



HEART OF A GIANT

Presented by



2014 USA FOOTBALL HEART OF A GIANT SPONSORSHIP OVERVIEW

This past fall, Hospital for Special Surgery, the New York Giants and USA Football teamed up to recognize and reward the hardest working football players in the Tri-State area

Program is designed to provide high schools with support to celebrate and reward work ethic

121 schools named their local Heart of a Giant winner

60 top nominees were selected to compete for the chance to be named the Tri-State area Heart of a Giant



Presented by

HOSPITAL
FOR
SPECIAL
SURGERY



2014 USA FOOTBALL HEART OF A GIANT KEY ELEMENTS

- Presenting sponsorship of the 'Heart of a Giant' award
- Co-branded microsite
- Marketing campaign to 550+ high schools in Tri-State area
- NFL player integration
- Social media campaign
- Leveraging of New York Giants relationship/assets
- Co-branded trophies and on-field check presentation at Giants home game
- New York Giants 'Meet & Greet' for Heart of a Giant award co-winners

HOSPITAL
FOR
SPECIAL
SURGERY

WHERE THE
WORLD COMES
TO GET BACK
IN THE GAME

2014 USA FOOTBALL HEART OF A GIANT

PARTICIPATION

Enrolled Schools

121 Tri-State area high schools enrolled and named their schools Heart of a Giant winner

58 – New Jersey; **49** – New York; **14** – Connecticut

Enrolled schools receive the chance for HSS personnel to visit their school and present on injury prevention

Top Nominees

60 Heart of a Giant weekly top nominees selected

150,000 online votes for the program and numerous local media stories

6 finalists; **2** grand prize winners



2014 USA FOOTBALL HEART OF A GIANT CO-BRANDED MICROSITE

Hub for Heart of a Giant program

- <http://www.usafootball.com/heartofagiant>

HSS and New York Giants branding throughout site

Opportunity to 'LIKE' HSS on Facebook

Online voting component

Player profiles

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NOMINEE

ANTHONY CORTAZZO
Offensive lineman
Pascack Hills H.S.
Montvale, NJ

Q: Explain how having the "Heart of a Giant" applies to you.

A: I believe that I have the "Heart of a Giant" because of my determination. When I was eight years old my father was diagnosed with Myelodysplastic syndrome, which is a pre-leukemia. He was a 9/11 first responder. My father went into the hospital in December 2001. He passed away on March 14, 2009. This was very difficult for me. I had a bone marrow transplant. After a long battle with the disease, I was able to attend my varsity football practices. On the field, I received a lot of love from my teammates and coaches. I believe that I have the "Heart of a Giant" because of my determination.

KEY METRIC:
220,067
ONLINE VOTES
GENERATED
THROUGH
GRASSROOTS
PROMOTION

2014 WINNERS FINALISTS NOMINEES

HOSPITAL FOR SPECIAL SURGERY Like 42k

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Recognizing and rewarding Tri-State area (NY, NJ, CT) high school football players with an unparalleled work ethic and passion for the game.

How the program works Play the video

High school coaches from NY, NJ and CT can nominate an athlete for a chance to win a \$5,000 equipment grant.

VIEW GRAND PRIZE WINNERS

Steve Weatherford, New York Giants, #5 / Punter

2014 HEART OF A GIANT PRESENTED BY HOSPITAL FOR SPECIAL SURGERY WEEKLY AWARD WINNERS

The following Tri-State area high school football players have been nominated for the Heart of a Giant award:

WEEK 1 WEEK 2 WEEK 3 WEEK 4 WEEK 5 **WEEK 6**

Week **2** Nominees

| | |
|---|---|
| RJ LAZZARO Quarterback Saddle Brook HS Saddle Brook, NJ SUBMIT VOTE | JEREMIAH MINYARD Linebacker Lincoln HS Yonkers, NY SUBMIT VOTE |
| ARI KING Defensive back John F. Kennedy Memorial HS Iselin, NJ SUBMIT VOTE | RYLAN PANGBORN Quarterback Lenape Valley HS Sparta, NJ SUBMIT VOTE |
| TYLER DAVIS Quarterback W.C. Mepham HS Bellmore, NY SUBMIT VOTE | DIXON Quarterback Cold Boro HS Cold Boro, NJ SUBMIT VOTE |

2014 USA FOOTBALL HEART OF A GIANT

NFL PLAYER INTEGRATION

New York Giants punter Steve Weatherford served as the ambassador for the Heart of a Giant award

