



THE PLAYBOOK

Client Case Studies

In sports, the playbook is an athlete's blueprint for winning. Dime Defense has taken that concept to showcase our own winning game plans. Inside *The Playbook*, you'll find case studies that briefly detail our firm's marketing solutions for select athlete clients and their foundations.



We're Ready for the Offseason. Are You?

Dime Defense Sports Marketing & Consulting believes every player can be a champion for his community. Our boutique firm is committed to helping current and former pro athletes achieve success through their philanthropies. We will work directly with athletes or their agents, foundation directors or in conjunction with other marketing firms.

Some of our services include:

Event Planning x Public Relations
Media Consulting x Fundraising x Sponsorships
Branding x Endorsements x Nonprofit Development

Contact Us Today:

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The Player



Philadelphia Eagles Ernie Sims #50/
Big HITS Foundation

The Stats

Sims is a starting linebacker for the Eagles. The Detroit Lions drafted him as the overall 9th pick in 2006 from Florida State University. His Big HITS Foundation gives back in the areas of Sports Camps and Recreation Programs; Educational Programs and Activities and its Humanity for All Animals Campaign.

The Challenge

How can Dime Defense improve sponsorships and fundraising for the established Ernie Sims' Big HITS Foundation's *Annual Celebrity Charity Weekend July 2010* in Tallahassee, Florida?

X's & O's

Dime Defense targeted two weekend events - the Youth Football & Cheer Camp and Black-Tie Gala & Silent Auction – in which to improve sponsorship and fundraising. **Scope of Work:** Partnership Development, Sponsorship Procurement, Product Marketing, Entertainment Bookings and Event Management.

The Plays

Dime Defense created and edited marketing materials to highlight the positive branding of Ernie Sims as a young veteran NFL playmaker,

a community leader, children's role model and an animal rights activist. These materials were sent to specific national and local Tallahassee businesses which had no previous relationships with Sims and his Foundation.

Final Score

Dime Defense secured the following sponsors for the Youth Football & Cheer Camp:

Humana – goodie bags, Med-Tracker pamphlets, child I.D. badges and a generous cash donation

Astro Travel & Tours – limo bus for players

NFL PLAY 60 – eyeball stickers

Pepsi Refreshment Services – various drinks

Taliah Waajid/Black Earth Products – goodie bag body and haircare samples

Winn-Dixie – gift cards

Dime Defense secured the following donated items for the Black-Tie Gala & Silent Auction from:

AMC Theatres – entertainment package of a one-year, unlimited movie pass for two and 50 individual movie passes

Bella Artistry – discount coupons for beautifully-designed, crystal-studded NFL jerseys

Bamboo Hair Systems & Body Care – gift basket (and players' welcome gifts)

Southern Wine & Spirits – cases of Pinot Grigio and Merlot

Tanza – a BET performance winning singer – was booked for Gala entertainment

Dime Defense was successful in securing new partnerships and sponsors for the event which translated to major savings, as well as an increase in funds raised. The estimated in-kind donation and cash value of listed sponsors and partners was more than \$6500.

Dime Defense also worked alongside the Foundation Executive Director to help manage the Black-Tie Gala & Silent Auction that was attended by more than 170 people.

The Player



Pittsburgh Steeler & Super Bowl Champion
Cornerback William Gay #22

The Challenge

How can Dime Defense develop and brand a holiday community giveback program for Gay in his hometown of Tallahassee, Florida without a fully functioning Foundation? How can Dime Defense raise Gay's profile in his own community?

X's & O's

Dime Defense created an outreach program branded William Gay's 1st Annual Fowl Play Turkey Giveaway & Job Creation Event. The event was scheduled for Tues., Nov. 24 at Bethel Missionary Baptist to accommodate Gay's tight season travel schedule. **Scope of Work:** Event Management, Website Design, Program Development, Partnership Development, Sponsorship Procurement and Publicity & Promotion.

The Plays

Dime Defense launched an email and phone campaign to seek reputable event partners to provide additional staffing, services and a gratis event site. With Gay having no official website, we designed, wrote and launched an event website for residents to register for turkeys and job assistance.

Dime Defense produced a sponsorship package including an opening letter, proposal and acceptance form sent to a targeted list of companies. An event press kit was written and

disseminated to media with a focus on pitching Tallahassee journalists. We also designed promotional creative including event banners and official *Fowl Play* vouchers.

