

HUNGERFORD MANAGEMENT GROUP
& MNS MEDIA GROUP PRESENTS





**POWER
PLAYER
SUITE**

Honoring
FB
Fashion
With the Legends Of
Fashion Award

Honoring
AUTHOR, LEGENDARY
SPORTS BROADCASTER
& TELEVISION ICON
**JAYNE KENNEDY
OVERTON**
RECIPIENT OF THE
"LEGEND AWARD"

**DURING
2026 ESPY WEEK
NEW YORK CITY**

Hosted By
FOX SPORTS
AWARD-WINNING
JOURNALIST
**KELSEY NICOLE
NELSON**

JULY 2026

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MAGAZINE

OFFICIAL
MEDIA
SPONSOR

For sponsorship inquires Contact ✉ mnsmediagroup@gmail.com



SPONSORSHIP DECK

OVERVIEW

During one of the most glamorous weeks in sports and entertainment, a new standard of luxury and purpose takes center stage. The 2026 Power Player Suite during the ESPY Awards and Fanatics Fest in New York City is an elevated experience designed not only to celebrate celebrity culture, but to place our sponsors at the center of the moment. More than a traditional gifting suite, this curated environment is crafted to spotlight partner brands with intention, visibility, and prestige, ensuring each sponsor receives the recognition they deserve during one of the most high profile weeks in sports.

Guests will enjoy pampering activations, signature cocktails, gourmet hors d'oeuvres, live music, and immersive brand moments designed to put sponsors at the forefront. This year, we are also incorporating influencer amplification, where a select group of influencers will go live from the event in front of a sponsor branded media backdrop, creating real time engagement and driving direct visibility across social platforms. These activations are dedicated to promoting our sponsors and elevating their message to a broad and active audience.

To further maximize exposure, the suite will feature a full red carpet media experience where celebrities will participate in interviews, engage with partner brands, and receive curated luxury gift items. Photographers will be on hand to capture every moment, from couture highlights to branded touchpoints, ensuring extended media reach across entertainment, sports, and lifestyle outlets.

With the 2026 ESPY Awards and Fanatics Fest taking place in New York City, this exclusive pre ESPY celebration on Monday, July 13 is positioned to be a must attend luxury event of the week, where celebrity meets athletic excellence, legacy meets artistry, and sponsor brands become a central part of the experience.



THE HOST

Kelsey Nicole Nelson



Award-Winning Fox News Journalist

Kelsey Nicole Nelson (KNN) is a multi award-winning journalist, communications specialist, professor and renowned speaker.

Kelsey is a former national pageant title holder who today gives back to community mentoring young people helping them to reach and achieve their goals in a complex society. Today Kelsey works as a broadcaster, analyst, host and reporter who has worked with SB Nation, NASCAR, ESPN Radio, MASN, FOX Sports Radio, Bally Sports, the Big East Digital Network, NBC Sports/Peacock and lots more! Kelsey has been featured in numerous outlets around the globe highlighting her work in sports, media, the community and education. Kelsey has also received many accolades for her working including presidential and congressional recognition. Kelsey is a proud graduate of the University of Maryland - College Park and Georgetown University.

Special Honoree

Jayne Kennedy Overton

Sports Broadcasting Pioneer & Cultural Icon

Jayne Kennedy Overton is a trailblazing television personality, Emmy Award-winning host, and cultural icon whose groundbreaking work in sports broadcasting helped reshape American television. Rising to prominence in the 1970s, she became one of the most influential women in sports media, breaking barriers and opening doors for future generations—especially women of color. Her presence, professionalism, and charisma redefined what was possible for women in a male-dominated industry.

In 1978, she made history by joining CBS Sports as a reporter and co-anchor on *The NFL Today*, one of the most-watched sports pregame shows of its time. Stepping into a highly visible role, she quickly earned respect and admiration for her intelligence and on-air presence. Her excellence was nationally recognized in 1982 when she won an Emmy Award for Outstanding Hosting for her coverage of the Rose Bowl. That same year, she expanded her influence as host of *Greatest Sports Legends*, interviewing icons such as Kareem Abdul-Jabbar and Johnny Unitas.