Assets including Steve Weatherford and his likeness include:

- Program microsite
- Co-branded marketing packet (sent to high school coaches throughout Tri-State area)
- Promotional videos

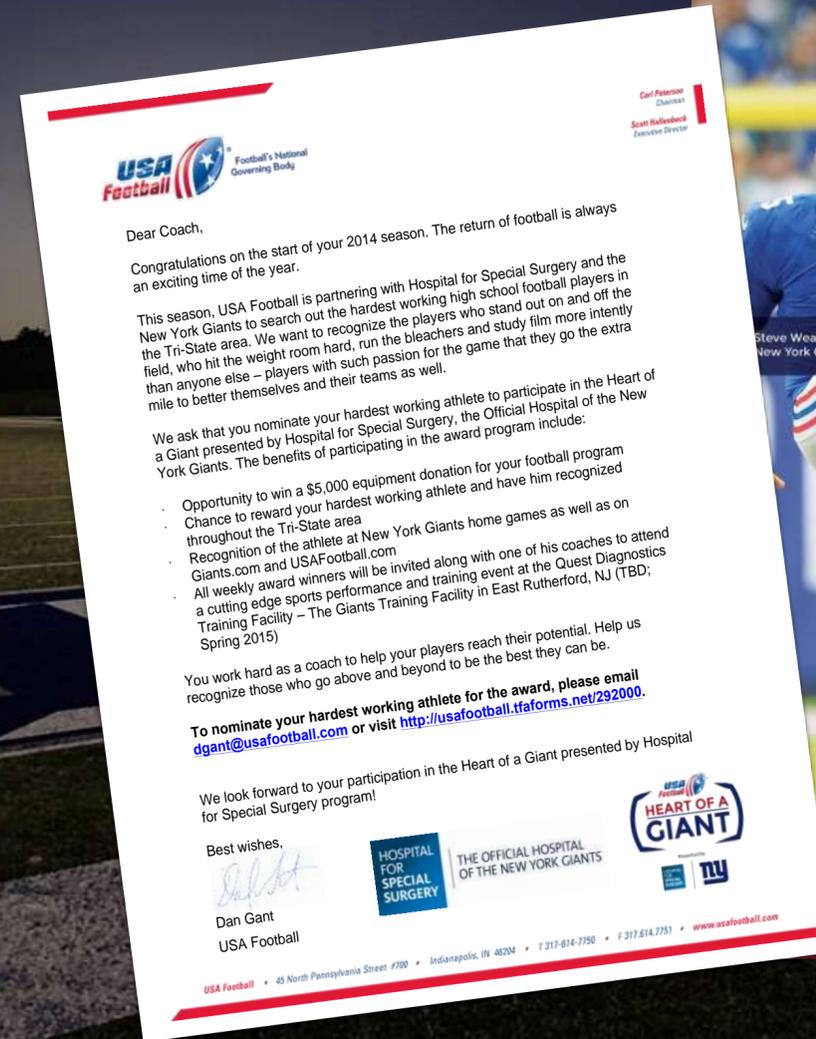


2014 USA FOOTBALL HEART OF A GIANT PROGRAM MARKETING

Reached 550+ high schools in Tri-State area through the following marketing channels:

- Direct mail
- Email marketing

USA Football distributed co-branded email marketing campaigns, letters and a program marketing packet to all head football coaches in the Tri-State area that showcased the program and the benefits of enrolling



2014 USA FOOTBALL HEART OF A GIANT SOCIAL MEDIA ACTIVATION



HEART OF A GIANT
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HOSPITAL FOR SPECIAL SURGERY | **ny**

NOMINEE

COMMITMENT / DETERMINATION / WILL / CHARACTER / TEAMWORK

WEEK 5 WINNER
ALBERT THOMAS
Academy for Urban Leadership Charter H.S.
Perth Amboy, NJ

VOTE FOR ME
AS THE HARDEST WORKING
FOOTBALL PLAYER IN
THE TRI-STATE AREA.

Visit
usafootball.com/heartofagiant
and cast your vote.

FINALISTS
Six (6) Heart of a Giant
nominees will receive a
\$1,000 equipment grant
for his or her high school.

