

# **THE BOWDEN DYNASTY**

## **LEGACY PROJECT**

Dear Friend,

I know we all agree that Bobby Bowden was a once-in-a-lifetime legendary Coach. His turnaround of the football program at Florida State University is one of the most amazing stories in the history of sports. In 2015 four FSU grads from the 1980's got together and decided it was high time a feature film was made to tell the story of Bobby, his staff, and his teams at FSU. Wanting to make sure the film would tell the story exactly as Bobby would have wanted and to maintain control of the film's rights, these enterprising Seminoles funded the production themselves and engaged the help of an award-winning film team.

With nearly 60 amazing interviews **THE BOWDEN DYNASTY** feature film exceeded all expectations and the movie premiered to critical acclaim in 337 theaters in a national one-night-only release in 2017.

Now, beginning this Fall **THE BOWDEN DYNASTY** is set to receive the national exposure and recognition for which it was destined – on **ESPN Networks as a Two-Hour Special!**

The following media milestones lie ahead for the film:

- **Ten national broadcasts in a 12-month period, beginning in Sept. 2019**
- **The new ACC Network National Broadcast Premiere**
- **ESPNU National Broadcast Premiere**
- **Minimum of eight additional runs on the ACC Network or ESPNU**
- **Netflix or Amazon Subscriber Video on Demand Service Premiere**
- **iTunes Download and Streaming Premiere**

Coach Bowden will support the premieres with a national promotional campaign on the flagship ESPN. But we need your help to make this happen...

ESPN rarely licenses films made outside of its control. However, due to **THE BOWDEN DYNASTY's** high quality, and the timing of their new ACC network premiering in August, they have agreed to air the film a minimum of ten times in one year, with an option for additional years.

In lieu of a license fee they have offered commercial time for us to use for each airing. This unique offer has given friends and admirers of Coach Bowden a rare

## LEGACY PROJECT

opportunity. When we asked Coach Bowden what his wish was for the future of his film he said he'd like to see it placed "in as many schools and churches as possible."

These two endeavors are providing an amazing opportunity for a few special people:

To help fund the rights to license this film on TV and elsewhere, and to create the infrastructure to support Bobby's legacy dream, we are asking you to become a founding member of the **Bowden Dynasty Legacy Project**. A limited number of friends, businesses and alumni will be able to make a tax-deductible contribution to the Project. In turn, they'll receive wonderful gifts and varying levels of on-air recognition during the ten ESPN Network broadcasts.

Imagine sharing your favorite FSU or family photograph, or your company logo, along with a personal note to Coach Bowden, with a national audience at least ten times in one year... and then to know that your participation is directly helping Coach achieve his dream for the film.

*Speaking on behalf of the thousands of players whose lives have been immeasurably touched by coach Bowden, FSU All-American and Pro Football Hall of Famer Derrick Brooks says: "It is a rare opportunity, indeed, to be able to say thank you to a living legend in such a tangible and visible way. These tributes will live forever within the fabric of this epic documentary."*

Please take a moment to look over the following Sponsorship Document. We'd love to have you as a charter member of the Legacy Project team that makes Bobby's dream come true. Soon thousands of schools and churches throughout the country will be sharing the heartwarming story of **THE BOWDEN DYNASTY**, and millions more will be inspired by Bobby's story of **Faith, Family & Football!**

Thanks for joining with us.

### **Wayne Hogan**

Project Chair  
Former FSU Sports Information Director  
and Athletic Director

Visit [BowdenDynasty.com](http://BowdenDynasty.com)



# Appear on National Television this year with **Bobby Bowden**

Be part of ESPN networks' broadcast premieres of the acclaimed documentary film **THE BOWDEN DYNASTY: A Story of Faith, Family & Football** starting this fall.

This offer is a once-in-a-lifetime opportunity to appear on national television with legendary college football coach Bobby Bowden ten times or more!



During four minutes of commercial breaks the viewing audience will see Coach Bowden share his dream: It's the **Bowden Dynasty Legacy Project** - inspired by Bobby's wish to place **THE BOWDEN DYNASTY** film in every school and church in the USA.

