means you believe you can get the job done."

- Johnny Unitas

SPONSOR MESSAGE

"As you know, I have recently retired as SVP of marketing after 20 great years at Transamerica. One of the great experiences I will always cherish is the 15-year run that we had in supporting the Johnny Unitas Golden Arm Award and Foundation. I can honestly say that the Transamerica title sponsorship has been the most cost-effective and productive sports sponsorship we have ever been a part of. Your commitment to the award and the support of the Baltimore business and sports community makes this event truly unique and special. I am sorry to see that Transamerica will not be continuing the sponsorship. I know you will find another worthy organization that will experience the benefit from the tremendous exposure this event brings as well as the good that your foundation does for the Baltimore community. I am a huge believer in the marketing potential for this prestigious award and the power of the Unitas brand."

- Bill Tate, former SVP of Marketing for Transamerica Insurance



CONTACT

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501 (c) (3) Non-Profit Corporation





"An investment in today's youth will benefit our society far into the future."

- Johnny Unitas