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# 2011 BP and USA Football Sponsorship Recap

bp





# USA Football Development Partners

## Official Youth Football Development Partners

USA Football is the Official Youth Football Development Partner of the NFL, all 32 NFL teams and the NFL Players Association.

This relationship marks the first time in the NFL's 91-year history that it has named an official youth football development partner.



Official Youth Football Development Partners



Official Youth Football Development Partners





# Sponsorship Overview

- In the partnership's second year, BP and USA Football continued to make a "GIANT" impact in local communities by supporting 11 youth football leagues and clubs in New York and New Jersey.
- BP and USA Football sponsored all league and club events, including a preseason Jamboree, Opening Day Ceremonies, local donation events and League Championships and Super Bowls. BP ambassadors took part in all events and were honored for their support of local youth football programs.
- BP provided teams from 4 of the 11 sponsored youth football leagues with a once-in-a-lifetime opportunity to hold a practice on the same practice field as the New York Giants at the Timex Performance Center.
- The 2011 Sponsor-A-League program in New York and New Jersey directly impacted 110,000 youth football players, coaches, commissioners and parents.







# Key Program Elements

The following elements were key components of the BP and USA Football Sponsorship Program:

- Sponsorship of 11 Youth Football Leagues
- \$76,000 in equipment donations amongst all leagues
- Harlem Knights Training Camp in the Poconos
- BP Kickoff Jamboree Powered by USA Football
- BP Sponsored Opening Day Ceremonies
- Equipment Grant Donations
- BP Sponsored League Championships and Super Bowls
- BP and New York Giants Player Packs
- Youth Football Practice Event at NY Giants Timex Center
- BP, NY Giants and USA Football Micro-Site
- Youth Football Videos and Media/Public Relations Assets







**BP and USA Football –  
Official Sponsors of Youth Football  
in New York and New Jersey**







# BP and NY/NJ Youth Football Leagues

USA Football made BP the Official Sponsor of 11 youth football leagues and clubs in the NY/NJ DMA.

## New York Leagues

- Big Apple Youth Football (Kings and Queens counties)
- Suffolk County Police Athletic League (Suffolk County)
- Nassau-Suffolk Football League (Nassau and Suffolk counties)
- Oceanside Stallions Youth Football (Nassau County)
- Staten Island Pee Wee Football (Richmond County)
- Harlem Knights Youth Football Club (Manhattan)

## New Jersey Leagues

- Meadowlands Junior Football (Bergen County)
- Central Jersey Pop Warner (Middlesex County)
- NJ Suburban Youth Football (Union County)
- Bergen-Passaic Youth Football (Bergen and Passaic counties)
- North Jersey Youth Football (Sussex County)







# Harlem Knights Training Camp

With BP's \$5,000 grant to the Harlem Knights Youth Football Club, the organization utilized the funds to provide many of its athletes with the opportunity to experience life outside of the hustle and bustle of New York City.

The group headed to Camp Morasha in the Poconos Region of Pennsylvania to experience some fresh air and fun camp activities such as rock climbing, swimming and horseback riding. The team also utilized the trip to prepare for the upcoming season by hosting its training camp during their time in the countryside.







# Harlem Knights Training Camp







# Harlem Knights Training Camp



Along with all of the activities that Camp Morasha provided, the campers were asked to reflect on the fun they were having and what it was like to experience life outside of New York City by writing nightly journal entries.





# BP Kickoff Jamboree Powered by USA Football

## August 27, 2011

- BP and USA Football hosted the BP Kickoff Jamboree Powered by USA Football at Station Park in Sparta, NJ.
- The event featured 48 teams, consisting of more than 1,200 players, 200 coaches and 1,500 parents.
- Teams finely tuned their football skills for the upcoming season by competing in numerous scrimmages and activities throughout the day.
- USA Football staff was on-site to announce and promote the partnership with BP for the 2011 season and the initiatives of the program.
- BP and USA Football provided the North Jersey Youth Football League with a grant worth \$7,000.
- Former NY Giants WR Stephen Baker, “The Touchdown Maker,” was on-site to meet and greet with players and parents, share valuable life lessons and sign autographs for all in attendance at the event.







# BP Kickoff Jamboree Powered by USA Football Video Overview



Click to View:

<http://www.youtube.com/watch?v=EI9dhws7XNU&feature=youtu.be>





# BP Kickoff Jamboree powered by USA Football







# BP Kickoff Jamboree powered by USA Football



All players, coaches and parents gather around the BP, NY Giants and USA Football tent to be introduced to the partnership between BP and USA Football for 2011. Garrett Shea from USA Football talks to the group about the initiatives of the partnership, the importance of “safe” football and having fun before introducing a special guest.





# BP Kickoff Jamboree powered by USA Football



Former NY Giants WR Stephen Baker, “The Touchdown Maker,” speaks to the group about the importance of hard work, life after football, his ability to overcome adversity as “the little guy” and the importance of having BP as a partner to support youth football programs throughout New York and New Jersey.





# BP Kickoff Jamboree powered by USA Football



Players and parents line up at the BP and USA Football tent to meet Stephen Baker and get autographs and photos with the former Giants great.





# BP Kickoff Jamboree powered by USA Football







## BP Kickoff Jamboree Quotes...

“The Jamboree was wonderful. It helps the kids to come together, and it also helps them to be active prior to the start of the actual season. The Jamboree provided my son and his team with the opportunity to see how other kids play the game and gain a valuable learning experience, not only from his coaches, but his peers on the field as well. What BP has done to support my son’s league is great. They are providing them with the supplies they need to play with.”

- Ofelia Langerap – Sparta Youth Football Mom

“The program was great. Our kids are learning a lot, plus a lot of times the focus is on competition. Here at the Jamboree, the kids can all come together to celebrate things such as sports and their passion for the game...as well as JUST HAVE FUN! Having a former professional athlete here in Stephen Baker was good because our children have the opportunity to hear from their role models on what is important when it comes to football and life.”

- Gina Buono – Sparta Youth Football Mom

“What BP is doing is great! It’s very important, especially with the way things are today that they are willing to go out of their way to donate and be there for the kids.”

- Amy Wells – Kinnelon Youth Football Mom





# Opening Day Ceremonies

BP and USA Football sponsored eleven (11) NY and NJ League Opening Day Ceremonies. BP Ambassadors were on-site to take part in coin tosses and be honored at halftime of opening games for their support of each youth football league.







# Opening Day Ceremonies







# Opening Day Ceremonies



BP Ambassadors  
(Clockwise,  
starting top left):  
- Mehmet Cavdar  
- Mo Dayekh  
- Joe Choi  
- Johnny Sabahia





# Opening Day Ceremonies



Staten Island BP Station Owner Ash Gaied poses for a picture along with NY State Assemblyman Michael Cusick and players from the Staten Island Pee Wee Football League on Opening Day.

Ash Gaied was commended by Michael Cusick in front of more than 2,000 Staten Island Pee Wee parents, players and coaches for his continued support of the Staten Island Pee Wee Football League.





# Donation Events

BP and USA Football visited sponsored youth football leagues to officially commend BP Ambassadors for their donations to the local youth football programs in their communities. Donation events took place at midweek practice sessions, playoff games and some championship games.

Below: Hicksville(NY) BP Gas Station owner Rahul Nabe poses for a photo with the East Meadow Rams following their donation event. The East Meadow Rams received \$1,000 of the \$8,000 grant provided by BP to the Nassau-Suffolk Football League.