By helping launch the **Bowden Dynasty Legacy Project** you and your shout out will be recognized in a special promotional spot featuring your favorite photo with Bobby, or with your company, family, college friends or FSU... you choose.

CONTACT: Wayne Hogan, [Hogan@BowdenDynasty.com](mailto:Hogan@BowdenDynasty.com)



## FROM BOBBY BOWDEN:

*“Millions of people watched the Florida State Seminoles during the 14 Dynasty years and I hope we showed that you can win by doing things the right way. Our film pulls back the curtain to reveal the heart and grit of the men and women behind those exciting teams. More importantly, there are stories of relationships, redemption and of the true human spirit that can be a lesson to young people everywhere. These are stories that need to be shared. My dream is for this film to be placed in every school and church in the country.”*

**Share your favorite Company, Family, Friend or FSU photo with the Nation!**



With a network promotional campaign unlike any other, **THE BOWDEN DYNASTY** is scheduled for two premieres on both ESPNU and the ESPN ACC NETWORK beginning this fall, 2019. These two premieres will be followed by eight or more additional broadcasts within a 12-month period.

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# **THE BOWDEN DYNASTY**

will be broadcast as a two-hour special with fewer interruptions than normal ESPN game telecasts, only five commercial breaks.

***Will you join us to make Coach Bowden's dream come true?***



## **GOLD CIRCLE MEMBERS**

[5 Contributors]

**\$10,000**

- Your favorite photo or ad on National TV (including company or organization name), for 6 seconds, ten or more national broadcasts
- Donation of film licenses in your name to 400 churches or schools (10 of your choice)
- Videotaped shout out from Bobby Bowden to you and your charity or company (approx. 60 words)
- Special introduction and quality time with Bobby Bowden.
- A personally signed BOWDEN DYNASTY football, DVD book, poster, BBQ set & stadium blanket from Bobby Bowden

CONTACT: Wayne Hogan, [Hogan@BowdenDynasty.com](mailto:Hogan@BowdenDynasty.com)



# SILVER TEAM

[15 Contributors]

## \$7,500

- Your favorite photo or ad on National TV (including company or organization name), for 3 seconds, ten or more national broadcasts
- Donation of film licenses in your name to 200 churches or schools [6 of your choice]
- Videotaped shout out from Bobby Bowden to you and your charity or company - approx. 40 words
- A personally signed BOWDEN DYNASTY book, DVD, poster, football & BBQ set from Bobby Bowden



**400  
Schools**

**Bill Smith Hyundai, Pensacola FL**



**200  
Churches**

**14 FABULOUS YEARS! • The Corry Family**

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## **FIRST TEAM**

[30 Contributors]

**\$2,500**

- Your name listed and highlighted during a 30 second commercial, ten national broadcasts (no photo)
- Donation of film licenses in your name to 50 churches or schools [1 of your choice]
- A personally signed BOWDEN DYNASTY book, DVD and poster from Bobby Bowden



## **GARNET TEAM**

[20 Contributors]

**\$5,000**

- Your favorite photo or ad on National TV (including company or organization name), for 3 seconds, ten or more national broadcasts
- Donation of film licenses in your name to 100 churches or schools [3 of your choice]
- A personally signed BOWDEN DYNASTY book, DVD, poster & football from Bobby Bowden

CONTACT: Wayne Hogan, [Hogan@BowdenDynasty.com](mailto:Hogan@BowdenDynasty.com)

