

SPONSORSHIP



Be the Reason

**24 REASONS KNOWS THAT YOU ARE NOT JUST A FAN,
YOU'RE READY TO PLAY FULL OUT WHEN IT COUNTS!**

Every year, student athletes across the country carry weight that no one can see. The pressure to perform, the fear of speaking up, and a culture that still treats vulnerability as weakness.

24 Reasons exists to change that, one conversation, one event, and one community at a time.

On Saturday, June 20, 2026 at 6pm, we're taking it to a new level! The 3rd Annual Be The Reason Celebrity Basketball Game takes over Jtown High School in Louisville for a night that proves sports can be a vehicle for something bigger than a score.

Local and national athletes, celebrities, and a community that refuses to stay silent will pack the gym for the biggest night in mental health awareness our city has all year.

But the game is just the beginning. Your sponsorship doesn't just put your brand on a banner. It funds a growing foundation that's working to bring mental health conversations directly into locker rooms and classrooms, built around real stories from real people who've been through it. Suicide is now the second leading cause of death among NCAA athletes. That number doesn't change without people who are willing to back the mission.

Attached are our sponsorship opportunities. If you're interested in partnering with us or want to learn more, reach out at hello@24reasons.org. We'd love to have you on the team.

It's okay not to be okay.
And together, we're making sure no one has to carry it alone.

Trey Moses,
Founder 24 Reasons Foundation
502-240-2271



© VITORIA SC

SPONSORSHIP

Be the Reason

24REASONS IS DEDICATED TO CHAMPION MENTAL HEALTH AWARENESS FOR STUDENT ATHLETES.

COMMUNITY ENGAGEMENT TABLE, \$100 • SCOREBOARD SPONSOR, \$500
 HALF-TIME SPONSOR, \$500 • 2 BALL KID SPONSOR, \$100 ea
 2 PLAYER OF THE HALF AWARDS, \$250 • LEVEL SPONSORS as follows:

\$250



- BIZ APPRECIATION ANNOUNCE AFTER THE 1ST QUARTER
- SMALL GYM BANNER
- 5 GAME TICKETS INCLUDED (EVENTBRITE LINK)

\$500



- BIZ APPRECIATION ANNOUNCE AFTER THE 1ST & 3RD QUARTER
- MEDIUM GYM BANNER
- 1 SOCIAL MEDIA SHOUT OUT POST
- 10 GAME TICKETS INCLUDED (EVENTBRITE LINK)

\$1000

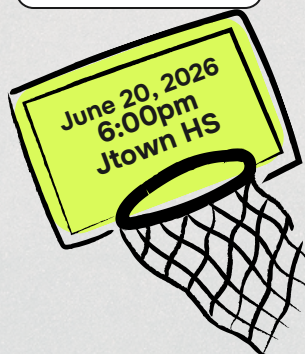


- BIZ APPRECIATION ANNOUNCE AFTER THE 1ST & 3RD QUARTER + HALF-TIME
- LARGE GYM BANNER
- PRE + POST GAME DEDICATED SOCIALS SHOUT OUT POST & VIDEO
- 15 GAME TICKETS INCLUDED (EVENTBRITE LINK)

\$5000



- BIZ APPRECIATION ANNOUNCE PREGAME, EVERY QUARTER
- XL GYM BANNER + LOGO ON JERSEYS
- PRE + POST GAME DEDICATED SOCIALS SHOUT OUT POST & VID
- 4 VIP TIX + GAME TICKETS INCLUDED (EVENTBRITE LINK)
- MVP AWARD NAMED AFTER BUSINESS



BENEFITS:

*ALL LEVELS INCLUDE RECOGNITION ON EVENT WEBSITE

Join us **NOW** to **BE THE REASON** On & off the court!

24reasons

TREY MOSES, FOUNDATION FOUNDER • 24REASONS.ORG

24 Reasons INC is a 501(c)(3) organization. Your donation is considered a charitable donation deduction. (EIN AVAILABLE)

HELP 24REASONS **NORMALIZE** THE MENTAL HEALTH DISCUSSION IN STUDENT ATHLETIC CULTURE.

The Silent Struggles

< Trey's Notes

Mental health is a strength play.

The strongest athletes aren't the ones who never struggle. They're the ones who know how to face what they're carrying and keep showing up. Mental health isn't a weakness to manage. It's a competitive advantage to develop.

< Trey's Notes

Talking saves lives. Let's change the culture.

Every conversation that happens because someone felt safe enough to open up is a life that didn't fall through the cracks. Culture doesn't change from the top down or the bottom up. It changes when enough people in the room decide that silence isn't an option anymore.

< Trey's Notes

Existing Barriers: Stigma, performance pressure, fear of being benched.

Student athletes operate in a culture that rewards toughness above everything. For many athletes, being honest about their mental health feels like risking their roster spot, their scholarship, or their identity.

< Trey's Notes

33% of college athletes experience symptoms of depression, anxiety, or mental illness—yet only 10% seek help.

One in three student athletes is dealing with something real, and almost none of them are raising their hand. This has to change.

The logo for 24reasons, featuring a stylized bird icon inside the number '2'.

TREY MOSES, FOUNDATION FOUNDER • 24REASONS.ORG

24 Reasons INC is a 501(c)(3) organization. Your donation is considered a charitable donation deduction. (EIN AVAILABLE)

HELP 24REASONS **NORMALIZE** THE MENTAL HEALTH DISCUSSION IN STUDENT ATHLETIC CULTURE.

The Silent Struggles

< Trey's Notes

Mental toughness doesn't mean emotional suppression.

We've confused pushing through pain with pretending it doesn't exist. Real mental toughness is knowing what you're carrying, naming it, and still finding a way forward. Suppression isn't strength. It's a ticking clock.

< Trey's Notes

Many athletes suffer in silence, fearing they'll be seen as 'weak.'

The toughest-looking person in the room might be the one fighting the hardest battle no one can see. When the culture tells you that vulnerability is weakness, silence becomes the only option. 24 Reasons exists to give athletes a different option.

< Trey's Notes

The pressures of NIL deals & socio-economic improvement.

For some kids, the pressures of the current athletic climate don't just impact them, but also their families' economic standing. Many athletes see sports as a way to improve not just their lives, but also their families. This is an incredible amount of pressure.

< Trey's Notes

Locker rooms need to be safe spaces for more than just game plans.

A locker room is where athletes are most themselves. It's where they celebrate, where they break down, where the real conversations happen. But for too many athletes, it's also where they learn to hide what they're going through. That can change.

24reasons

TREY MOSES, FOUNDATION FOUNDER • 24REASONS.ORG

Student Athletes are Struggling

and this conversation is important.

24 REASONS IS BUILDING A MOVEMENT.
WE WANT YOU TO BE PART OF IT.

< Trey's Notes



Suicide is a leading cause of death among athletes aged 15-24.

This isn't a stat that belongs in a footnote. It's the reason 24 Reasons exists. Young athletes are dying not because help doesn't exist, but because the culture around them hasn't made it okay to ask for it. Every sponsorship, every dollar, every partnership pushes that number in the other direction.



24reasons

TREY MOSES, FOUNDATION FOUNDER • 24REASONS.ORG