# Donation Events



Top Left: East Elmhurst BP Owner Mehmet Cavdar joins Oceanside Stallions Commissioner Christos Spirou and several players for a photo following the Oceanside donation event.

Top Right: Elizabeth BP Owner Alex Cakirdas poses with the Irvington Raiders of the NJ Suburban Youth Football League. Alex was instrumental in providing new uniforms for an Irvington club that lacked sufficient resources to start the season. His donated jerseys arrived in time for the Raiders season opener.



Bottom: Brooklyn BP Owner Fares Dayekh provided \$8,000 of new uniforms to the Big Apple Youth Football League. The players pictured are wearing their brand new jerseys thanks to BP.





# Sparta Milk Bowl

## November 13, 2011

BP and USA Football sponsored the Annual Sparta Little League Football Milk Bowl festival in Sparta, NJ. The event featured 2,500 players, parents, family members and coaches associated with the North Jersey Youth Football League.

BP and USA Football brought along former NY Giants defensive end Keith Hamilton to meet and greet with the festival attendees and sign autographs and take photos.







# League Championships and Super Bowls

BP and USA Football sponsored eleven (11) NY and NJ League Championships and Super Bowls. BP Ambassadors were on-site to take part in coin tosses and trophy presentations. BP also provided championship T-shirts for each of the winning teams throughout the day's slate of games.







# League Championships and Super Bowls



Top Left: Big Apple Youth Football Ambassador Joe Choi poses with the Yonkers Gladiators and the Brooklyn Renegades after the coin toss.

Top Right: Suffolk P.A.L. Ambassador Adam Leon shows off his custom BP/USA Football jersey in support of his local league.

Bottom Left: The Yonkers Gladiators show off their championship trophy and BP Championship T-shirts.





# League Championships and Super Bowls

-BP and USA Football Signage

-BP Championship T-Shirt Distribution

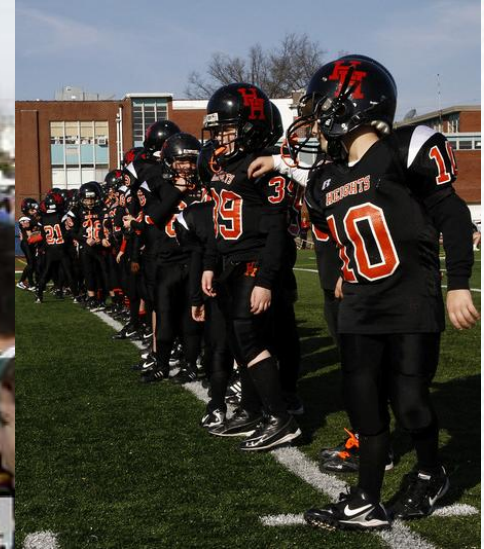
- Championship Team Photos







# League Championships and Super Bowls







# BP and New York Giants Player Packs

BP provided 40,000 youth football players and coaches with custom BP and New York Giants Player Packs. This year's BP Player Packs featured branded rally towels and wristbands. Player Packs arrived to the recipients just in time for league championships and super bowls. Rally towels were waving proudly in the stands and were tucked in the belts of many players during games to keep their hands dry. Players also proudly sported their BP/NYG wristbands during their championship games.







# BP Micro-Site

USA Football continued to update the BP Micro-Site in 2011 to highlight the latest initiatives of the program. The Micro-Site allows for viewers to see how BP continues to make a “GIANT” impact in their local communities and continues to provide the opportunity for players, coaches and their families to download photos from opening day, championship games and other BP sponsored events, as well as share them across their preferred social media outlets. The site also features video content from several key program events, including the Timex Center event.

USAFOOTBALL.COM Home | How BP Supports USA Football | About USA Football | League Photos | Your Local BP

USA Football NY BP

**making a Giant impact**  
PLAY VIDEO

**From playgrounds to primetime**  
BP is a proud supporter of New York and New Jersey football.  
Already the Official Fuel of the New York Giants, BP is expanding its New York area football sponsorship by partnering with USA Football and the New York Giants to make a Giant Impact upon the lives of area youth by nurturing their love for football and supporting the organized leagues that give them an opportunity to play.

BP Station Finder  
Over 500 Stations in the NY/NJ area

**Program Details**

USA Football NY BP

USAFOOTBALL.COM Home | How BP Supports USA Football | About USA Football | League Photos | Your Local BP

USA Football NY BP

## Making a GIANT Impact.

### How BP Supports Youth Football in New York and New Jersey

As a part of BP's commitment to youth football, New York and New Jersey area BP gas stations will proudly support 11 youth leagues in their neighborhoods. These BP gas stations will help provide the essential equipment that children need to play, as well as exclusive New York Giants experiences that will inspire their interest in the game. Here are some examples of this local support:

- BP Kickoff Jamboree Powered by USA Football**  
BP and USA Football will help players finely tune their skills in preparation for their upcoming seasons.
- Opening Day Ceremonies**  
BP gas station owners will sponsor each league's Opening Day Ceremonies, celebrating the kickoff to the youth football season.
- Equipment Donations**  
USA Football helped BP gas stations identify 11 teams that need new equipment; leagues will receive brand new uniforms and footballs to dress and equip teams within their organizations.
- Player Packs**  
Each of the 35,000 players in the 11 leagues will receive a custom BP/New York Giants Player Pack to help prepare for game day.
- NY Giants Timex Performance Center Practice**  
All 11 leagues in New York and New Jersey will have the opportunity to run a team practice at the same training facility as the pros.

USA Football NY BP





# BP Micro-Site

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**BP Station Finder**  
Over 500 Stations in the NY/NJ area.

**making a Giant impact**  
Program Details

USA Football NY bp

## BP and USA Football Home Page

<http://www.usafootball.com/bp>

## Video Viewer

Provides all site visitors with several video overviews of how BP has made a “GIANT” impact in its local communities. Videos include the following:

- Program Introduction
- 2010 Timex Center Event Overview
- BP/USAF/NYG Promotional Video
- 2011 BP Jamboree Video
- 2011 Timex Center Video

## BP Gas Station Locator

Visitors to the site can locate their nearest BP Gas Station to thank them for supporting youth football in its local community.





# BP Micro-Site

USAFOOTBALL.COM Home | How BP Supports USA Football | About USA Football | League Photos | Your Local BP



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- **NY Giants Timex Performance Center Practice**  
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**"How BP Supports USA Football" Page**  
<http://www.usafootball.com/bp/details>

The "How BP Supports USA Football" Page provides visitors with a detail oriented overview of how BP is making a "GIANT" impact in its local communities by supporting its local youth football programs.

Visitors can learn about the BP Jamboree powered by USA Football, what players will be receiving in their BP Player Packs and what BP is doing to help make NY and NJ league Opening Days and Super Bowls memorable.





# BP Micro-Site

USAFOOTBALL.COM Home | How BP Supports USA Football | About USA Football | League Photos | Your Local BP



## League Photos

This year, New York and New Jersey BP gas station owners are providing free photos of all of the events from the 2011 season for the 11 leagues listed below. Click on your league name and follow the directions to either download the photos to your computer or share them with friends and family on your favorite social media networks.