Final Score

William Gay's 1st Annual Fowl Play Turkey Giveaway & Job Creation Event exceeded expectations and surpassed objectives. Dime Defense managed the event in its entirety including securing volunteers. More than 250 turkeys were given to the working poor and jobless who registered on WilliamGayGiveaway.com or were issued special event vouchers. Job seekers were aided by the city's WORKFORCE plus and Florida Agency for Workforce Innovation (AWI).

Sponsors & Partners: Winn-Dixie, Florida Bank, WORKFORCE plus, State of Florida Agency for Workforce Innovation (AWI), Bethel Missionary Baptist Church and All Stars Academic Academy

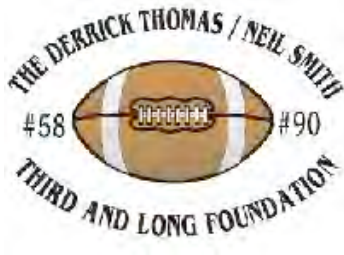
Gay and his event received extensive pre- and post-publicity. **Media coverage:** CBS WCTV-TV, ABC WTXL-TV, WFSU-TV, WFSU-AM and Tallahassee Democrat (and respective websites); Prolebrity.com

Website: WilliamGayGiveaway.com was key in establishing an online presence for Gay who did not yet have a personal website. Analytics showed heavy traffic to the event site especially the day of. Referrals to the website included MyFoxTallahassee.com, WTXL.com and Prolebrity.com. A direct search of the keyword "William Gay" produced the majority of visits.

"We appreciate William Gay and his team of volunteers taking action to make the holiday season better for many Floridians ..."

- Cynthia R. Lorenzo, Director of Agency for Workforce Innovation Director

The Player



Late NFL Hall of Famer & Kansas City Chiefs Linebacker Derrick Thomas #58/The Derrick Thomas/Neil Smith Third and Long Foundation

The Stats

The late Thomas played his entire 11-year NFL career with the Kansas City Chiefs. He was drafted as the 4th pick out of The University of Alabama in 1989 and is considered one of BAMA's greatest players. Thomas' NFL honors include 9 Pro Bowl selections and the 1993 Walter Payton Man of the Year Award. He founded the Third and Long Foundation in 1990 with a mission to sack illiteracy. Thomas passed away in 2000 from injuries sustained in an automobile accident.

The Challenge

How can Dime Defense honor Thomas at his alma mater, University of Alabama, ahead of his posthumous enshrinement into the NFL Pro Football Hall of Fame Class of 2009?

X's & O's

Dime Defense envisioned a charity autograph signing to raise funds for Thomas' Foundation. The event would feature former Alabama football greats. **Scope of Work:** Event Management, Partnership Development, Sponsorship Procurement and Publicity & Promotion.

The Plays

Dime Defense branded the event, *Alabama Gridiron Greats of the 1990's Charity Autograph Signing*.

It coincided with the University's annual spring A-Day football game weekend events in Tuscaloosa. We used personal contacts to appeal to former Tide players from the '90s era and Alabama's athletic department for event participation.

We created a basic sponsorship package sent to select Tuscaloosa businesses and potential stakeholders. A press kit was written and emailed to media outlets. We also designed promotional creative including event posters and banners.

Final Score

Dime Defense's *Alabama Gridiron Greats Signing* was planned in just over a month's time, but was a victory. Throngs of autograph-seeking BAMA fans attended to honor Thomas resulting in a generous donation made to his Third and Long Foundation.

The Standouts: More than 15 former BAMA standouts and former NFL vets signed including Heisman Trophy Finalist WR David Palmer, Jim Thorpe Award Winner CB Antonio Langham, All-American & NFL All-Pro LB Dwayne Rudd and Super Bowl Champ CB Deshaea Townsend.

Sponsors & Partners:

University Mall – event site and volunteers
The University of Alabama – UA Athletics Department provided and cleared the use of Thomas and former players' archive action photos
Chick-fil-A – food platters and drinks
Chocolate Chip Cookie Co. – desserts

Media coverage:

Outlets included *Tuscaloosa News*, *The Crimson White*, WVUA-TV, TideSports.com, TideFans.com

"Derrick Thomas was the reason I came to Alabama. He was a major influence on my career and the way that I view the game of football."
- Dwayne Rudd, Retired 7-year NFL Vet who signed

The Player



Former Indianapolis Colts Cornerback &
Super Bowl Champion Deshea Townsend #23/
Pay It Forward Foundation

The Stats

Townsend is a 13-year NFL veteran who spent the first twelve years of his career as a defensive back with the Pittsburgh Steelers where he won two Super Bowl rings. He was drafted by the Steelers in 1998 out of the University of Alabama.

