



— OFFICIAL —
SPONSORSHIP

PACKAGE

SATURDAY, AUGUST 29, 2026 • SILVERBACKS PARK • ATLANTA

WELCOME LETTER FROM THE FOUNDER

Thank you for your interest in the Flight Crew Kickball Classic. This event was created with one simple but powerful intention: to pour back into the people who spend their lives pouring into others.

Flight attendants and pilots are the heartbeat of the aviation industry. They show up every day navigating long hours, high responsibility, constant change, and the emotional demands of serving thousands of people across the globe. While aviation is often seen as glamorous from the outside, those within the industry understand the importance of wellness, connection and community in order to truly thrive.

The Flight Crew Kickball Classic was born out of that understanding. This event is more than a tournament. It is a wellness-driven experience designed to bring flight crews together from multiple bases for a day of movement, connection and "purpose" while also creating opportunities to give back locally and globally.

As a sponsor, you are not simply supporting an event. You are partnering in a movement. Your support helps fund a professionally produced experience that prioritizes wellness, community, storytelling and impact. From event production and programming to media coverage, documentary storytelling and charitable outreach, your partnership plays a vital role in bringing this vision to life.

The Flight Crew Kickball Classic begins with American Airlines mainline bases, allowing the event to be built authentically within the founder's own airline community. The long-term vision is to expand this platform into a "Battle of the Airlines", welcoming additional airlines to participate as the event grows.

Thank you for considering becoming part of this journey. I look forward to building something meaningful together on the ground, in the air and beyond.

With gratitude and purpose,

Prieska Outland
Founder & Visionary
Flight Crew Kickball Classic



ABOUT THE EVENT

Tentative Date: Saturday, August 29, 2026

Location: Silverbacks Park, 3200 Atlanta Silverbacks Way, Atlanta, GA 30340

Event Time: 9:30 AM – 6:30 PM

The Flight Crew Kickball Classic is a professionally produced, wellness-focused community event designed exclusively for flight attendants and pilots.

The inaugural tournament will feature flight crew teams representing American Airlines mainline bases, uniting participants for a full-day experience centered on physical activity, connection, and community engagement. The event is open to aviation professionals across all airlines, along with their families, supporters, vendors, and community partners.

Event Experience Includes:

- Competitive kickball tournament featuring base-represented teams
- Opening ceremony and on-field programming
- Halftime entertainment and live music
- Health screenings and wellness activations
- Vendor engagement areas and sponsor activations
- On-site media coverage and content production

This high-energy, purpose-driven event is structured to deliver meaningful engagement for both participants and sponsors through organized programming, professional production, and integrated brand visibility throughout the day.

The Flight Crew Kickball Classic is intentionally built with scalability in mind. While the inaugural year launches with American Airlines mainline bases, the long-term vision is to expand into a multi-airline “Battle of the Airlines” platform in future editions.



WHY SPONSOR THE FLIGHT CREW KICKBALL CLASSIC

Sponsoring the Flight Crew Kickball Classic offers partners a unique opportunity to align with a purpose-driven aviation community while gaining meaningful brand exposure and long-term value.



TARGETED ACCESS TO THE AVIATION COMMUNITY

Direct engagement with flight attendants and pilots representing American Airlines mainline bases in the inaugural year, with expanding reach across the broader aviation community as the platform grows into a multi-airline experience.



BRAND ALIGNMENT WITH WELLNESS & COMMUNITY IMPACT

Association with health, wellness, teamwork, camaraderie and charitable outreach initiatives



MULTI-CHANNEL BRAND EXPOSURE

Extended visibility through integrated media coverage, digital and social marketing, interviews, documentary storytelling, music video inclusion and select team uniform placement



AUTHENTIC ENGAGEMENT OPPORTUNITIES

On-site brand activations, product placement and meaningful interaction with attendees throughout the event



LONG-TERM GROWTH POTENTIAL

Early partnership positioning within a platform intentionally designed to expand into a multi-airline Battle of the Airlines experience

SPONSORSHIP OF THE FLIGHT CREW KICKBALL CLASSIC IS MORE THAN VISIBILITY – IT IS AN INVESTMENT IN PEOPLE, PURPOSE AND LASTING IMPACT.

PROJECTED REACH & MARKETING STRATEGY



EVENT ATTENDANCE

300-600
EXPECTED ATTENDEES

- Flight attendants, pilots, aviation professionals
- Families, supporters, vendors, and community guests



TARGETED DIGITAL ADVERTISING

50K-140K
IMPRESSIONS

- \$500-\$1,000 initial ad spend
- Scaled ads through sponsor partnerships
- Aviation & Atlanta metro targeting



ORGANIC SOCIAL REACH

8K+
FOLLOWERS

- Content promotion and sharing
- Across aviation networks



MEDIA & CONTENT COVERAGE

VIDEO + DOCUMENTARY CONTENT

- Professional video recap & storytelling
- News coverage opportunities.



