



We Mentor. We Lead. We Impact.



# ASF FOUNDATION

EST. 1982 HOME OF THE

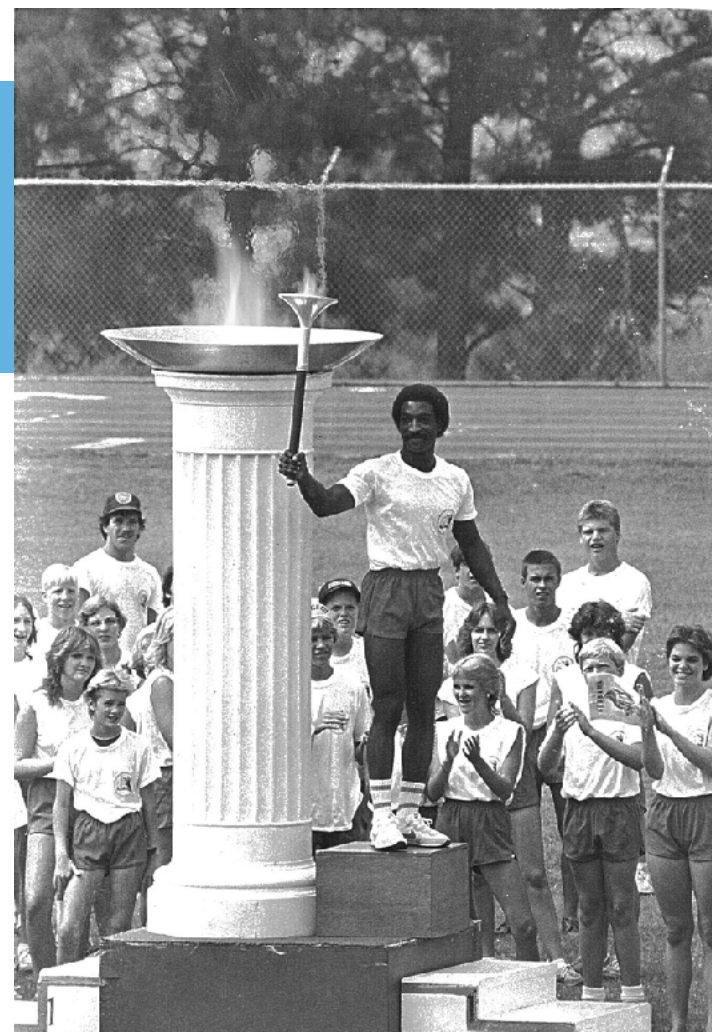
# ALABAMA STATE GAMES



HEALTH    ACADEMICS    ATHLETICS    GOOD CITIZENSHIP







*Olympian Harvey Glance lights the cauldron at the Inaugural State Games*



The ASF Foundation, a non-profit 501(c)3 organization, was founded in 1982 at the request of the **United States Olympic Committee**.

In addition to developing the Alabama State Games, the ASF Foundation serves as a statewide mentor organization for teaching our youth the importance of academics, athletics, healthy lifestyles, and good citizenship.

Using sports as a vehicle, the ASF Foundation stresses positive life-style choices; good education, the importance of family, church, school and community. As a value-oriented and volunteer driven organization, the ASF Foundation's primary focus is:



***"Reaching the Leaders of Tomorrow...Today, by Teaching the Importance of Academics and Good Citizenship through positive Mentoring!"***





# ASF Foundation Programs







# ALABAMA STATE GAMES



The largest annual multi-sport event held in Alabama encompassing over 2,000 different events with thousands of athletes of all ages and abilities.



## OLYMPIC DAY

June 7, 2019 has been designated by the United States Olympic Committee as an "Olympic Day" event in Alabama.

## ALABAMA STATE GAMES XXXVII June 7-9, 2019

Hosted by Huntsville and  
Madison County







# ALABAMA STATE GAMES



## Notable Former Participants & Guests:

**Harvey Schiller**- Former Commissioner of the SEC, former CEO of the United States Olympic Committee (USOC), Current President of USA Team Handball.

**Harvey Glance**- Former track athlete who attended Auburn and won Gold in '76 Olympics.

**Bo Jackson**- Retired professional baseball and football player who attended Auburn and won the 1985 Heisman Trophy.

**Jennifer Chandler**- Former diver who won the Gold in the '76 Olympics.

**Pat Sullivan**- Former head football coach at Samford University who attended Auburn where he won the 1971 Heisman Trophy.