**Choose your league**

<b>1</b> <a href="#">Central Jersey Pop Warner</a> Middlesex County, NJ	<b>11</b> <a href="#">Nassau-Suffolk Football League</a> Nassau and Suffolk Counties, Long Island, NY
<b>2</b> <a href="#">New Jersey Suburban Youth Football League</a> Union County, NJ	<b>10</b> <a href="#">Suffolk County Police Athletic League</a> Suffolk County, Long Island, NY
	<b>3</b> <a href="#">North Jersey Youth Football League</a>

## League Photo Pages

<http://www.usafootball.com/bp/photos>

Each BP sponsored league features its own personal web photo gallery. Visitors can pinpoint their league on a map and have access to thousands of photos from events that their league took part in, including the BP Jamboree, Opening Day Ceremonies, Timex Center event and League Championships.

Photos can be downloaded for free on the site or shared across the visitor's favorite social media networks (Facebook and Twitter)





# BP Micro-Site



League Photo Galleries feature hundreds of branded BP and USA Football images per league event, including photos from Opening Day, BP Jamboree powered by USA Football, Timex Center Practice event and League Championships and Super Bowls.





# BP Micro-Site

USAFOOTBALL.COM Home | How BP Supports USA Football | About USA Football | League Photos | Your Local BP | News

## In the News

How is BP making a "GIANT" impact in your local community?

2011 Articles 2010 Articles

October 21  
[Fuel for Football \(BrooklynEagle.com\)](#)

October 20  
[BP Gas Stations Fuel New York Area Youth Football Leagues \(USAFootball.com\)](#)

October 19  
[BP kicks off string of donation events in New York and New Jersey \(USAFootball.com\)](#)

October 12  
[SIPWFL gets Giant boost from BP, USA Football \(SiLive.com\)](#)

October 12  
[BP, N.Y. Giants welcome youth teams to practice facility \(USAFootball.com\)](#)

October 10  
[NY Giants Donate Equipment to Scotch Plains-based Football League \(ScotchPlains.Patch.com\)](#)

August 25  
[More than 60 youth football teams kick off season in Sparta with equipment grant from local BP station owners \(USAFootball.com\)](#)



## "In The News" Page

<http://www.usafootball.com/bp/news>

Visitors to the BP and USA Football Micro-site can visit the News Tab to learn more about how BP is making a "GIANT" impact in communities around New York and New Jersey. The page features hyperlinks to articles published by various news outlets based within BP sponsored league footprints.

siilive.com

Home > Staten Island East Shore > Sports Top Stories

### SIPWFL gets Giant boost from BP, USA Football

Published: Wednesday, October 12, 2011, 9:34 AM Updated: Wednesday, October 12, 2011, 9:37 AM

By Staten Island Advance

25 people recommend this. Be the first of your friends.

By Bobby Weltecha

NEW DORP -- Talk about doubling your pleasure.

Not only did a group of roughly 50 Staten Island Pee Wee Football League (SIPWFL) players get a chance to meet New York Giants football players and practice at The New York Giants' TIMEX Performance Center Field House Monday evening in East Rutherford, N.J., but the league benefited too.

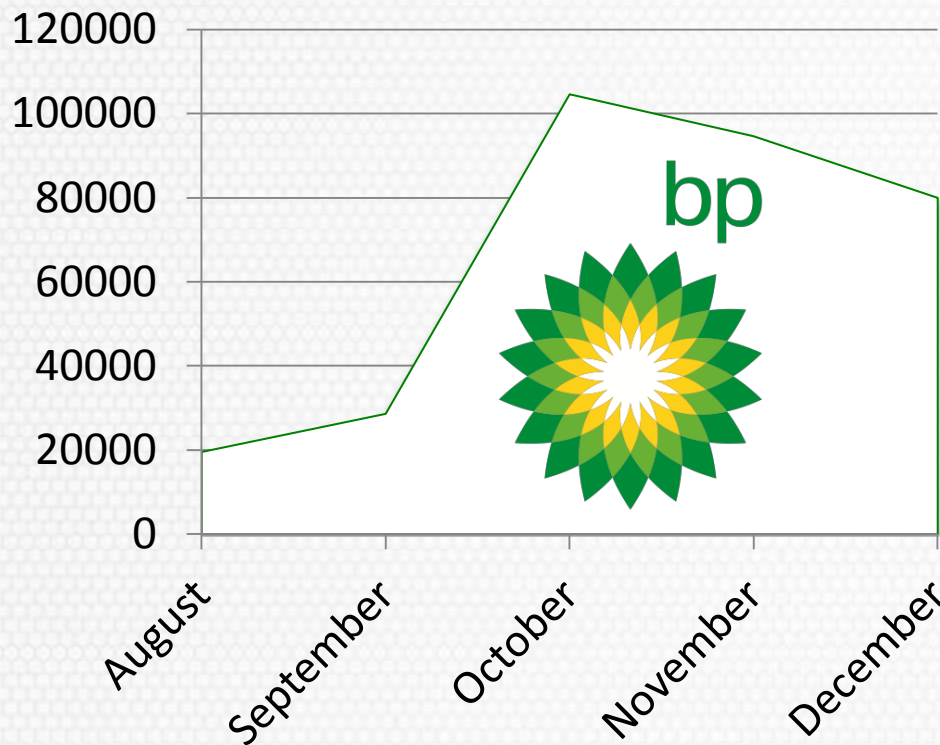
Local British Petroleum station owners, in conjunction with USA Football, the sport's national





# BP Micro-Site by the Numbers

## BP and USA Football Page Views



**August – 19,530**

**September – 28,599**

**October – 104,601**

**November – 94,619**

**December – 79,966**

**Total (as of 12/21): 327,315 Views**





# BP Micro-Site by the Numbers

## Top-5 Weeks – Page Views

- 1) Week Ending 10/29/11 – 50,017 page views
- 2) Week Ending 12/10/11 – 47,437 page views
- 3) Week Ending 11/26/11 – 35,055 page views
- 4) Week Ending 12/03/11 – 28,398 page views
- 5) Week Ending 10/22/11 – 27,651 page views

## Miscellaneous Weekly Stats

- 10 weeks with more than 10,000 page views
- 9 weeks with at least one league photo gallery in the top-10 most viewed pages on USAFootball.com





# Media/PR



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Fundraising

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Travel Tips by Marriott

Coaches, Players, Parents, Commissioners, General Articles



### Harlem youth players enjoy football and fun at camp, thanks to BP

By Will Frasure Mon, 08/22/2011 - 3:10pm



Through a teenager's eyes, the differences between New York City and Lakewood, Pa., could be summed up in a few simple words.

"It's a lot bigger out here," Harlem Knights quarterback and 13-year-old Delano Broome said about the open fields of the Poconos Mountains compared to his usual city surroundings.

Broome and the Knights spent Aug 18-22 at Camp Morasha in Lakewood, Pa., to enjoy football and other fun activities,

with USA Football and a Harlem BP station helping to make it happen. The BP station covered the cost of the camp as part of a regional BP campaign to support local youth football in New York and New Jersey. BP and USA Football provided \$75,000 in grants for 11 youth leagues in the two states this fall.

"It's always good for these kids to get away from the city," league commissioner Tina McCline said Friday afternoon. "They get away from all the noise, all the hustle and bustle of being in New York. I wanted them to get that experience, to take them away from their usual environment."

The weekend provided a mixture of football preparation and outdoors exploration. The Knights' camp lasted from Thursday afternoon until Monday. Football practices began with a 5 a.m. wake-up call before a morning run to start out the day. Practice usually ended near 4:30 p.m. and the Knights used the rest of the day for film review, relaxation and exploring the new surroundings.