Townsend's Pay It Forward Foundation is a nonprofit organization committed to improving the quality of life for disadvantaged youth and adults. Its mission is to provide educational opportunities, increase health awareness and prepare them to overcome societal hardships.

The Challenge

How can Dime Defense acquire a significant sponsorship for Townsend's celebration of his 10th Annual Pay It Forward Football & Cheerleading Camp 2009 in his hometown of Batesville, Mississippi while working in conjunction with an already acquired outside marketing agency?

X's & O's

Dime Defense's services were outsourced by Insights Marketing to assist with gaining sponsors/partners and other details as needed for Townsend's event. **Scope of Work:** Event Management, Partnership Development and Sponsorship Procurement.

The Plays

Under a tight deadline (fewer than 28 days), Dime Defense researched and targeted a small pool of high-profile potential sponsors and partners based upon geographic proximity to the event. Initial contact was made by emailing sponsorship proposals to potentials, followed by phone calls to express the urgency of a commitment.

Final Score

Dime Defense gave Townsend and his campers a lot to cheer about!

Sponsorship/Partnership:

We secured Varsity, the nation's leading organization in cheerleading camps, clinics and competition and uniforms, to conduct Townsend's Pay It Forward Cheerleading Camp. It was the perfect branding partnership for Varsity and Townsend's Foundation which both focus on the well-being and health of young people. As well, Varsity is headquartered in Memphis, Tennessee - a short drive from Batesville - so the partnership was mutually beneficial to the company's and Foundation's local communities.



Varsity's Universal Cheerleaders Association instructors (including one from Townsend's own hometown) taught the young girls cheers and a dance – all for free. The starting costs for such day camps can range from \$50-\$200. The event was such a success that Dime Defense acquired Varsity as a partner for 2010 as well.

Event Management: Dime Defense shared the role of event manager for the cheerleading camp by acting as a liaison between Insights Marketing and Varsity reps, monitoring the safety of campers and logistics.

"UCA wants to offer a big "Thanks" to Deshea Townsend for starting this amazing program and involving UCA in such a big way!"

- Shelia Noone, Vice President of Varsity Public Relations



MEDIA ALERT – Photo/Video/Live Interview Opportunities

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Dime Defense Sports Marketing

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Alabama Gridiron Greats of the '80s & '90s to Honor
2009 Hall of Famer Derrick Thomas with Signing Event

***Current and former NFL players from the University of Alabama to help support
Derrick Thomas' Third and Long Foundation. Thomas will be enshrined posthumously
to the NFL Hall of Fame this August in Canton, Ohio.***

Atlanta, Ga. - April 6, 2009 -- An autograph signing to honor the late Derrick Thomas, a legendary University of Alabama linebacker and 2009 Pro Football Hall of Fame inductee, will be held A-Day Game weekend in Tuscaloosa, Alabama.

The signing on Friday, April 17 at University Mall from 6:00 p.m.-8:30 p.m. (CDT) will feature a roster of Alabama Gridiron Greats including these standouts from the 1990s:

- **David “The Deuce” Palmer (WR 1991-93)** - 1993 Heisman Trophy Finalist, All-American, All-SEC, 1992 National Championship Team, 7-year Minnesota Vikings Veteran
- **Antonio Langham (CB 1990-93)** - 1993 Jim Thorpe Award winner, All-American, All-SEC, 1992 National Championship Team, Tide's All-Time Career Interception Leader, 6-year NFL Veteran
- **Dwayne Rudd (LB 1994-96)** - All-American, MVP 1997 Outback Bowl, AP SEC Defensive Player of the Year, Dick Butkus Award Semi-Finalist, 7-year NFL Veteran
- **Fernando Bryant (CB 1994-99)** - All-SEC, 2nd Team All-SEC, Current Pittsburgh Steeler 2009 NFL Super Bowl Champion
- **Rod Rutledge (TE 1994-98)** – 2nd Team All-SEC, 4-year NFL Veteran, 2001 New England Patriots NFL Super Bowl Champion
- **Michael Proctor (PK 1992-95)** – All-American, All-SEC, Lou Groza Award Semi-Finalist
- **Kevin Jackson (SS 1995-96)** - All-American, All-SEC

Also recently added to the signing are greats **Kermit Kendrick, Stacy Harrison, Derrick Lassic, Dennis Riddle, Curtis Brown** and **Deshea Townsend**.