**Gene Stallings**- Former head football coach at University of Alabama.

**Bobby Bowden**- Former head football coach at Florida State University.

## STATISTICS FOR THE 2017 ALABAMA STATE GAMES XXXV

70% of Alabama counties were represented at the State Games.

82% of participants were from counties outside of the host region of the 2017 Alabama State Games.

## ECONOMIC IMPACT

*Over the course of 35 years of the Alabama State Games, the ASF Foundation has greatly impacted the communities in which the games were held. Some specific examples include:*

**Dothan, Alabama:** Economic Impact \$4.3 Million  
(Source: Dothan Convention and Visitors Bureau 2016-2017)

**Mobile, Alabama:** Economic Impact- \$3 Million



# ALABAMA STATE GAMES

## OPENING CEREMONY



The Opening Ceremony showcases the tradition and pageantry of the International Summer Olympic Games. **The event is televised live statewide and is free to the public.** This is a huge kick-off to the State Games weekend of sporting events and includes a Parade of Athletes, exciting entertainment, the lighting of the Olympic Cauldron, and a huge fireworks show.

Past venues have included the Auburn University Campus, the Birmingham-Jefferson Civic Center, the Mobile Mitchell Center, the National Peanut Festival Fairgrounds in Dothan, and most recently, the Von Braun Center in Huntsville.

The ASF Foundation uses the Opening Ceremony platform to promote our core values of Academics, Athletics, and Health, by giving away scholarships, honoring our heroes presentations, and the athlete leadership summit.





# ALABAMA STATE GAMES XXXVII

## OPENING CEREMONY



**JUNE 7, 2019**  
**Von Braun Center**  
**Propst Arena,**  
Huntsville, AL  
**7:00 - 8:30 pm**



### OLYMPIC DAY

TELEvised  
**LIVE**  
statewide



Celebrating the history and success of the Space and Rocket program and the bicentennial of our State.



# ALABAMA STATE GAMES

## ATHLETE LEADERSHIP SUMMIT

An annual leadership summit for athletes, coaches, parents, and volunteers to learn the importance of academic excellence, good citizenship, responsibility, leadership and the concept of community.

Past speakers have included Head Basketball Coach Mike Anderson, former Head Football Coach Bobby Bowden, former Olympic Gold Medalist Jennifer Chandler, former Head Football Coach Pat Dye, former Olympic Gold Medalist Harvey Glance, former Heisman Trophy Winner Bo Jackson, former Alabama Football Player Siran Stacy, former Paralympic Athlete Maze Marshall, and World Champion Jet Ski racer and philanthropist Christy Swaid.



**The 2016 Leadership Summit featured the USA Team Handball National team and Olympian, Reita Clanton!**





# ALABAMA STATE GAMES



2018

ADULT FEMALE AOTY  
EASTER GRANT



2018

YOUTH FEMALE AOTY  
ELIZABETH DAVIS



2018

YOUTH MALE AOTY  
JOHN DAVID BAILEY



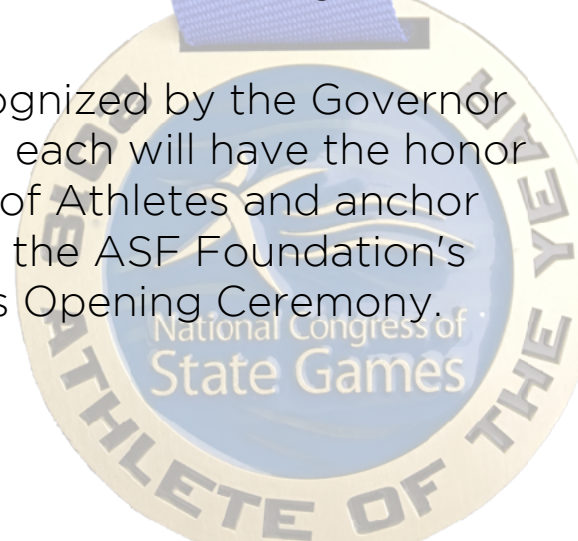
2018

ADULT MALE AOTY  
DR. DANIEL KATZ

The National Congress of State Games (NCSG), in an effort to recognize amateur athletes and further the purposes of the State Games movement, presents an **Athlete of the Year** award.

Recipients from each individual State Games will have the chance to win National Athlete of the Year. The male and female winners will be awarded a signed proclamation from the current Governor of Alabama and a medal recognizing them for this outstanding achievement.