During the players' free time, the Knights had the opportunity to do some activities not available in their urban environment, such as horseback riding, rock-climbing and kayaking.

"Here, we can just step outside and there's grass right there," McCline said. "These kids can just walk outside their cabin and see so much they usually don't."

Click Here to view a photo gallery of the Harlem Knights' visit to the Poconos

McCline required the players to keep details of the trip in notebooks. The diaries allowed for her to get a gauge of what the youngsters thought of the experience while also allowing them to reflect on what they got out of their trip in the country.

## USAFootball.com

August 22, 2011

<http://www.usafootball.com/news/coaches/harlem-youth-players-enjoy-football-and-fun-camp-thanks-bp>





# Media/PR

## ScotchPlains-FanwoodPatch



Editor **Emily Everson**: Heard some news you want us to check out? Let me know: [emily5988@gmail.com](mailto:emily5988@gmail.com)

**Patch Deal of the Day:** \$25 for a 1-Hour Swedish or Deep Tissue M

Home News Events Places Holiday Guide

Business, Sports

### NY Giants Donate Equipment to Scotch Plains-Based Football League

Youth athletes will have the opportunity to meet Giants players.

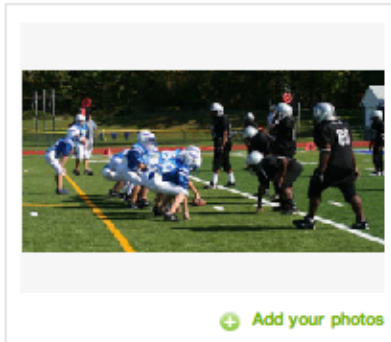
By Alan Neuhauser | [Email the author](#) | October 10, 2011

Recommend Tweet 9 Email Print Comment

Members of the New York Giants will present football equipment to the [New Jersey Suburban Youth Football League](#) and three other New Jersey and New York-area football leagues at the Giants' practice facility in East Rutherford on Monday evening, according to a press release distributed on behalf of the fuel company BP, which donated the equipment. Youth athletes attending the event will have the opportunity to meet Giants players and watch a practice.

The New Jersey Suburban Youth Football League was formed in Scotch Plains in 1972. It consists of a pre-high-school contact football league – which includes Scotch Plains-Fanwood's PAL teams – a cheerleading program and a coed in-town flag-football league. The programs together include more than 4,500 boys and girls across 19 towns, according to the league's [website](#).

Those attending the event tonight, which starts at 7 p.m. at the Timex Performance Center Field House outside Giants Stadium, are invited to send photos and videos to Patch by emailing [AlanN@patch.com](mailto:AlanN@patch.com).



+ Add your photos

## Scotch Plains-Fanwood Patch

October 10, 2011

<http://scotchplains.patch.com/articles/ny-giants-donate-equipment-to-scotch-plains-based-football-league>





# Media/PR

## SIPWFL gets Giant boost from BP, USA Football

Published: Wednesday, October 12, 2011, 9:34 AM Updated: Wednesday, October 12, 2011, 9:37 AM

By Staten Island Advance  
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Photo Courtesy of USA Football

A large contingent of athletes from the Staten Island Pee Wee Football League, some coaches, BP sponsor from Staten Island Ash Gaiard, black shirt holding banner, Giant players Corey Webster, center rear, and Brandon Jacobs, gray shirt in back, pose after their workout.

By Bobby Weitecha

NEW DORP -- Talk about doubling your pleasure.

Not only did a group of roughly 50 Staten Island Pee Wee Football League (SIPWFL) players get a chance to meet New York Giants football players and practice at The New York Giants' TIMEX Performance Center Field House Monday evening in East Rutherford, N.J., but the league benefitted too.

Local British Petroleum station owners, in conjunction with USA Football, the sport's national governing body on youth and amateur levels and the Giants' official youth football

development partner, presented the league with much-needed equipment at the practice.

SIPWFL was one of four area leagues that benefitted from the program at the Columbus Day event, which featured more than 200 youth football players, parents and coaches. The event kicked-off a series of season-long equipment donations from BP.

The event began a little before 6 p.m. when the roughly 50 SIPWFL players from the Wolverines and Warriors teamed with youngsters from the Sparta (N.J.) Youth Football, New Jersey Suburban Youth Football and Suffolk County Police Athletic leagues for a once-in-a-lifetime practice at the Giants training facility.

Roughly an hour or so later, that practice was interrupted when Giants defensive back Corey Webster and running back Brandon Jacobs made an appearance.

Both Webster and Jacobs talked to the players about their youth football experiences, signed autographs and took photos with the young athletes. They also presented the youngsters with new practice jerseys, a donation to local youth football leagues by BP.

USA Football representative Garrett Shea introduced BP station owners Ash Gaiard, the owner of the BP station on the corner of Reid Avenue and Hylan Boulevard, Dongan Hills, Vasco Regula (Sussex County, N.J.), Alex Cakirdas (Union County, N.J.), Adam Leon (Suffolk County, N.Y.), the local supporters of each participating league. USA Football predicts BP's support will reach 30,000 young athletes.



[SIlive.com](http://www.silive.com)

October 12, 2011

[http://www.silive.com/eastshore/index.ssf/2011/10/sipwfl\\_gets\\_giant\\_boost\\_from\\_b.html](http://www.silive.com/eastshore/index.ssf/2011/10/sipwfl_gets_giant_boost_from_b.html)





# Media/PR



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## News & Articles

Coaches, Players, Parents, Commissioners, General Articles



### BP, N.Y. Giants welcome youth teams to practice facility

Wed, 10/12/2011 - 1:56pm



New York-area BP gas station owners, New York Giants players and USA Football saluted local youth football players Oct. 10 during a practice session at the Giants' Timex Performance Center Field House.

BP supports 11 youth football leagues in New York and New Jersey through equipment donations and opportunities to hold team practices at the Timex Performance Center. BP also will help these leagues prepare for their upcoming league championships by providing more than 35,000 players with BP and New York Giants wristbands and rally towels.

than 35,000 players with BP and New York Giants wristbands and rally towels.

- Players from the following BP-sponsored youth leagues were in attendance:
- Suffolk County (N.Y.) Police Athletic League
- Staten Island Pee Wee Football League, Richmond County, N.Y.
- New Jersey Suburban Youth Football League, Union County, N.J.
- Sparta Youth Football, Sussex County, N.J.

All players received a New York Giants practice jersey, then met with Giants running back Brandon Jacobs and cornerback Corey Webster, who shared their youth football experiences with the more than 200 players, 200 parents and 20 coaches before signing autographs for all of the players.

"I would like to thank USA Football and BP for a truly once-in-a-lifetime experience for our players and parents at the Timex Center," said Pat Casey, a Sparta Youth Football coach. "Our young players were thrilled to experience a sneak peek into the football lives of their Giant idols Brandon Jacobs, Cory Webster and the rest of their Giants teammates. It's events like this that create memories that truly will last a lifetime for players and parents alike. On behalf of all Sparta Football parents and players, thanks for the memories. USA Football and BP are leading the way in making a difference in our communities."

BP has provided more than \$75,000 this year in new equipment to the 11 youth football leagues throughout New York and New Jersey.

**Photo:**Giants running back Brandon Jacobs (left) and cornerback Corey Webster shared time with the players as local BP station owners (at right) Alex Cakirdas and Ash Gaied look on.

