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From: Elijah List (elijahlee665@gmail.com)

Subject: NEW STORY: Academy Sports + Outdoors Sponsoring Local Event

Hi Everyone,

Louisiana Organ Procurement Agency (LOPA) has a new title sponsor, as of Thursday, April 23. Academy Sports + Outdoors will be taking the position as the title sponsor for LOPA's annual "Trail Run for Life."

LOPA's title sponsor dropped out late March due to funding issues from COVID-19. That's when Jill Willie (Director of Strategic Marketing for LOPA) reached out to family and friends for help.

Willie received a call from Tom Laughlin (Chief Marketing Officer for Academy) where he explained that Academy wanted to take the position as title sponsor.

Academy has vowed to donate more than \$20,000 to the event, plus provide each participant with a \$50 gift card.

This year's race is slated to be the best race to date, and we would like for you to cover the event. The tentative date is Saturday, May 16, 2020. The race begins at 9 am Saturday morning.

Academy has agreed to only use our local media outlets, so you'll have content national outlets will not. **Content opportunities include:** Title Sponsor Press Conference with Academy Executives (Thursday, May 14), Community Service Drive (Friday, May 15), Race Day Coverage (Saturday, May 16), and the All-Level Sponsor Brunch (Sunday, May 17).

I'll be in contact with each of you next week to discuss your participation in covering this event, as they begin their journey with their NEW title sponsor.

Thanks for all you do,

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