Along with being recognized by the Governor for their achievement, each will have the honor to walk in the Parade of Athletes and anchor the torch relay during the ASF Foundation's Alabama State Games Opening Ceremony.







- Since 2011, over \$850,000 has been invested into the Wee Can Fight Obesity program.
- In 2010 the program began with 6 pilot schools expanding into every county across Alabama, totaling 256.

**“This innovative program has introduced a unique way to keep students physically active through technology in physical education throughout the state.”**

Nancy Ray, Alabama Department of Education, Physical Education and Health Specialist

**“It is important that our special education students and those with physical disabilities feel a part of all of our learning experiences. The Wee Can Fight Obesity Program provides an outlet for physical activity that all children can do.”**

Katrina Johnson Montgomery, AL Public Schools, Special Education Director

*The data related to the success of the WCFO program is anecdotal, but the continued positive responses the program has received from the physical education programs across the state, are related to the WCFO program.*

**Being more physically active earlier in life will transfer to continued physical activity throughout life. The WCFO program is an excellent vehicle in helping reduce obesity in Alabama.**

In 2010, The Center for Disease Control and Prevention declared Alabama one of the most obese states for youth and adults. To help Physical Education (P.E.) departments combat this, the ASF Foundation formed a partnership with the Alabama State Department of Education and the P.E. Department of Alabama State University to create the Wee Can Fight Obesity program.

The program allows for a motion based digital gaming system during P.E. classes for educators to promote health, physical activity, and educational awareness associated by obesity risks factors, in hopes to enhance interest in personal health, movement related activities and sports. The Nation's Health, a national publication of the American Public Health Association, featured an article on our Wee Can Fight Obesity program. This program has been proven effective, not only with the able-bodied students, but with students who have special needs.

**When students are active, they perform better academically.**





Our Student Ambassador program was established in 2001 to present an opportunity for high school students to further develop their skills in good citizenship and leadership. Since then, the ASF Foundation has partnered with businesses such as **AT&T**, **State Farm**, the **Alabama Department of Public Health**, and others to promote initiatives such as “Don’t Text and Drive,” “Smoke Free Alabama,” “Don’t Drink and Drive and Remember to Buckle Up,” and the **URKEYS2DRV** Teen Driver Summit. The ASF Foundation’s involvement with “Smoke Free Alabama” directly resulted in the removal of permission to smoke within eating establishments in the state.

As an ASF Foundation spokesperson, they are responsible for distributing program materials and serving as an ASF Foundation representative at events in their schools and communities. Students promote these initiatives through petition drives, social media campaigns, PSAs and much more. Students develop skills in leadership, marketing, community involvement, public speaking and team work. Academic scholarships are awarded to those that go above and beyond.

**THE LIFE YOU SAVE MAY BE YOUR OWN**  
**DON'T DRINK AND DRIVE AND REMEMBER TO BUCKLE UP**

**340 Traffic Fatalities**  
**66% were NOT wearing SEATBELTS**

**260 DUI Fatalities**  
**IN 2013 ALONE**

**42,367 Seatbelt Citations**  
**in 2013 alone**

**Sign our Petition to Save Lives!**  
<http://www.asffoundation.net/about/studentambassadors>

High School: \_\_\_\_\_ Student Ambassador: \_\_\_\_\_

Supported by: **State Farm**, **ASF FOUNDATION**, **madd**, **Alabama Department of Public Health**, **SA**







# academic SCHOLARSHIP

P R O G R A M

For over 23 years, we have awarded an average of **\$13,600** annually in academic college scholarship monies through the different ASF Foundation programs, for a total of **\$295,385.00**.

We take pride in supporting academics and we will always invest in our future, the youth of Alabama!

**\$295,385.00**

On Average,  
**\$13,600**  
awarded annually in  
academic scholarships





# Honoring Our HEROES



The ASF Foundation's Honoring Our Heroes program is part of its commitment to teach Alabama student-athletes good citizenship by highlighting the sacrifices made by others to keep our community, state, and country a free and safe society.