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## USAFootball.com

October 12, 2011

<http://www.usafootball.com/news/coaches/bp-ny-giants-welcome-youth-teams-practice-facility>





## Staten Island Advance

Date: October 12, 2011  
Daily Impressions: 102,595

E 10 STATEN ISLAND ADVANCE WEDNESDAY, OCTOBER 12, 2011

EAST SHORE

### SHORE SPORTS

# SIPWFL gets Giant boost from BP, USA Football

By **BOBBY WIECHA**  
STATEN ISLAND ADVANCE

**NEW ORLEANS** — Talk about doubling your pleasure. Not only did a group of roughly 50 Staten Island Pee Wee Football League (SIPWFL) players get a chance to meet New York Giants football players and practice at The New York Giants' TDMX Performance Center Field House Monday evening in East Rutherford, N.J., but the league benefited too.

Local British Petroleum station owners, in conjunction with USA Football, the sport's national governing body on youth and amateur levels and the Giants' official youth football development partner, presented the league with much-needed equipment at the practice.

SIPWFL was one of four area leagues that benefited from the program at the Columbus Day event, which featured more than 200 youth football players, parents and coaches. The event kicked-off a series of season-long equipment donations from BP.

The event began a little before 6 p.m. when the



PHOTO COURTESY OF USA FOOTBALL

A large contingent of athletes from the Staten Island Pee Wee Football League, some coaches, BP sponsor from Staten Island Ash Galed, black shirt holding banner, Giant players Corey Webster, center rear, and Brandon Jacobs, gray shirt in back, pose after their workout.

roughly 50 SIPWFL players from the Wolverines and Warriors teamed with youngsters from the Sparta (N.J.) Youth Football, New Jersey Suburban Youth Football and Suffolk County Police Athletic leagues for a once-in-a-lifetime practice

at the Giants training facility. Roughly an hour or so later, that practice was interrupted when Giants defensive back **Corey Webster** and running back **Brandon Jacobs** made an appearance.

Both Webster and Jacobs talked to the players about their youth football experiences, signed autographs and took photos with the young athletes. They also presented the youngsters with new practice jerseys, a donation to local youth

football leagues by BP. USA Football representative **Garrett Shea** introduced BP station owners **Ash Galed**, the owner of the BP station on the corner of Reid Avenue and Bryan Boulevard, Dongan Hills, **Vasco Regula** (Sussex

County, N.J.), **Alex Cakirdas** (Union County, N.J.), **Adam Leoni** (Suffolk County, N.Y.), the local supporters of each participating league. USA Football predicts BP's support will reach 30,000 young athletes.



Galed meeting back Brandon Jacobs signs an autograph for a Staten Island Pee Wee Football League player.



Some athletes from the Staten Island Pee Wee Football League line up before the practice session.

## Staten Island Advance (PRINT) October 12, 2011





# Media/PR

USA Football Football's National Governing Body  
Official Youth Football Development Partner

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Commissioners, General Articles

## BP kicks off string of donation events in New York and New Jersey

By Dan Gant Wed, 10/19/2011 - 11:43am



For the second year in a row, BP and USA Football are working together to help youth football leagues across New York and New Jersey.

Through donations and support at the league events, the two organizations are strengthening the game for 35,000 players in 11 leagues and showing their commitment to youth football.

"The fun and the life lessons that our young people attain by playing football inspires them to reach their potential on and off the field," said Johnny Sabahia,

who operates a BP station in Saddle Brook, N.J. "It is exciting and important to contribute to that, even in a small way, encouraging our kids to dream and achieve through our country's favorite sport."

Sabahia and BP Regional Account Executive Kelli Hicks visited the Meadowlands Junior Football League during a recent practice at Wood-Ridge (N.J.) High School, where they joined more than 75 players and coaches and renewed their commitment to youth football in Bergen County.

Sabahia provided the Meadowlands Junior Football League with \$6,000 in new uniforms and footballs, part of \$11,000 he has donated to the league the past two years. The gifts are part of \$75,000 in grant money from BP station owners and USA Football to the 11 leagues in the two states. BP also sponsored each league's opening day and will be sponsoring the league championships in the coming weeks.

Sabahia's son, Jonathan, plays in the Meadowlands Junior Football League for the Carlstadt/East Rutherford Wildcats.

The following leagues are supported by BP:

### New Jersey

- Central Jersey Pop Warner (Middlesex County)
- N.J. Suburban Youth Football League (Union County)
- North Jersey Youth Football League (Sussex County)

## USAFootball.com

October 19, 2011

<http://www.usafootball.com/news/commissioners/bp-kicks-string-donation-events-new-york-and-new-jersey>





# Media/PR

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## Sports

### Fuel for Football

by John Torenli (sports@brooklyneagle.net), published online 10-21-2011

The Big Apple Youth Football League received a donation of new footballs and uniforms from BP gas station owner Fares Dayekh Monday at Brooklyn's South Shore High School.

Big Apple Youth Football is one of 11 youth leagues in New York and New Jersey to receive part of the \$75,000 in grant money from local BP station owners and USA Football, the sport's national governing body in the United States.

Dayekh attended a midweek practice session, where he was honored by the coaches, players and league administrators.

Uniforms and footballs donated by local BP owners throughout this month will benefit more than 35,000 area children playing in nearly one dozen youth football leagues. In addition, BP owners will sponsor and participate in each league's championship weekends.

"The fun and the life lessons that our young people attain by playing football inspires them to reach their potential on and off the field," said Dayekh, whose station is located at 2820 86th Street in Brooklyn. "It is exciting and important to contribute to that, even in a small way, encouraging our kids to dream and achieve through our country's favorite sport."

Local BP station owners' dedication to youth football leagues can be viewed online at [www.usafotball.com/bp](http://www.usafotball.com/bp).



1/1

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## Brooklyn Daily Eagle

October 21, 2011

<http://www.brooklyneagle.com/categories/category.php?id=46921>





# Media/PR

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**'Bleach bandits' busted**  
A group of teenagers who were caught with bleach and other supplies for their "bleach bandits" operation in the neighborhood of Flatlands, Brooklyn, were arrested by police officers on Tuesday.

**HOLY FLOCK FUROR**  
Parishioners snub protesters

**Pumpkin prince**  
A young boy who was crowned "Pumpkin Prince" at the annual Pumpkin Festival in Flatlands, Brooklyn, was crowned on Tuesday.

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**5 Ridge cops are busted**  
A group of five police officers who were caught with a large amount of marijuana in their homes in Bay Ridge, Brooklyn, were arrested by police officers on Tuesday.

**SMELL YOU LATER**  
Neighbors: Owls Head still stinks

**Sweet treat**  
A young boy who was crowned "Sweet Treat" at the annual Sweet Treat Festival in Bay Ridge, Brooklyn, was crowned on Tuesday.

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**Cops end 'splash-and-dash'**  
A group of police officers who were caught with a large amount of marijuana in their homes in Flatbush, Brooklyn, were arrested by police officers on Tuesday.

**LEIBY'S KILLER 'NUTS'**  
Lawyer says confession coerced

**Good gourd!**  
A young boy who was crowned "Good Gourd" at the annual Good Gourd Festival in Flatbush, Brooklyn, was crowned on Tuesday.

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**They've 'occupied' Gerritsen**  
A group of young boys who were caught with a large amount of marijuana in their homes in Flatbush, Brooklyn, were arrested by police officers on Tuesday.

**CEMENT NOT IN STONE**  
No concrete Boardwalk—for now

**Take 'em down!**  
A group of young boys who were caught with a large amount of marijuana in their homes in Flatbush, Brooklyn, were arrested by police officers on Tuesday.