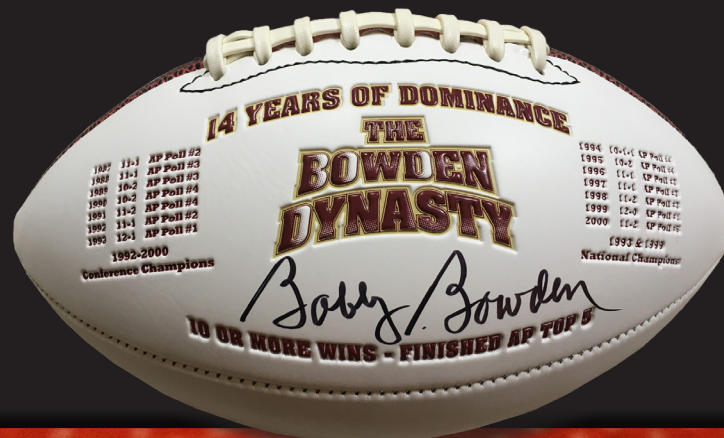


# PLATINUM [One] Bowden Dynasty Legacy Project

"Presented By" credit  
**\$25,000**

- Donation of film licenses in your name to 1,000 churches or schools [15 of your choice]
- Videotaped shout out from Bobby Bowden to you and/or your charity or company - up to 100 words
- Recognition as Presenting Partner during your videotaped voice greeting on national TV [9 seconds], followed by your personalized photo with Bobby [including company or organization name], 6 seconds [total of 15 seconds], ten or more national broadcasts
- Special introduction and quality time with Bobby Bowden.
- Two of each: Personally signed BOWDEN DYNASTY footballs, DVDs books, posters, BBQ sets & stadium blankets from Bobby Bowden

***Proceeds from the Bowden Dynasty Legacy Project  
go toward production and license clearances  
to make the film available on TV and in schools and churches.***



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**Space is limited,  
reserve your TV spot today!**

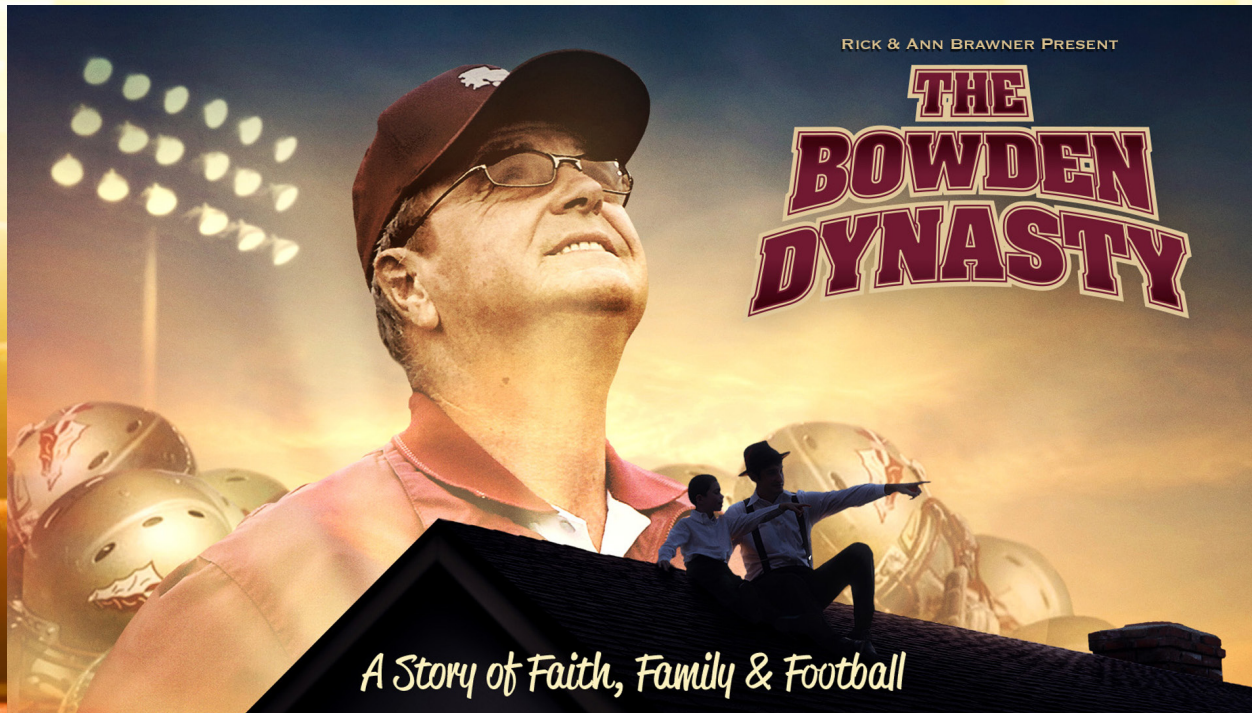
**CONTACT**  
**Wayne Hogan**  
**Hogan@BowdenDynasty.com**