**2000** - 50th Korean War Anniversary Medal

**2002** - New York City firefighters and police officers

**2007** - Alabama military service members who were deployed to Iraq and Afghanistan **"Let Freedom Ring" Medal**

**2008** - Alabama law enforcement officers **Medal of Valor** and **Law Enforcement Medal of Distinction**

**2009** - Alabama Firefighters and EMS Personnel **Medal of Service and Sacrifice**

**2010** - Alabama Teachers and Education Support **Medal of Distinction**

**2012** - Alabama Wounded Warriors, Disabled Veterans and family members **Alabama Legislature Medal of Honor**

**2013** - Boy Scouts of Alabama **Alabama Legislature Meritorious Scouting Award**

**2015** - A joint-house resolution **"Thank You For Your Service Day"** in the state of Alabama, honoring all service members and their families

**2017**- A salute to First Responders within the cities of Dothan & Ozark, counties of Dale & Houston, and Fort Rucker, awarded the **"2017 Distinguished Service Medal"**

**2018**- A salute to First Responders within Huntsville and Madison County awarded the **"2018 Distinguished Service Medal"**







## MEDIA ANALYTICS

### PUBLICITY

Daily and Weekly Newspapers and Magazines	1,400,000
Radio	3,900,000
Television (Live Statewide Opening Ceremony/Media)	4,952,875
Internet (alagames.com/asffoundation.org/partners)	4,758,200
<b>TOTAL MEDIA IMPRESSIONS THROUGH PUBLICITY</b>	<b>15,011,075</b>

### STATE GAMES RESOURCES

Save the Date Cards: 5,000x2.2	11,000
State Games Flyer: 35,000x2.2	77,000
Venue Maps: 3,500x2.2	7,700
Sport-Specific Flyer handout (23 Sports): 46,000x2.2	101,200
Email Marketing: 20,000x12 months	240,000
Opening Ceremony VIP Invitation: 500x2	1,000
Opening Ceremony Poster: 2,000x10	20,000
Facebook paid/unpaid reach	4,500,000
Opening Ceremony/Leadership Summit Flyer: 2,500x2.2	5,500
T-Shirts (Athlete, Event Staff, Medical): 5,000x10	50,000
VIP Polo Shirts: 100x20	2,000
<b>TOTAL MEDIA IMPRESSIONS THROUGH RESOURCES</b>	<b>7,321,555</b>

**TOTAL IMPRESSIONS 20,347,630+**

### EVENT BENEFITS

- Company recognition in advertising
- Utilization of ASF Foundation contact database (70K+ addresses and 25K+ email)
- Signage at various events throughout the year.
- Access to over 300 Student Ambassadors at High Schools across Alabama.
- Partnership with Alabama Department of Education- specific event opportunities.
- Footprint at all ASF Foundation event venues.
- Support the Largest Annual Multi-sport Athletic event in Alabama.
- Reach a diverse market throughout the state of Alabama.
- Custom Sponsorship packages available offering Logo representation on Web, Social Media, Banners/Signage, Mailings, Email, Apparel, and various other customizable opportunities
- Opening Ceremonies Interactive Marketing opportunities
- Memberships with the Alabama Broadcasters Association and the Alabama Press Association.



# Mutual Goals and Objectives



The ASF Foundation, a non-profit 501(c)(3) organization, IRS tax identification number 63-0830085, was established in 1982 at the request of the United States Olympic Committee (USOC). In 1983, the Olympic-style Alabama State Games was born, which showcases the traditions and ceremony of the Olympic Games in a movement which sport and culture come together.

The United States Olympic Committee encourages local communities (Huntsville/Madison County) to conceive a unique artistic Opening Ceremonies that will showcase its past and future in a comprehensive way and will educate our citizens, not only in Alabama, but nationwide on what has made this community so successful.

Our Opening Ceremonies are televised live statewide and our goal in 2019 is to televise the Opening Ceremonies on C-SPAN or another large network, enabling this story to be told nationwide.

Huntsville's accomplishments in space exploration and industry give the potential of an awesome story. Working together with the local corporate community will assure that this production will be accurate and actual.

Our goal is indeed to surpass all expectations. Together, this will be achieved with careful planning and production.



*2018 Opening Ceremony, Von Braun Center*



## INNOVATION STARTS HERE!



With a partnership between Huntsville and Madison County and the ASF Foundation.





## BOARD OF DIRECTORS

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Sr. Vice President  
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Birmingham

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Mobile Film Commission  
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Birmingham

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Emergency Medicine Physician  
Mobile

### Board Member Emeritus

**Harvey Glance**  
Olympic Gold Medalist

**Murray Legg**  
Board of Director 1983-2016

\* Executive Committee Members





## CONTACT US

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