JUST WHEN YOU THOUGHT IT WAS SAFE TO GO BACK TO THE AQUARIUM. **ASCARIUM** \*See inside for an exclusive offer!

## CANARSIE

### Ready for some football?

Big Apple Youth Football league members got the big deal from local BP gas station owners and USA Football when the team received an \$8,000 grant for footballs and new uniforms. And let's face it, without the football there ain't no game. Thanks to



Dan Gant (right) shows off just one piece of gear that his BP donated to Courtney Pollins, the commissioner of the Big Apple Youth Football League.

Photo by Steve Salamonsan

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## Canarsie

### Ready for some football?

Big Apple Youth Football league members got the big deal from local BP gas station owners and USA Football when the team received an \$8,000 grant for footballs and new uniforms. And let's face it, without the football there ain't no game. Thanks to the generous grant, the jocks at South Shore HS can now be spiffy on the field and kick some pretty spectacular field goals. "The fun and the life lessons learned by playing,"

said station owner **Fares Dayekh**.

South Shore HS (6565 Flatlands Ave. at 79th Street in Canarsie).

Brooklyn Courier Life (family of newspapers – printed in each)  
October 27-November 2 Print Editions





# Media/PR

## CentralJersey.com

October 27, 2011

[www.centraljersey.com/articles/.../doc4ea9a7fa6b6ec490303180.txt](http://www.centraljersey.com/articles/.../doc4ea9a7fa6b6ec490303180.txt)  
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**DONATION TO CENTRAL JERSEY POP WARNER FROM LOCAL BP** [Facebook] [Twitter] [Email] [Share]

STATION OWNER PART OF CHAMPIONSHIP WEEKEND  
DATE POSTED: Thursday, October 27, 2011 4:06 PM EDT  
By USA Football  
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**Local business owner provided new uniforms and footballs**

Central Jersey Pop Warner concludes its season this weekend – Oct. 29-30 – with the help of BP gas station owner **Vasco Regula**, who donated \$9,000 in the form of new footballs and uniforms to benefit local youth football players.

Central Jersey Pop Warner is one of 11 youth leagues in New York and New Jersey that received part of the \$75,000 in grants from BP station owners and USA Football, the sport's national governing body in the United States. Regula will assist with coin tosses and provide league championship T-shirts. The league will honor Regula at halftime of Saturday's 11 a.m. at Sabella Park in North Brunswick.

Approximately 400 players on 12 teams in Central Jersey Pop Warner will celebrate their Championship Weekend Oct. 29-30 at Sabella Park in North Brunswick.

South Brunswick BP station owner Vasco Regula and USA Football, the sport's national governing body in the United States, will present a \$9,000 grant to the league for new footballs and uniforms on Sat., Oct. 29, at 11:45 a.m.

**Central Jersey Pop Warner players reside in:** Allentown, Carteret, Colonia, East Brunswick, Edison, Fords, Franklin, Hightstown, Iselin, Millstone, Monroe, Morgan, New Brunswick, North Brunswick, North Edison, Old Bridge, Piscataway, Plainfield, Plainsboro, Port Reading, Princeton, Raritan Bay, Sayreville, South Brunswick, South River, Spotswood, Staten Island, Trenton, and West Windsor.

This marks the second consecutive year that BP and USA Football have been associated to support area youth leagues as part of BP station owners' commitment to youth football in their communities.

Uniforms and footballs donated by local BP station owners through October will benefit more than 35,000 area children playing in nearly one dozen youth football leagues.

**MORE NEWS IN THIS SECTION**

Breast Cancer Awareness Month Kick-off Is Oct. 6  
Gold's Turns Pink!  
Barbara Trent Performing at Har Sinai  
Harvest Festival Oct. 12 at Har Sinai  
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# Media/PR

## The Suffolk Times.

52 | NOVEMBER 1, 2011 | SUFFOLKTIMES.COM



### PAL players meet some Giants

Suffolk County Police Athletic League football players took a knee during a recent VFP practice at the Times Performance Center, the New York Giants' training facility in East Rutherford, N.J. More than 200 youth football players, parents and coaches were in attendance at the first of a series of equipment donations by BP to several sponsored leagues in the New York metropolitan area. Two Giants players, Brandon Jacobs and Corey Webster, signed autographs, posed for photos with the young players and presented them with new jerseys.

COURTESY PHOTO

**The Suffolk Times (PRINT)**  
November 3, 2011





# Media/PR



**SILive.com**

November 4, 2011

[http://www.silive.com/northshore/index.ssf/2011/11/staten\\_island\\_museum\\_receives.html](http://www.silive.com/northshore/index.ssf/2011/11/staten_island_museum_receives.html)

## **YOUTH FOOTBALL**

Local BP gas stations have donated equipment to several New York and New Jersey youth football leagues including the Staten Island Pee Wee Football League.

Members of the New York Giants were on hand to surprise the young team players during the first-ever donation event at the New York Giants Timex Performance Center Field House in East Rutherford, N.J.

The players were joined by representatives of the local BP gas stations at the event celebrating young football players and to donate much-needed football equipment to four leagues.

Young players got a chance to meet members of the New York Giants.

In addition to the Staten Island Pee Wee Football League, other teams receiving donations were: the Sparta Youth Football, New Jersey; Suburban Youth Football League and the Suffolk County Police Athletic League.





# Media/PR

## EastMeadowPatch

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Editor **Michael Ganci**: Heard some news you want us to check out? Let me know: [Michael.Ganci@patch.com](mailto:Michael.Ganci@patch.com)

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### East Meadow PAL Gets New Equipment

Posted by [Michael Ganci](#) | November 7, 2011

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Approximately 50 players on 2 teams in the Nassau-Suffolk Football League on Oct. 23 at W.T. Clarke High School celebrated a local BP station owner and USA Football for their donation of \$8,000 to provide football and new uniforms.

Nassau-Suffolk Football League players residing in both Nassau and Suffolk Counties have received a grant from Hicksville BP station owner Rahul Nabe and USA Football, the sport's national governing body in the United States.

This marks the second consecutive year that BP and USA Football have been associated to support area youth leagues as part of BP station owners' commitment to youth football in their communities.

Uniforms and footballs donated by local BP owners through October will benefit more than 35,000 area children playing in nearly one dozen youth football leagues. In addition, BP owners will sponsor and participate in each league's championship weekends.

USA Football is the official youth football development partner of the NFL and each of the league's 32 teams.



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## East Meadow Patch

November 7, 2011

<http://eastmeadow.patch.com/announcements/east-meadow-pal-gets-new-equipment>





# Media/PR

## Pat-Med Youth Football Meet Giants, Receive New Jerseys

Youth players get to meet New York Giants players.

By Michael Sorrentino | Email the author | 12:00pm

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3 of 3



The Pat-Med Youth Football team practices at the Timex Performance Center in new BP branded jerseys, a donation made by BP. Credit TSS Photography

### Photos



The Pat-Med Youth Football team were among several that recently got to practice at the New York Giants training facility and received surprise visits from New York Giants players Corey Webster and Brandon Jacobs.

The players presented the teams with new practice jerseys that were donated by BP, as well as signed autographs and took photos.

Approximately 50 players from Pat-Med Youth Football and Longwood Youth Football took part in the event as part of the Suffolk County Police Athletic League.

