

A close-up photograph of a white baseball with red stitching resting on a patch of white infield dirt, with the reddish-brown outfield dirt visible in the background.

**PLAY IT
FORWARD**



ATHENS BIBLE SCHOOL

**SPONSORSHIP
OPPORTUNITIES**



A Note From Our Play It Forward Committee Chairs:

2020 proved to be a year of learning and adapting for all of us. The unprecedented disruptions of the COVID-19 pandemic came just after Athens Bible School (ABS) experienced their first year at the new educational facility that fulfilled a longtime dream of the ABS community. The teachers, faculty, parents, and students rallied to overcome the challenges of virtual learning, safe reintegration of students to in-person learning, and returning to athletic competition. Through teamwork and dedication, we have faced these challenges head-on to emerge stronger than ever.

As we return to bleachers and benches to cheer for our students, and as they continue the ABS tradition of champions, we are inspired to continue the pursuit of the robust sports complex that will fully support our student's athletic endeavors for years to come.

After a year of virtual or hybrid learning, the return to the new ABS campus has brought many new memories and opportunities to our students. Now, we turn our attention to the needs of our student athletes as they eagerly await the outdoor athletic complex planned to accompany their new school grounds.

A new project titled *Play It Forward* will raise funds to complete the baseball fields, softball fields, tennis courts, track, lighting for the soccer fields, and supporting facilities to have a positive impact on our students for generations to come. The *Play It Forward* fundraising campaign is divided into three phases with the goal of collecting funds by October 1, 2021.

- **Phase One \$1,227,500** | Finalizing permits, drawings, topsoil, fill dirt, erosion control, storm drainage, sewer, water, irrigation, base paving, sidewalks, field completions
- **Phase Two \$255,000** | Building dugouts, fencing, and the concession stand/press box
- **Phase Three \$1,000,000** | Acquiring lighting for the two baseball fields, two softball fields, tennis courts and soccer fields

This work is made possible through the generosity of individuals and companies who support the role of youth athletics in building young adults that are physically and mentally fit and who have the tools to perform well in school and life. For over 75 years, ABS has endeavored to provide quality education and athletics to equip young people with the tools to be successful.

We are ready to bring our players home. Become a *Play It Forward* champion and help us build the future.



Barry W. Britnell
Barry Britnell

Play It Forward Committee Co-Chair



Joel Hamm

Joel Hamm

Play It Forward Committee Co-Chair



As a former high school athlete, I know firsthand the lessons you can learn on the field have applications in life and in business. As Coach Murrell always says, "Give all you have in everything you do, and you'll find success on and off the field." Now I invest back in Athens Bible School and the fast growing North Alabama area to teach these same lessons to the next generation of business leaders, innovative thinkers, and community citizens.

Scott Hudson, Class of 1981

PARTNER DESCRIPTION

Our *Play it Forward* Partners lead in the funding support of the sports complex building campaign. *Play It Forward* Partners share in our vision to make our great community and K-12 athletic programs even better for the current and future students of ABS, and for the more than 75,000 Limestone County and greater North Alabama residents that visit and compete with our teams each season.

They invest in our capacity to develop students with greater confidence, self-respect, leadership skills, and a greater appreciation for diversity and hard work due to our successful athletic programs.

PARTNER BENEFITS

- Highly visible Sports Complex recognition opportunities available and commensurate with Partnership Investment Level
- *Play it Forward* seal for company website
- Logo on the *Play it Forward* and ABS websites
- Social media recognition
- Recognition at athletic events and ABS public presentations

PARTNER INVESTMENT

You are an elite group of businesses and individuals who understand our mission and who desire to invest in the scope of the *Play It Forward* initiative to successfully impact our community, student athletes, and families of ABS.

Partnership Investment Levels:

- Hall of Fame: **\$100,000 and above**
- Champion: **\$50,000 and \$99,999**
- Head Coach: **\$25,000 to \$49,999**
- Assistant Coach: **\$10,000 to \$24,999**





Athens Bible School has played an integral part in the history and success of our community for over 75 years. Our school has produced individuals that possess a great sense of persistence and personal responsibility with the confidence, leadership and motivation to succeed. Our student-athlete alumni are shining examples of excellence prepared for this life and the life to come. Professionals in every form – entrepreneurs, lawyers, doctors, teachers, engineers, scientists, judges, policemen, fire fighters, accountants, nurses, trainers, and coaches – all helping to continue Limestone County's growth as the fastest growing county of the 67 counties in Alabama. Your *Play it Forward* partnership supports the strategic growth of our community with a diverse education option and seasoned athletic program that build the whole person – **body, mind and soul**.

BUILDING ON EXCELLENCE. BUILDING CHAMPIONS. BUILDING OUR FUTURE... TOGETHER.

www.PlayItForwardABS.org
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