Autographs will start at \$10 per item. The event will partially benefit Derrick Thomas' Third and Long Foundation. It will also serve as an early celebration of Thomas who will be enshrined posthumously to the Pro Football Hall of Fame on Saturday, August 8 in Canton, Ohio.

While at Alabama, Thomas was a consensus All-American and Dick Butkus Award winner. He played for the Kansas City Chiefs from 1989 to 1999. He died in his hometown of Miami, Florida on February 8, 2000 after a serious car accident in Kansas City, Missouri on January 23, 2000. He was 33.

Dime Defense LLC, a Sports Marketing & Consulting Firm, organized the signing to coincide with the University's annual spring A-Day football game at Bryant-Denny Stadium.

"A-Day is a special weekend at Alabama," said Alabama head coach Nick Saban in reports. "Our fans have responded with two of the largest crowds to ever watch a college football spring game the last two years. That positive energy and enthusiasm by our fans has had a significant impact on our success."

Over the last two years, Alabama has led the country in spring game attendance with a combined total of 170,338. Last year's attendance of 78,200 led the SEC and was the second-largest in the country. This year's A-Day Game will be televised nationally by ESPN on Saturday, April 18.

About Dime Defense, LLC:

Dime Defense is a full-service sports marketing and consulting firm committed to upholding the integrity of our clients on and off the field. Based in Atlanta, Georgia, Dime Defense works with current and former professional athletes to advance their philanthropic projects, as well as arrange their appearances, signings, speaking engagements, endorsements and special events. For more information, visit: www.dimedefense.com

About Third and Long Foundation, INC:

The Derrick Thomas/Neil Smith Third and Long Foundation strives to change the lives of 9- to 13-year-old urban children facing challenging and even life-threatening situations. Through social, cultural and educational activities and programs, the foundation helps participating children succeed in school and in an outside world possessing seemingly insurmountable obstacles. For more information, visit: www.thirdandlong.org

####

PROTECT YOUR FLOCK

Executive Resource Management (ERM) is a pioneering employment screening firm committed to providing a safer and more secure workplace for clients with our comprehensive **Komondor Measured Assessment**.™



Developed by ERM, the **Komondor**™ is a science-driven assessment of the psychological, physiological and personal backgrounds of potential hires and current employees.

This innovative tool derives its name from the Hungarian Komondor sheep dog that protects the sheep from predators. In the same way, the **Komondor Measured Assessment**™ protects your flock against wolves in sheep's clothing, essentially keeping your workforce safe from predatory prospects.

Executive Resource Management and our **Komondor Measured Assessment**™ will help your company increase sales, morale and retention while reducing turnover, theft and fraud.

We promise to stand by our guiding principles:

- CUSTOMER SERVICE
- INTEGRITY
- RESPONSIVENESS
- CONFIDENTIALITY
- SENSITIVITY



FREE CONSULTATION

Let us analyze your company's screening process at **no charge**. Contact a representative today.

CONTACT US:

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EXECUTIVE
RESOURCE MANAGEMENT

Developer of:



Comprehensive Employment Screening

PSYCHOLOGICAL • PHYSIOLOGICAL • BACKGROUND

ABOUT US

Executive Resource Management is a privately-held employee assessment firm headquartered in Atlanta, Georgia. Founder and CEO Sharon Williams is a human resources and business management expert with 30 years of experience in corporate administration, legal compliance and employee relations. Williams also relies on her experience as director of a major consumer call center. She is a graduate of Oglethorpe University with Bachelor of Business Administration.

Executive Resource Management will become a strategic partner with your human resource department or hiring manager. Our qualified and dedicated experts will analyze your existing candidate screening process and improve upon it with our proprietary **Komondor Measured Assessment™**.



COME **GROW** WITH US

The typical organization loses
5% OF ITS ANNUAL REVENUE to fraud.



Median loss caused by the
OCCUPATIONAL FRAUD
was **\$160,000.**

FRAUDSTERS often DISPLAY WARNING SIGNS that they are engaging in ILLICIT ACTIVITY.