# PatchoguePatch

November 11, 2011

<http://patchogue.patch.com/articles/pat-med-youth-football-meet-giants#photo-8149498>





## Home News Tribune (PRINT)

November 26, 2011

Page A12 Saturday, Nov. 26, 2011

Home News Tribune MyCentralJersey.com

### Community News

#### BERNARDSVILLE Memoirs and Coffee book group to meet

The Bernardsville Library book discussion group, Memoirs and Coffee, will meet at 10:30 a.m. on Tuesday in the community room.

The discussion will be led by Pat Kennedy-Grant, reader services manager.

The library is at 1 Anderson Hill Road.

There is no charge and no sign-up is needed to join the discussion. Call 908-766-0118 for more information.

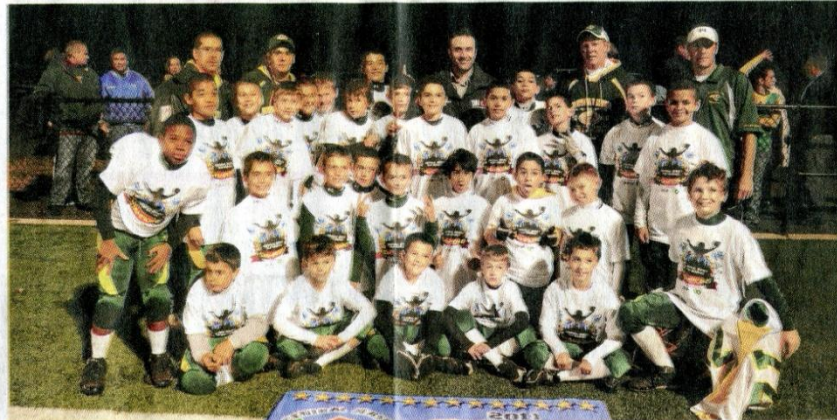
*Staff report*

#### ELIZABETH Partnership to serve community needs

The United Ways of Central Jersey have launched a new partnership called the United Way Community Solutions to serve various needs in different communities.

The United Ways of Central Jersey, Hudson, Greater Mercer, Monmouth and Greater Union counties announced the program on Nov. 9.

To learn more about the United Ways of Central Jersey, contact Paul Gibney, director of marketing and communications for United Way of Greater Union County, by email at paul.gibney@uwguc.org or call 908-835-7171 ext. 129.



BP gas station owner Alex Cakirdas of Avenel, back row center, is pictured with Central Jersey Pop Warner Division III Junior Pee Wee Champion Raritan Bay Cougars during the league's recent championship weekend. Cakirdas was honored at halftime for his donation of \$9,000 in uniforms and footballs to the league. League members live in Middlesex, Somerset, Union and Mercer counties. PHOTO COURTESY DANA GORDON

power necessary to transmit the microchip's cat or dog ID code and identify the pet.

The cost is \$25 per microchip, which includes one year of membership benefits and lifetime registration.

Microchips will be implanted from 4 to 5:30 p.m. on Tuesdays and Wednesdays, and from 9 a.m. to 12:30 p.m. on Saturdays and Sundays.

The People for Animals clinic will be at 401 Hillside Ave, Hillside.

No appointments are

The free program, which is open to students and the public, is at 8 p.m. on Monday in the student activities center, Raritan River Lounge, 613 George St.

The Ambassadors program, created by El Al CEO Eliezer Shkedy, is a joint effort of El Al Israel Airlines, the Jewish Agency for Israel, Stand With Us and Israel's Ministry of Foreign Affairs, and is headed by Alon Futterman, the Jewish Agency's emissary development director.

portfolio.

John McGrath, a regional marketing manager at Van Eck Global Mutual Funds, will make his presentation during the Tuesday meeting of the Summit Old Guard at the New Providence Municipal Center.

All area 50-plus active men are invited to attend meetings of the Summit Area Old Guard on Tuesday mornings at the center at 360 Elkwood Ave.

A coffee hour starts at 9:15 a.m., followed by a 10 a.m. short business meet-

toys, gift certificates or a check made payable to the Sayreville Recreation Department.

Toys may be dropped off between 8:30 a.m. and 3:30 p.m. Monday through Friday at the recreation center on Dolan Street.

For more information, call the Department of Recreation at 732-390-7092 or 732-390-7096.

*Staff report*

#### SOUTH PLAINFIELD Donations sought for food bank

baby wipes, deodorant, detergent, diapers, hand sanitizer wipes, hand soap, paper products, shampoos/conditioners, toothbrushes and toothpaste.

Expired food will not be accepted.

*Staff report*

#### SOUTH PLAINFIELD Annual tree lighting and carols on Dec. 10

The McCriskin-Gustafson Home For Funerals invites everyone to attend its annual tree lighting and Christmas caroling event at 4:30 p.m. on Dec. 10.

The event will be on the main lawn of the funeral home, 2425 Plainfield Ave..

The ceremony is in memory of the men of Task Force 3-502d 101st Airborne Division Screaming Eagles who died on December 12, 1985 when their plane crashed over Gander, New Foundland on their way home from a tour of duty.

Members of the South Plainfield High School Traveling Choir will perform. Following the tree lighting, everyone is invited to "Christmas carol" down Plainfield Ave. to Flanagan's Restaurant where appetizers and sandwiches will be served.

*Staff report*

#### WESTFIELD





# Media/PR



**NY1 News – Staten Island (TELEVISION & WEB)**

November 29

Click video or link to view: <http://www.ny1.com/content/151575/s-i--pee-wee-football-league-scores-funding-touchdowns>