Beyond sports broadcasting, Kennedy built a multifaceted career as an award-winning actress, producer, and philanthropist. She received an NAACP Image Award for Best Actress for her role in *Body and Soul* and appeared in notable television series including *The Six Million Dollar Man*, *Starsky & Hutch*, *Sanford and Son*, and *CHiPs*. Through her groundbreaking achievements and lasting cultural impact, Jayne Kennedy Overton remains a true icon and legendary figure in media and entertainment.





Special Honoree

Founders of Fubu

Receiving the Legends of Fashion Award

What began as a “bunch of hats” made by Daymond John, Keith Perrin, J. Alexander and Carl Brown in Hollis, Queens have turned the partners of FUBU into leaders of one of the most successful lifestyle brands of all time and the creators of an entire category of marketing innovations that are now considered to be staples of industry.

The earliest collection consisted of a small line of tops and hats with the FUBU logo. By 1995, an extensive sportswear line was designed and produced by FUBU, using raw materials imported from around the world. With the success of the collection, distributors and investors came calling.

At its peak in 1998, FUBU grossed over \$350 million in annual worldwide sales. Over the next two decades, FUBU has received several honors for their entrepreneurial achievements. These include two Congressional Awards, two NAACP Awards, the Pratt Institute Award, the Christopher Wallace Award, the Online Hip Hop Award and a Citation of Honor from the Queens Borough President.

To date, over 5,000 stores have carried the FUBU collection and more than \$6 billion dollars in revenue.

Special Honoree

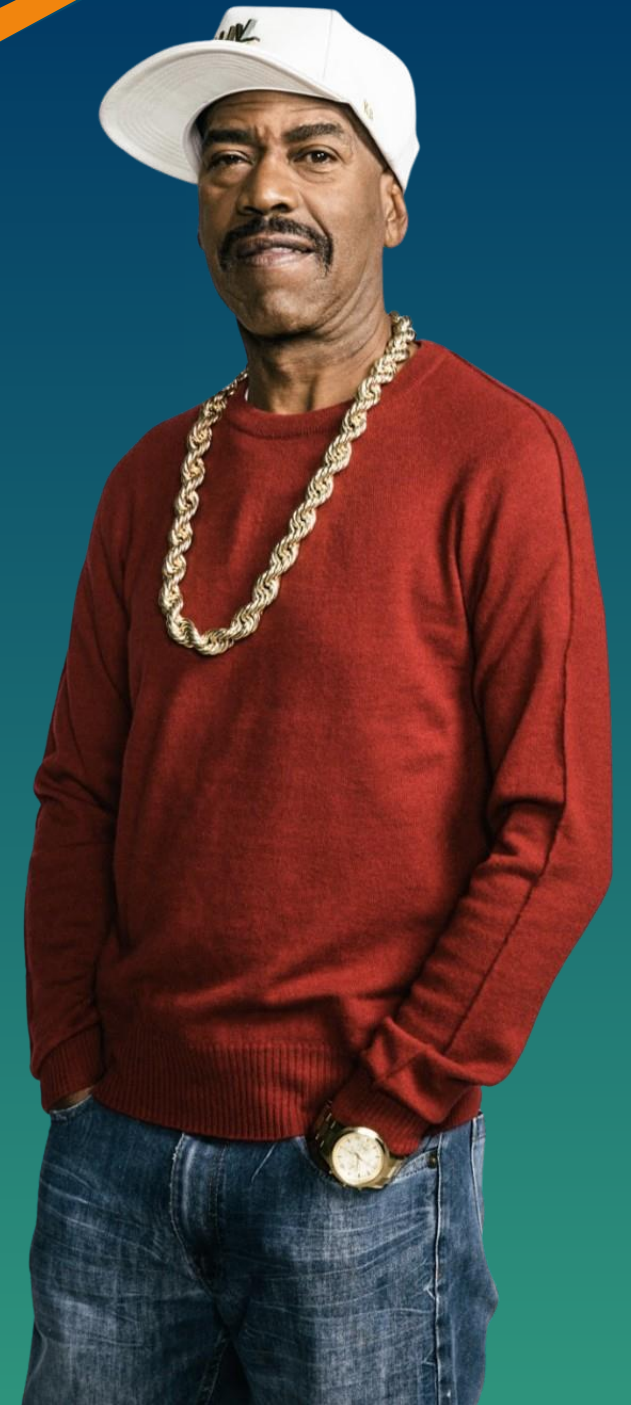
Hip Hop Legend "Kurtis Blow"

