

Questions regarding sponsorship or
payment may be directed to:

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Peter.Ward@uifpgh.org or
412.321.3811 ext 220



*Transforming the lives of kids living in the
backyard of Heinz Field - Pittsburgh's North Side*



A partnership between:

Urban Impact

Businesses

Steelers Players

Corporations



Urban Impact Foundation
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About Urban Impact & Play Ball For Kids

Urban Impact Foundation (UIF) is a faith-based, non-profit organization that was founded by Rev. Ed Glover. He and his wife, Tammy, have been involved in urban ministry on Pittsburgh's North Side since 1986. The organization was created to foster Christian community development on the North Side by changing lives one person, one family, one block at a time. UIF focuses on helping at-risk children, youth and their families in a holistic manner; i.e. by meeting needs academically, spiritually, physically, and socially. Financial support comes from charitable foundations, corporations, churches, and individuals.

In 2003, Pastor Ed Glover had a vision to partner with Steelers players to make an impact in the "backyard" of Heinz Field - Pittsburgh's North Side. This partnership between Urban Impact, the Steelers organization, and local businesses has grown significantly, bringing in more than 4 million dollars over the past 15 years to fund UIF programs!

Each year, sponsors are invited to attend a tailgate party and pre-season game at Heinz Field, as well as an Appreciation Dinner. Additional incentives vary by sponsorship level.

Steelers players attend a football clinic in June, where they interact with North Side youth and teach football drills.

Sponsorship Levels & Benefits

Businesses and corporations become partners by making financial contributions to Urban Impact at six levels. Please note that the tax-deductible amount of your donation will be based on whether or not you opt in for the incentives listed below. All sponsors will be allotted seating at the annual Appreciation Dinner in the fall as a gesture of thanks for their support.

	Sponsorship Level					
	Black	Gold	Pro Bowl	All-Pro	Super Bowl	Hall of Fame
Donation Level	\$2,500	\$5,000	\$10,000	\$20,000	\$50,000	\$75,000
Listed on Urban Impact website	X	X	X	X	X	X
Link on Urban Impact website to sponsor website		X	X	X	X	X
Tickets to pre-season Steelers game and tailgate party	2	4	6	8	10	10
Dinner with Steelers legend				X	X	X
Deluxe package						X
On-field activity at pre-season game						X
Autographed memorabilia	1 football	2 footballs	1 football	1 football 1 jersey	1 football 2 jerseys 1 helmet	2 footballs 2 jerseys 2 helmets

Checks may be made payable to Urban Impact Foundation, with "PB4K" in the memo line, and mailed to the address on the back.

