



Bob Emig Foundation

- Started in 2004 by founder Aaron Emig, Bob's oldest son, to continue his father's work in helping youth develop well-rounded lives by providing them a healthy sports experience.
- Bob loved sports—as a participant, coach and sports writer—and felt these experiences were a contributor to the successful family and professional life he built.

Vision

Inspiring Youth Athletes. Transforming Lives.

Mission

Promoting the well-being of youth through sports and education

**Our Board of Directors has over 175 years of combined experience
in youth sports management and professional services.**

Programs and Partnerships

Bob Emig Foundation (BEF) Success Program
BEF Youth Sports Hall of Fame
Bob Emig Golf Scramble
Celebrating Leaders in Youth Sports
Jackie Joyner-Kersey Foundation Soccer
Kick for Nick Foundation

KidSmart – Tools for Learning
Leaders in Education
Mississippi River Games (MRG)
Neway Elite Basketball Academy
Sisterhood of Soccer

MISSISSIPPI

RIVER GAMES



BIGWIDESKY



**BOB EMIG
FOUNDATION**

10 States. 8 Sports. 1 Mission.



10 States.

An Olympic-style amateur youth sports festival for the 10 states that border the Mississippi River

- Arkansas
- Illinois
- Iowa
- Kentucky
- Louisiana
- Minnesota
- Mississippi
- Missouri
- Tennessee
- Wisconsin





8 Sports.

Baseball

Basketball

Soccer

Softball

Swimming

Tennis

Volleyball

Wrestling





1 Mission.

Bob Emig Foundation Cup





Where?

**Southwestern Illinois &
St. Louis, Missouri**

When?

June 16-18, 2017



MRG Team

Aaron Emig

Founder and President

Bob Emig Foundation

Years of youth sports management: 27

Baseball

TBD

Basketball

Jared Newson

Founder

Neway Elite Basketball Training Academy

Years of youth sports management: 7

Soccer – High School

Juergen Huettner

Head Coach

Althoff Catholic High School Girls Soccer

Southwestern Illinois College Women Soccer

Years of youth sports management: 27

Soccer – Youth

Aaron Emig

Founder and President

Bob Emig Foundation

Years of youth sports management: 27

Softball

TBD

Tennis

Dave Lipe

Head Coach

Edwardsville High School Tennis

Years of youth sports management: 34

Swimming

Bob Rettle

District 7 Aquatics Director

Chuck Fruit Aquatics Center

Years of youth sports management: 35

Volleyball

Sara Dietrich

Head Coach

Althoff Catholic High School Girls Volleyball

Years of youth sports management: 13

Wrestling

TBD

MRG Team of Combined Experience in Youth Sports Management:

143 years



Other Activities

VIP Reception

Thursday, June 15, 2017

Check-in

June 15-16, 2017

Athlete Fest

Friday, June 16, 2017



MRG Facts

10	States
8	Sports
7,760	Athletes
1,140	Coaches
300	Volunteers
7,760	Spectators*
9,770	T-shirts and polos
3,294	Awards
9,200	Badges
8,900	Souvenir Programs



MRG Facts

The Bottom Line

Total Participants**

16,960

Estimated Economic Impact

\$8,000,000

* Only one spectator per athlete

** Does not include officials, staff, medical trainers and general public



Opportunities

Sponsorships

- Presenting
- Athlete Fest
- Community
- Sport
- Venue
- Media



Benefits	Presenting	Athlete Fest	Community	Sport	Venue	Media
Presenting sponsor for the Mississippi River Games	X					
Presenting sponsor at the MRG Athlete Fest		X				
Logo and link recognition on BEF and MRG websites and social media exposure	X	X	X	X	X	X
Logo placement on t-shirts	X	X	X	X	X	X
Logo placement on polos	X					
Ad in the souvenir program	Full color back cover, inside front or back cover	Full color center page	Full color	½ color	¼ color	X
Logo placement on banners at each venue	X	X	X			X
Logo placement on banners at sport venue				X	X	
Insert in the athlete bags	X	X	X	X	X	X
Vendor booth at the Athlete Fest and venues	X	X	X	X	X	X
Signage at VIP Reception, Check-in & Athlete Fest	X	X	X	X	X	X
Complimentary guests to the VIP reception and Athlete Fest	30	20	10	6	4	X
Logo placement on all email communications	X	X	X			X
Logo placed on athlete, coach, VIP, staff and volunteer badges	X	X	X			X
Logo placed on athlete, coach, VIP, staff and volunteer lanyards	X					
Facebook advertising exposure	X	X	X			X
Opportunity for employees to volunteer	X	X	X	X	X	X
Sponsor at the 2017 Leaders in Youth Sports	30 guests	20 guests	10 guests	4 guests	2 guests	X
Sponsor at the 2018 Bob Emig Golf Scramble	16 golfers	12 golfers	8 golfers	4 golfers	2 golfers	X



MRG Facebook Ad Campaign Summary

Topic	Introduction	Investment	\$500
Goal	Drive to website	Reach	72,911
Length	1 week	Link Clicks	2,935
Start Date	10/27/2016	End Date	11/3/2016



Mississippi River Games

227 likes 1w

10 States. 8 Sports. 1 Mission. #mrg #youthsports #education
MississippiRiverGames.org

Log in to like or comment. ...



Mississippi River Games
October 27 at 10:42am · 🌐

10 States. 8 Sports. 1 Mission. #mrg #youthsports #education
MississippiRiverGames.org

10 States. 8 Sports. 1 Mission.
The Bob Emig Foundation is proud to host the inaugural Mississippi River Games on June 16-18, 2017.

MISSISSIPPIRIVERGAMES.ORG [Learn More](#)

70,526 people reached

👍 Like 💬 Comment ➦ Share

👤 Mississippi River Games, Yamilet Quiñones, Miã Bábý and 8 others

1 share

Write a comment...
Press Enter to post.



Opportunities

Placement in the souvenir program,
athlete bags and BEF and MRG websites

Advertising Specifications

Full color outside back cover	1/2 page color
Full color inside front cover	1/2 page black and white
Full color inside back cover	1/4 page color
Full page color	1/4 page black and white
Full page black and white	



MississippiRiverGames.org



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