

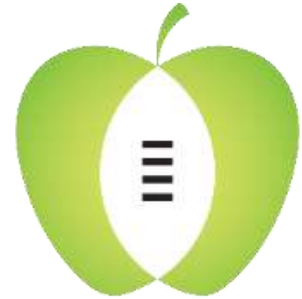


**COLLEGE FOOTBALL PLAYOFF
FOUNDATION**

The College Football Playoff (CFP) Foundation was launched in 2013 and is the charitable arm of the College Football Playoff. The goal of the CFP Foundation is to make a significant impact off the field in communities touched by the playoff system and across the country.

EXTRA YARD FOR TEACHERS

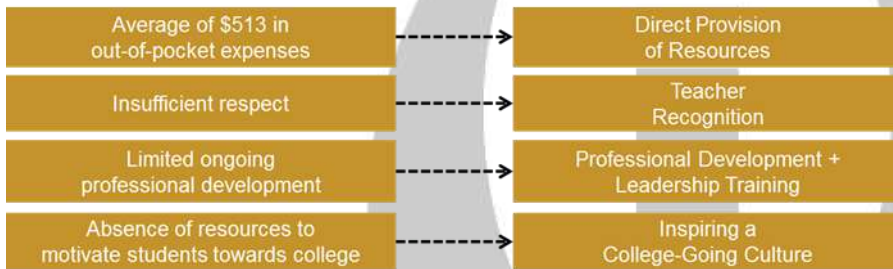
The focus of the CFP Foundation is education. Extra Yard for Teachers (EYFT) was established as the CFP Foundation’s primary philanthropic initiative, with a mission of honoring, empowering, celebrating and inspiring great teachers. The CFP Foundation believes teachers are our greatest asset, and every child deserves an opportunity for a quality education.



**EXTRA YARD
FOR TEACHERS**

Teachers’ Challenges

EYFT Program Components



Direct Provision of Resources

DonorsChoose.org

Since 2013, the CFP Foundation has provided funds directly to teachers through DonorsChoose.org, a 501(c)(3) nonprofit organization, that allows individuals to donate to public school classroom projects through an online crowdfunding platform.



\$2.25M	6,000	600,000
donated	projects funded	students impacted

Teacher Recognition

Extra Yard for Teachers Summit

A free event the weekend of the national championship game where local teachers hear inspiring speakers and see incredible performances centered on celebrating educators.



Teachers of the Year

Teacher of the Year winners and finalists in the host city’s state receive two complimentary game tickets as well as recognition before and during the national championship game.

1,000	400
Dallas attendees (2015-16)	Phoenix attendees (2016)

Professional Development & Leadership Training

The CFP Foundation seeks to provide opportunities and funding to support development and leadership training for teachers across the nation.

Partnerships include:



\$300,000	\$400,000
Teach for America	Alliance for Catholic Education

Inspiring a College-Going Culture

College Banner Program

Collegiate banners are given to schools in the host city of the national championship game to display throughout the school year and stimulate goals to attend college.

College Visit Program

Since 2013, \$200,000 has been contributed to conduct college visits for local high school students in CFP bowl-game cities.



47,000	34,000	700,000
banners	classrooms	students impacted

2016 EXTRA YARD FOR TEACHERS WEEK, September 17-24, 2016

Join the CFP Foundation in honoring, celebrating, inspiring and empowering teachers across the country. Your participation will have a direct positive impact on the lives of teachers in your local community. More details to come!



NATIONAL CHAMPIONSHIP GAME EVENTS



Extra Yard 5K: A family friendly 3.1 mile race for a good cause. Proceeds benefit Extra Yard for Teachers.



Extra Yard for Teachers Summit: A fast-paced, half-day event where educators come together to hear inspiring speakers and see inspirational performances centered on celebrating teachers. Event is simultaneously produced in multiple cities.



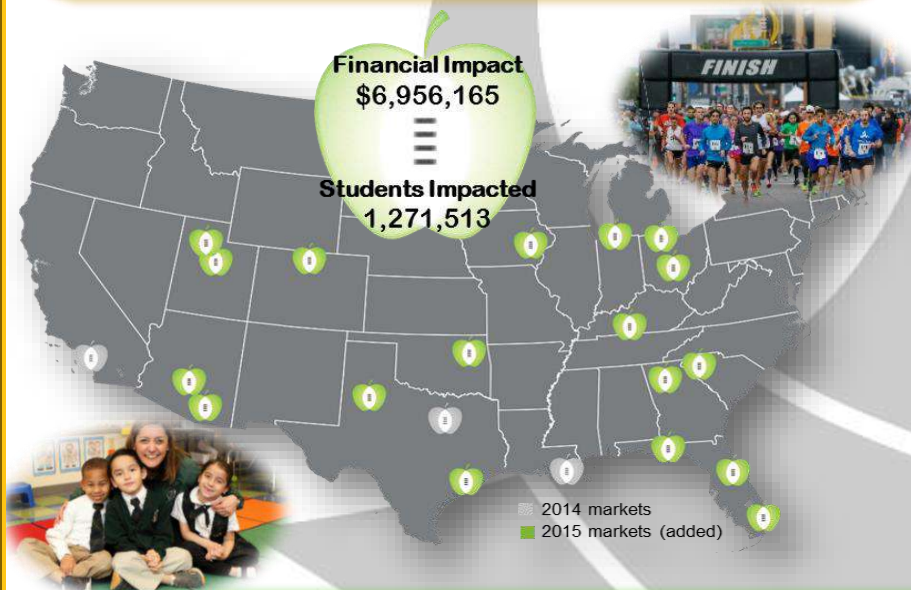
Taste of the Championship: An event where many of the country's top chefs prepare delectable food in an atmosphere mixed with former college football players, fans and local guests. Proceeds benefit local food banks and the CFP Foundation.

BOWL PARTNERS



Financial Impact
\$6,956,165

Students Impacted
1,271,513



2016 GOALS

- Develop ad campaign supporting teachers.
- Enhance broadcast opportunities.
- Develop corporate partnerships.
- Develop foundation partnerships.
- Partner with all 10 major conferences.
- Partner with all FBS universities (128).
- Partner with all 40 other post-season bowl games.

2016 PARTNER ACTIVATION OPPORTUNITIES

Participatory support from universities, conferences and bowl associations, in addition to the backing from ESPN and select conference networks, enables us to use the cherished platform of college football for the benefit of education.

What we need from you:

- Support teachers on your digital and social media channels.
- Create an activation during a home football game.
- Invite local teachers to the game and celebrate them and their mission.
- Work with the CFP Foundation on a meaningful impact strategy in your community.

Extra Yard for Teachers Week, September 17-24, 2016

The CFP Foundation will provide partners with all the assets they will need to activate. The kit will include:

1. Audio and Visual Files
2. Social graphics and suggested content
3. Eye-catching assets for use during games



**EXTRA YARD
FOR
TEACHERS**

COLLEGE FOOTBALL PLAYOFF FOUNDATION