**BP, USA Football and New York Giants  
Timex Performance Center  
Practice/Donation Event  
October 10, 2011**

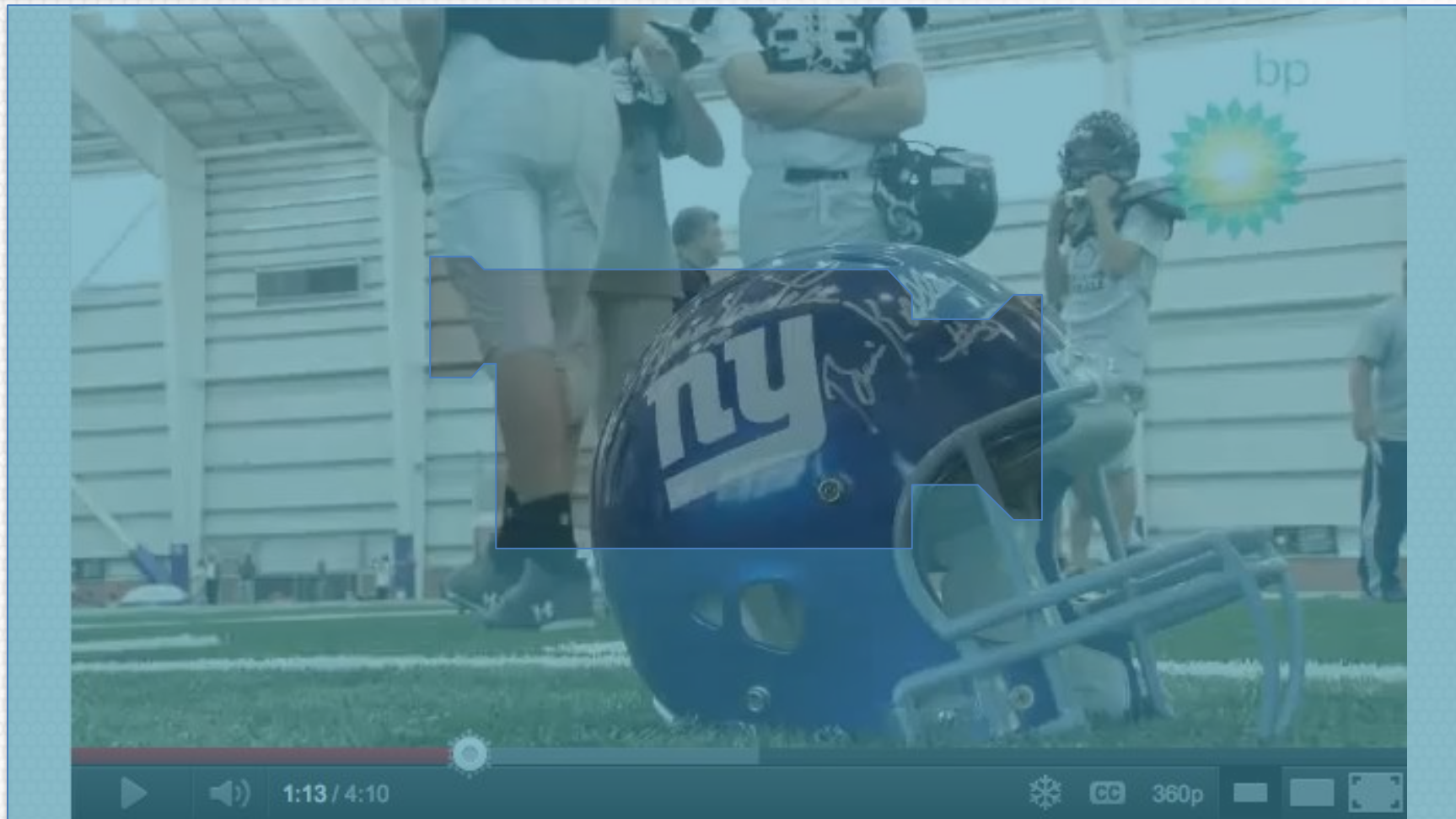








# Timex Performance Center Practice/Donation Video Overview



Click to View:

<http://youtu.be/zzgSqFbPVNM>





# Timex Performance Center Practice/Donation Event Overview

- On Monday, October 10, BP and USA Football provided eight (8) teams from four (4) BP sponsored youth football leagues with the opportunity to hold a team practice at the New York Giants Timex Performance Center.
- More than 200 youth football players, 25 coaches and 200 parents were on hand to participate in the event.
- BP Ambassadors were in attendance to show their support for their local leagues as they provided them with this once-in-a-lifetime opportunity.
- USA Football announced BP's equipment donation to each league in attendance.
- Current NY Giants players Brandon Jacobs and Corey Webster met and spoke to all of the participants and shared their favorite youth football stories and valuable life lessons.







# BP Sponsored Youth Leagues

The following BP Sponsored Youth Leagues and Teams were in attendance at the Timex Performance Center event:

## North Jersey Youth Football League (Sussex County, NJ)

- Sparta Youth Football (50 Players)

## NJ Suburban Youth Football League (Union County, NJ)

- Scotch Plains-Fanwood Raiders Youth Football  
(50 Players)

## Suffolk County Police Athletic League (Suffolk County, NY)

- Pat-Med Youth Football (25 Players)  
- Longwood Youth Football (25 Players)

## Staten Island Pee Wee Football League (Richmond County, NY)

- Wolverines Youth Football (25 Players)  
- Warriors Youth Football (25 Players)







# Welcome to the Timex Performance Center



Jimmy Thomas, USA Football's senior coordinator of event services, welcomes more than 400 youth football players, parents and coaches to the Timex Performance Center. Each BP sponsored league brought two (2) teams to the Giants practice facility to hold a practice.





# New York and New Jersey BP Ambassadors



BP Ambassadors were on hand to show their support for their local leagues. The BP Ambassadors from left to right: Vasco Regula (Sparta Youth Football); Alex Cakirdas (NJ Suburban Youth Football League); Ash Gaied (Staten Island Pee Wee Football League); and Adam Leon (Suffolk County Police Athletic League). USA Football announced that each league is receiving an equipment donation this year from its local BP Ambassador.





# New York Giants Practice Jerseys

BP surprised all youth football players in attendance with their very own NY Giants practice jersey. The kids sported their BP and USA Football branded jerseys proudly and looked exactly like the pros do when they practice at the Timex Performance Center.







# Practice Action







# Practice Action







# BP and USA Football



Representatives from BP were on hand to enjoy the Timex Center Practice and Donation event along with USA Football. Along with providing this once in a lifetime opportunity for local youth football players, BP also brought along a “GIANT” surprise...





# A "GIANT" Surprise



NY Giants RB Brandon Jacobs and CB Corey Webster surprised all of the players in attendance. Brandon and Corey spoke to the children about their own youth football experiences, shared some valuable life lessons and answered several questions from the group. Additionally, all players in attendance had the opportunity to get autographs from their Giants role models.





# A "GIANT" Surprise







# A "GIANT" Surprise







# A "GIANT" Surprise







## A Few Quotes...

“I would like to take the opportunity to thank USA Football and BP for a truly once in a lifetime experience for our players and parents at the Timex Center. Our young players were thrilled to experience a sneak peak into the football lives of their Giant idols Brandon Jacobs, Corey Webster and the rest of their Giants teammates. It's events like these that create memories that truly will last a lifetime for players and parents alike. On behalf of all Sparta Football parents and players, “Thanks for the Memories.” Once again, USA Football and BP are leading the way in making a difference in our communities.”

**-Patrick Casey, Coach – Sparta Youth Football League**

“My son had a great time. It was the second time he has been there thanks to USA Football. He also went to the Skills and Drills Clinic last winter. The rest of the kids had an awesome time. The parents as well as our players understand that because of our affiliation with USA Football there are opportunities, events and clinics that were never available to them before. It makes the season for them a lot more fun. Its not just practice and then games, it's a chance to see the game on different levels and players from different communities and states. Seeing and listening to these NFL players gives these kids the feeling that anything is possible for them if they work hard at it and that of course is the bottom line for me. Like I said before, being affiliated with USA Football by the best thing we could have done for our coaches and players. Thanks to BP and USA Football for making us a part of it. ”

**-J.P. Beebe, Coach – Sparta Youth Football League**





# Thank You from NY/NJ Youth Football League Commissioners

“I just want to take a moment to thank BP and USA Football for the tremendous support of the New Jersey Suburban Youth Football League for the 2011 season. Through BP's assistance, numerous children were fitted with proper safety equipment. BP's support at our annual Super Bowl and All Star games was strong and showed a firm commitment to youth football in it's finest form.”

- Russ Yeager, Commissioner – NJ Suburban Youth Football League

“On behalf of Central Jersey Pop Warner we would like to Thank BP and USA Football for your support and sponsorship. Our teams are truly grateful for your generosity. The grant was used by several of our teams to help startup an entire level of play for tackle football within our league.”

- Jim Simmons, Commissioner – Central Jersey Pop Warner

“To everyone from BP, on behalf of Suffolk County PAL Youth Football League we would like to take this opportunity to thank you for your football equipment grants to our league the past two years, they have been a tremendous help to us as a league and first and foremost our kids, to be able enjoy the new equipment. I graciously thank you again.

- Lou Bonnanzio, Commissioner – Suffolk County Police Athletic League