GLOBAL ANTHEM DISTRIBUTION

MUSIC VIDEO & DIGITAL RELEASE

- Flight Crew Anthem & Music Video
- Extended exposure post-event

TOTAL ESTIMATED REACH

50K-200K+ DIGITAL IMPRESSIONS
YEAR ONE MARKETING REACH

Exposure before, during, and after the event through multi-platform distribution.

WHAT SPONSORSHIP SUPPORTS

Sponsorship contributions directly support the planning, production and execution of the Flight Crew Kickball Classic.



EVENT PRODUCTION & OPERATIONS

- Venue and field rental
- Permits, insurance, and event infrastructure
- Event staffing and operations
- Professional security and medical personnel



PROGRAM & PARTICIPANT EXPERIENCE

- Team uniforms and athletic equipment
- Kickballs and game-day supplies
- Health screenings and wellness activations
- Vendor coordination and engagement areas



ENTERTAINMENT & LIVE PRODUCTION

- Halftime show production
- Stage setup, sound system, lighting and microphones
- On-field announcements and programming

PRODUCTION AND GLOBAL RELEASE OF THE OFFICIAL FLIGHT CREW ANTHEM & BRANDED MUSIC VIDEO

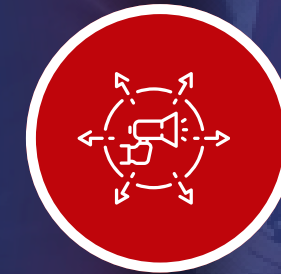
WHAT SPONSORSHIP SUPPORTS

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MEDIA, CONTENT & STORYTELLING

- Professional audio-visual services
- On-site photography and videography
- Production of the Flight Crew Global Anthem music video
- Documentary coverage capturing the creation and execution of the event
- Promotional and post-event content assets



MARKETING, PR & BRAND VISIBILITY

- Event marketing campaigns
- Digital and social media promotion
- Website sponsor promotion
- Public relations and media outreach



COMMUNITY IMPACT & GIVEBACK

- Charitable contributions to selected organizations
- Local and global outreach initiatives

SPONSORSHIP OF THE FLIGHT CREW KICKBALL CLASSIC IS MORE THAN VISIBILITY – IT IS AN INVESTMENT IN PEOPLE, PURPOSE AND LASTING IMPACT.

MEDIA, CONTENT & BRAND EXPOSURE

The Flight Crew Kickball Classic is designed to extend brand visibility beyond event day through professionally produced media, storytelling and multi-platform content distribution.



MEDIA OPPORTUNITIES MAY INCLUDE:

- Flight Crew Global Anthem Music Video
- Event Documentary Coverage
- Sponsor Interview and Feature Content
- Digital and Social Media Campaigns
- Post-Event Recap Media Assets

ON-SITE BRAND VISIBILITY

- Sponsor Wall and Photo Backdrop
- Team Uniform Placement (Tier Dependent)
- Stage or Field Branding
- Experiential Brand Activations



ALL EXPOSURE OPPORTUNITIES ARE ALIGNED AND SCALED BASED ON SPONSORSHIP TIER.

THE FUTURE OF FLIGHT CREW KICKBALL CLASSIC

FROM ONE AIRLINE TO BATTLE OF THE AIRLINES



2026




2027





2028+




LAUNCH EVENT


 American Airlines crew competition


 Battle of the Bases tournament


 Community festival & charity impact


 Official Flight Crew Anthem release

EXPANSION


 Additional airline participation


 Larger venue


 National aviation crew engagement


 Expanded media coverage

BATTLE OF THE AIRLINES

 Multi-airline competition

 National aviation championship event

 Broadcast & digital media opportunities

 Global aviation community engagement

FUTURE OF FCKG

FUTURE OF FCKG

CAPTAIN'S CIRCLE
TITLE SPONSOR

SPONSORSHIP LEVELS OVERVIEW

AVIATION LEADERSHIP SPONSORSHIPS

- Captain's Circle Title Sponsor
- Co-Presenting Sponsor
- First Officer Sponsor
- Flight Attendant Sponsor

CABIN-INSPIRED SUPPORTER SPONSORSHIPS

- First Class Supporter
- Business Class Supporter
- Premium Economy Supporter
- Main Cabin Supporter
- Jumpseat Supporter

CO-PRESENTING
SPONSOR



INVESTMENT: \$25,000

Exclusive founding title partner of the inaugural Flight Crew Kickball Classic. The highest level of partnership reserved for one exclusive brand.

