



GREATNESS

BEGINSIN SANDLOT

Nothing is more important than empowering the next generation of athletes to succeed on and off the field. The Sandlot 7v7 Pro-AM Challenge was founded in 2021 in collaboration with current and former NFL players dedicated to cultivating tomorrow's leaders through character development, mentorship, and competition.

Sandlot is the only player-centric youth 7v7 tournament where teams are coached, mentored, or sponsored by NFL players





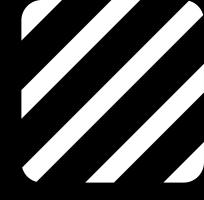












160%

20

3000+

TOURNAMENT GROWTH

SPONSORS, PARTNERS, & VENDORS

EVENT ATTENDEES IN 2024

Our mission goes beyond the endzone. Sandlot is where boys and girls of all positions continue to develop the skills and mentality to carry them to the next level. By connecting young athletes with NFL legends, Sandlot helps players navigate their football journey through high school, college, and beyond.









X X X X

X X X X

X X X X

X X X X



2025 PARTICIPATION DATA

AGE DIVISION	# OF TEAMS	PAST NCAA RECRUITS
8U	4	
10U	7	
12U	16	AAF,
14U	24	
15U	23	
18U Elite	30	FSU

105

1,904

51

20+

GAME. PASSION. ACTION.

Sandlot is seeking sponsors who share our passion and want to be associated with the only 7v7 tournament in the country where NFL pros serve as mentors and coaches to competing youth teams.

Sandlot sponsors benefit from direct exposure to an engaged audience of youth ages 8-18, parents, coaches, spectators, football pros, and sports industry insiders. Sponsors have unparalleled access through gifting, on-site branding, high-quality content capture, player access, and more.

Our 3-day tournament is a unique opportunity to be a part of an immersive, memorable experience celebrating the past, present, and future of football greatness.



TITLE SPONSOR

With a Title Sponsorship package, you become a cornerstone of our tournament. Enjoy unparalleled brand visibility, exclusive access, and the ability to create your own footprint and build a disruptive idea that will change the game at Sandlot.







Brand Integration

Branding included on all digital platforms, event materials, and custom on-field or endzone signage. Brand mentions in official press releases. You also have the opportunity to have product seeded to NFL players or thousands of youth participants at Sandlot.

Access & Custom Content

Build out your own brand pop-up experience by utilizing space in our pavilion, or collaborate with Sandlot event and player programming to reach thousands of attendees. Receive curated photo and video content to use on your brand's platforms.

Custom Concepts

Embrace the unexpected and design your playbook from scratch. Work with our creative team to create an activation that aligns with your brand needs while utilizing the access and platform that Sandlot provides.

EXCLUSIVE SPONSOR

Our Exclusive Sponsorship package puts your brand at the forefront of our event. It includes all of the assets from our Presenting Sponsor package with additional customized components.

- Digital media presence (website, newsletter, Instagram post)
- Custom signage on designated fields and endzones
- Dedicated area on-site for an experiential brand presence
- Access to collaborate with NFL players on-site through content or panel opportunities
- Access to curated photo content from the event
- "Exclusive Sponsor" naming rights for a specific category or Sandlot hospitality event
- VIP parking and credentials



PRESENTING SPONSOR

As a Presenting Sponsor, all of the benefits from our Community Sponsor package are included but with more access and elevated brand visibility.

- Digital media presence (website, newsletter, Instagram post)
- Logo featured on event materials and two XL sponsor banners
- Custom signage featuring only your logo at multiple locations
- Dedicated activation area on-site at Sandlot
- Opportunity to activate during the Welcome Cookout
- Announcer sponsor reads throughout the tournament





Digital Media

 Your brand will be recognized as a participating sponsor and featured on our partner website page, as well as in our sponsorship dedicated digital newsletter.

Logo Feature

 Have your brand's logo featured on two 30 x 30 on-site banners and printed event materials alongside other Sandlot sponsors.

Event Access

 Opportunity to set up a table or small tent on-site to distribute promotional materials and interact with thousands of attendees.

FOUNDERS & VISIONARIES SANDLOT LEADERSHIP



Slew Wilkins

CEO & Co-Founder, SANDLOT™ Pro/Am 7v7 Challenge™

Slew's vision for SANDLOT™ merges traditional athletic competition with interactive digital play – creating immersive experiences that inspire the next generation of athletes. By integrating technology like sensors, AR, and connected platforms, SANDLOT™ bridges the physical and digital worlds to redefine youth engagement. Through trusted partnerships and innovation, Slew champions a "Theory of Change" built on collaboration, creativity, and enterprise.



Abe Elam

CEO, 7v7 UNITED / Co-Founder, SANDLOT™ Pro/Am 7v7 Challenge™

A former NFL player and founder of the T.E.A.M. Elam Foundation, Abram's mission has always been centered on service and opportunity. Since 2008, his foundation has educated and empowered at-risk youth through mentorship and access. In partnership with his brother, Matt Elam of the Baltimore Ravens, Abram continues to expand initiatives that give young athletes the tools and inspiration to break cycles of disadvantage and thrive.



Dexter Santos

CEO, 7v7 UNITED / Co-Founder, SANDLOT™
Pro/Am 7v7 Challenge™

Vice President, NFL Players Association / Board Member & Advisor, SANDLOT™ Pro/Am 7v7 Challenge™ With more than 30 years in sports and entertainment, Dexter brings a proven track record of building alliances and breakthrough marketing platforms that drive growth and engagement. His expertise in brand development, strategic planning, and talent partnerships has shaped some of the industry's most impactful programs. As a trusted advisor to SANDLOT™, Dexter helps guide the vision, sustainability, and future expansion of the platform.