▲ *Wayne's favorite picture!*

**FOR MORE INFORMATION VISIT**  
**[BowdenDynasty.com/Legacy](http://BowdenDynasty.com/Legacy)**

Details at [BowdenDynasty.com](http://BowdenDynasty.com) 2019 Dynasty Productions Group LLC, All Rights Reserved  
Suggested photo examples, ESPN has final approval of layout.



## The Film

This feature-length documentary film explores the life and times of Bobby Bowden, the coach with a team of loyal assistants and players who fought against all odds and countless obstacles to forge one of the greatest achievements in the history of sports.

*"A beautiful perspective of the legendary FSU coach."*  
– CBS Sports' Noles 247

*"It's really well done... If you're a Florida State fan it's an absolute must-see"*  
– The Tallahassee Democrat

*"It is one of the best sports documentaries I've ever seen – and I watch a lot of them."*  
– Michael Foust, Scenes Media

*"A surefire winner of a film! ... FIVE Doves, our best rating"*  
– The Dove Foundation

*"It's intriguing, inspiring and consistently filled with humor"*  
– The Washington Times

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RICK & ANN BRAWNER PRESENT

# THE BOWDEN DYNASTY

*A Story of Faith, Family & Football*

CHUCK AMATO MICKEY ANDREWS FRED BILETNIKOFF PETER BOULWARE  
THE BOWDEN FAMILY DERRICK BROOKS MACK BROWN KENNY CHESNEY LEE CORSO  
GENE DECKERHOFF VINCE DOOLEY WARRICK DUNN JIMBO FISHER LOU HOLTZ  
JIMMY JOHNSON FRED JONES MARVIN JONES JIM KELLY BURT REYNOLDS MARK RICHT  
NICK SABAN DEION SANDERS HOWARD SCHNELLENBERGER BART STARR  
ANDRE WADSWORTH CHARLIE WARD PETER WARRICK CHRIS WEINKE DANNY WUERFFEL

EXECUTIVE PRODUCERS JOHN CORRY RICK BRAWNER SCOTT DAVIS MICHAEL ORTOLL

BRIAN HALL BRENDA HEICHELBECH LES LAZARUS JOHN SAM HOTCHKISS

DIRECTED BY BRIAN GOODWIN & ROB HARVELL PRODUCED BY ROB HARVELL

EDITED BY BRIAN GOODWIN STORY BY JOHN CORRY

DIRECTORS OF PHOTOGRAPHY GARY JOHNSON TYLER ADAMS ZACH DRECHSLER

COMPOSER RAMON BALCAZAR CO-PRODUCER PATTY KELLY

ASSOCIATE PRODUCERS CHARLIE BARNES STEVE BOWDEN GREG CHRISTOPHER

BOB CORRY RICK DAVIS SUE HALL WAYNE HOGAN AUBREY MARCINKO

TIM PASKERT MARK RODIN HOLLY SIAS JENNIFER SMITH ROB WILSON GARY YORDON

STORY CONSULTANTS JIM GLADDEN JIM JOANOS

SPECIAL THANKS TO THE BOWDEN FAMILY

FSU MARCHING CHIEFS SEMINOLE PRODUCTIONS SEMINOLE BOOSTERS

FSU ALUMNI ASSOCIATION FSU FOOTBALL PLAYERS, COACHES & STAFF

VISIT ST. PETERSBURG - CLEARWATER THE FLORIDA SPORTS HALL OF FAME

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