Event Naming Rights:

Flight Crew Kickball Classic presented by [Sponsor Name]

Brand Visibility and Recognition

- Exclusive title sponsorship status
- Premier logo placement across all marketing
- Prominent Sponsor Wall placement
- Select team uniform placement
- Top-tier website sponsor recognition

Media, Content and Storytelling Integration

- Inclusion in Flight Crew Global Anthem music video
- Prominent documentary storytelling inclusion
- Featured interview and promotional inclusion
- Digital promotional campaign inclusion

On-Site Activation and Engagement

- Premium vendor or activation space
- On-stage recognition opportunities
- Participation in ceremonial or award segments



CO-PRESENTING SPONSOR



INVESTMENT: \$20,000

Provides elevated visibility and secondary naming recognition.

Event Recognition: Flight Crew Kickball Classic presented by [Title Sponsor] in partnership with [Co-Presenting Sponsor]

Benefits Include:

- Prominent Sponsor Wall placement
- Elevated website recognition
- Documentary and recap media inclusion
- High-visibility activation space
- Programming recognition
- 20 VIP Tickets

Limited to one Co-Presenting Sponsor

FIRST OFFICER SPONSOR

INVESTMENT: \$15,000

Provides strong brand visibility and storytelling inclusion.

Benefits Include:

- Prominent marketing logo placement
- Sponsor Wall recognition
- Website listing
- Documentary coverage inclusion
- Recap media inclusion
- Digital promotional recognition
- Vendor activation opportunity
- 15 VIP Tickets



FLIGHT ATTENDANT SPONSOR



INVESTMENT: \$10,000

Honors aviation professionals while providing authentic brand engagement.

Benefits Include:

- Event signage placement
- Sponsor Wall recognition
- Website sponsor listing
- Digital recap inclusion
- Swag bag or product placement
- Shared activation opportunity
- 10 VIP Tickets

SUPPORTER SPONSORSHIP TIERS

FIRST CLASS SUPPORTER

- Sponsor Wall recognition
- Website recognition
- Post-event recap inclusion
- Vendor or swag bag opportunity
- 8 VIP Tickets

INVESTMENT: \$7,500

BUSINESS CLASS SUPPORTER

- Sponsor Wall recognition
- Website recognition
- Post-event recap inclusion
- Swag bag placement
- 6 VIP Tickets

INVESTMENT: \$5,000

PREMIUM ECONOMY SUPPORTER

- Sponsor Wall recognition
- Website recognition
- Recap media inclusion
- Swag bag opportunity
- 4 VIP Tickets

INVESTMENT: \$2,500

MAIN CABIN SUPPORTER

- Sponsor Wall recognition
- Website recognition
- Recap inclusion
- 2 VIP Tickets

INVESTMENT: \$1,500

JUMPSEAT SUPPORTER

- Name or small business listing on Sponsor Wall
- Website recognition
- Post-event sponsor acknowledgment
- Complimentary admission for supporter plus one guest

INVESTMENT: \$500

GLOBAL GIVEBACK

A portion of proceeds from the Flight Crew Kickball Classic supports charitable and outreach initiatives aligned with wellness, youth development, and community empowerment.

GIVEBACK EFFORTS MAY INCLUDE:

- Donations to nonprofit organizations
- Youth wellness program support
- Outreach benefiting underserved communities
- Distribution of donated goods or resources
- Transportation or shipment of charitable items
- Storytelling and media coverage of impact initiatives

HOW TO BECOME A SPONSOR

1 REVIEW SPONSORSHIP PACKAGE

Identify the sponsorship level that aligns with your brand goals

2 COMPLETE SPONSOR INTEREST FORM

Submit the official sponsor interest form via the Flight Crew Kickball Classic website

3 SPONSORSHIP CONSULTATION AND CONFIRMATION

Our team will follow up to finalize availability and partnership details

Sponsorship Availability Notice: Captain's Circle and Co-Presenting Sponsor tiers are limited and offered on a first-confirmed basis.



CONTACT INFORMATION

FLIGHT CREW KICKBALL CLASSIC SPONSORSHIP TEAM FLIGHTCREWKICKBALLCLASSIC@GMAIL.COM

JOIN THE MOVEMENT

JOIN THE Movement

WHERE AVIATION, WELLNESS & COMMUNITY UNITE.



JOIN THE MOVEMENT

THIS IS WHERE *Legacy* BEGINS.



Prieska Outtard
FOUNDER & VISIONARY
FLIGHT CREW KICKBALL CLASSIC