Highlighting the Single "Basketball"

Kurtis Blow created the iconic song "Basketball" after his girlfriend suggested he make a record about the sport, recognizing its cultural impact and the fact that no one had done it before. The song pays tribute to legendary players, with Julius "Dr. J" Erving mentioned first as one of Blow's favorites. Written in a classic early hip hop style with rhymed couplets and featuring vocals by Alyson Williams, the track captured the energy of the game and helped connect hip hop with basketball culture.

"Basketball" opened major doors for Kurtis Blow, including a strong relationship with the NBA. As the song gained popularity, the NBA began playing it at games and flew Blow out to perform live following matchups, expanding his reach across sports and entertainment. The song has remained culturally relevant over the years, including being featured in the film *Like Mike* with a remake by Lil Bow Wow, and appearing in television shows such as *The Goldbergs*, *American Dad*, and *Everybody Hates Chris*.

The music video, directed by Michael Oblowitz, included appearances by The Fat Boys and Whodini and today has over 9 million views, continuing to introduce new audiences to the classic.



Special Tribute

Bryan Braman



Eagles Superbowl Champ

Bryan Allan Braman was a Super Bowl champion and NFL linebacker who competed in the league for seven seasons. Signed by the Houston Texans as an undrafted free agent in 2011, he brought experience from Long Beach City College, Idaho, and West Texas A&M to the professional level. Braman spent three seasons with the Texans before continuing his career with the Philadelphia Eagles. Over 97 career games, he recorded 56 tackles, 1.5 sacks, and recovered two fumbles, earning a reputation as a high energy special teams contributor.

In July 2025, Braman passed away at the age of 38 after battling a rare and aggressive form of cancer. Diagnosed in February 2025, he underwent multiple surgeries in an effort to fight the illness. A Super Bowl champion with the Eagles, Braman left a lasting impact on teammates, fans, and the communities he touched. He is survived by his two daughters.

Sponsorship Opportunities

Gold Sponsor \$10,000

- Premium logo placement on all event signage, step & repeat, and press materials
- Brand inclusion in official press release distributed to major media outlets
- Product or service feature within the celebrity gifting suite
- Opportunity to provide branded experiences or activation space within the suite
- Inclusion in red carpet photo opportunities (captured by Getty Images)
- Dedicated social media shoutout across our social media and event platforms (combined reach: 700K+)
- Brand inclusion in recap video and post-event highlight reel
- Four VIP invitations to the suite, including access to the red carpet and private networking areas

Silver Sponsor \$5,000

- Logo inclusion on select event signage and step & repeat
- Product or service placement within the celebrity gifting suite
- Mention in press materials and select social media coverage
- Two VIP invitation to attend the suite and red carpet
- Inclusion in post-event highlight reel and media recap
- Brand inclusion in official press release distributed to major media outlets

Bronze Sponsor \$2,500

- Logo displayed on general event materials and digital marketing
- Product or service inclusion in celebrity gift bags
- Mention in social media thank-you post following the event
- One general admission guest pass for the suite

In-Kind Sponsor (Product or Service Contribution)

- Product or service included in celebrity gift bags
- Brand name listed on event website and digital thank you graphic
- One social media acknowledgment post thanking your brand
- Opportunity to provide promotional materials with your product

Why Partner With Us

Contact Information

Our philosophy is different: the event is simply the vehicle our sponsors are the heart, the priority, and the true stars of everything we build. By partnering with us for The 2026 Power Players Suite during ESPY's in New York, your brand isn't just placed in a room it becomes the centerpiece of a curated, high-visibility experience attended by top athletes, celebrities, influencers, and intentional media. Every detail of the event is intentionally designed to elevate our sponsors through premium brand integrations, red carpet exposure, celebrity interactions, and national media reach. This is more than sponsorship it's a strategic opportunity to position your company at the fore-front of sports, entertainment, fashion, and culture during one of the most influential weeks of the year.



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Thank You For Your Consideration