~ 2010 report, Association of Certified Fraud Examiners

EXTENSIVE TESTING

Executive Resource Management developed the unrivaled **Komondor Measured Assessment™** so that your business may find the most trustworthy prospects.

The **Komondor™** is based upon a science-driven 3-point screening system:

PSYCHOLOGICAL • PHYSIOLOGICAL • BACKGROUND

The **Komondor Measured Assessment™** results are available within five to seven business days on average if all information is accurate, and there are no delays in the background screening process.

SAFETY FOR ALL SECTORS

Executive Resource Managements knows that every industry is diverse. Our **Komondor Measured Assessment™** is tailored to fit the needs of your commercial sector including:

- **BANKING**
- **HEALTHCARE**
- **RETAIL**
- **REAL ESTATE**
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No matter your industry, The Komondor Measured Assessment™ will provide the necessary answers you seek of potential candidates.

LOWER RISK. RAISE PROFITS.

The Komondor Measured Assessment™ allows hiring managers to make smarter, informed decisions while benefiting the company overall.

INCREASE

Sales • Customer Satisfaction • Hiring Time

REDUCE

Turnover • Training Time • Theft

Start protecting your flock today as the Komondor sheep dog protects his from wolves.

Contact us with your questions today about the **Komondor Measured Assessment™**.

EXECUTIVE RESOURCE MANAGEMENT

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**Employee Theft • Workplace Violence
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These everyday workplace issues add *increased* pressure on human resources to get it right.

Executive Resource Management developed the **Komondor Measured Assessment™** as a solution. This cutting-edge employment screening uncovers the psychological, physiological and personal backgrounds of potential hires and current employees. Candidates can no longer hide behind a resume or online profile.

With the **Komondor™**, there is no need to be sheepish to hire. It provides a peace of mind by allowing you to:

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- **IMPROVE CORPORATE CULTURE**
- **GET THE TRUTH** ABOUT CANDIDATES
- **MAINTAIN A SECURE** WORKPLACE

As the Komondor sheep dog protects his flock from wolves, start **protecting your flock** today.



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in sheep's clothing?

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~ 2010 report, Association of Certified Fraud Examiners

*Executive Resource Management understands the difficult hiring decisions you face as employers. Our unrivaled **Komondor Measured Assessment™** will provide you with assurance that your hiring process is thorough and impermeable to deceivers.*

What is the Komondor Measured Assessment™?

The **Komondor™** is a pre-employment screening and employee assessment that takes the guess work out of hiring top candidates and retaining your best executives.

Our proprietary assessment is like its namesake the Komondor, a Hungarian breed of sheep dog that blends in with the flock and protects it from wolves.

The **Komondor Measured Assessment™** also protects your flock of employees from a "wolf in sheep's clothing" by detecting and casting out unscrupulous, predatory prospects.



PROTECT YOUR FLOCK

ONE CANDIDATE AT A TIME

How does the Komondor Measured Assessment™ benefit my company?

The **Komondor™** allows hiring managers to make smarter, informed decisions while improving the company overall.

INCREASE

Sales • Customer Satisfaction • Hiring Time

REDUCE

Turnover • Training Time • Theft

Your business is too valuable to entrust to anyone. Trust the **Komondor Measured Assessment™** to discover the best employees and top performers to represent your company.

Does the Komondor Measured Assessment™ screen all types of workers?

The **Komondor™** will provide the hidden answers you seek of all candidates especially mid-level and C-Suite executives. Our screening is compatible to every market sector.

EDUCATION • FINANCIAL & INSURANCE
ENERGY • INDUSTRIAL • MEDIA
MEDICAL & PHARMACEUTICAL • RETAIL
REAL ESTATE • INFORMATION TECHNOLOGY
SCIENCE • TELECOMS & WIRELESS



How does the Komondor Measured Assessment™ process work?

Executive Resource Management developed the **Komondor™** using 35 years of human resources expertise. It is based upon a science-driven 3-point screening system:

Psychological – Our psychologist performs a one-day, face-to-face comprehensive testing of candidates.

Physiological – A battery of tests analyze for illegal drugs, prescriptions and alcohol, as well as health-risk factors.

Background – An extensive screening of criminal, financial, educational and personal history is conducted.

***Komondor™** results are available within five to seven business days on average if all information is accurate, and there are no delays in the background screening process.*