GRAND PRIZE
In addition to being honored as the hardest working football player
in the Tri-State area (NY, NJ, CT), the grand prize winner of the
Heart of a Giant program will receive:
• An additional \$4,000 equipment grant for his or her high school
(\$5,000 total)
• A Heart of a Giant presented by Hospital for Special Surgery trophy
• Recognition on the field during the Giants' Week 17 home game
against Philadelphia

[@HSpecialSurgery](https://www.instagram.com/HSpecialSurgery) | [@Giants](https://www.instagram.com/Giants) | [@usafootball](https://www.instagram.com/usafootball) | [@HeartOfAGiant](https://www.instagram.com/HeartOfAGiant)

Jerry Cruz @BoutBigBlue80 · Dec 7
#VOTEJERRY for a few more days in the #HeartofaGiant contest presented by the New York Giants to cap... [instagram.com/p/wUdX-4QD57/](https://www.instagram.com/p/wUdX-4QD57/)

G. deMarrais @PHHS_PRINCIPAL · Dec 7
Last day to vote for Anthony Cortazzo @usafootball #HeartofaGiant @HSpecialSurgery! Vote now at bit.ly/1F4hTSL #ResultsMonday

Elmwood Park FB @ElmwoodParkFB · Dec 7
usafootball.com/heartofagiant last day to vote for Mikey S!!!! #heartofagiant

Robert Neumann @Rjnman · Dec 7
Last day to vote for me in the #heartofagiant competition, everyone go vote under week 5! usafootball.com/heartofagiant

Paul Zeller @PVRTechDirector · Dec 7
Last day to vote Cortazzo @usafootball #HeartofaGiant contender! Vote now at bit.ly/1F4hTSL @PHHS_PRINCIPAL

Vincent DiGaetano retweeted
USA Football @usafootball · Dec 28
#HeartofaGiant award winners honored on field @giants game today w/ @hspecialsurgery! Join us in congratulating them!

[View photo](#)

Steve Weatherford
December 8, 2014 · 📍
Congrats to the #HeartofaGiant finalists presented by @Giants & @HSpecialSurgery! Keep up the hard work!

2014 FINALISTS

Sgor Sports
Sgor Sports is a social and editorial platform focused exclusively on sports. Join for free today to follow your favorite athletes.
SGOR.COM

Like · Comment · Share · 88 🔄 1

Heart of a Giant weekly award winners maintained an active presence on social media throughout the 8.5 week campaign

Participants were provided with customized co-branded promotional flyers (digital/print) to promote their involvement across their personal social media channels (Facebook and Twitter), utilizing the #HeartofaGiant hash tag

USA Football promoted key elements of the Heart of a Giant program during the season, receiving shares and retweets from both the New York Giants and Hospital for Special Surgery, helping to maximize promotion across all partner's channels

2014 USA FOOTBALL HEART OF A GIANT

LEVERAGING NFL TEAM ASSETS

Weekly winner announcements on stadium LED boards at New York Giants regular season home games

On-field trophy/check presentations to grand prize winners

New York Giants social media assets and promotion

Promotion on Giants.com

Once-in-a-lifetime New York Giants opportunities for Heart of a Giant participants



2014 USA FOOTBALL HEART OF A GIANT USER GENERATED CONTENT



Finalists submitted videos showcasing their respective Heart of a Giant story for consideration for the grand prize. Videos above are from 2015 co-winners, Anthony Cortazzo and Jeremiah Minyard (click images above to view)

2014 USA FOOTBALL HEART OF A GIANT NEW YORK GIANTS EXPERIENCE



The co-winners of the 2014 Heart of a Giant award were invited to attend the Giants final team practice of the 2014 regular season.

Both athletes had the opportunity to tour the Giants practice facility, as well as meet Coach Tom Coughlin and the entire New York Giants team.

The New York Giants created a video documentary of both athletes' stories as well as their day at the Giants practice facility. These videos were shared via a news story on Giants.com.



[CLICK LINK TO VIEW STORY AND VIDEOS:](#)

<http://www.giants.com/news-and-blogs/article-1/High-School-players-embody-Heart-of-a-Giant/871ff2cf-ddea-4491-b5f0-5867784bffbcb>

2014 USA FOOTBALL HEART OF A GIANT

2015 OFF-SEASON AND IN-SEASON

HSS has the opportunity to provide coaches, parents and players with content and information on how to train smarter during the off-season and in-season

Online Heart of a Giant newsletter showcasing videos and training content

Inspirational stories and messages to drive hard work through the off-season as well as during the season

Opportunity for NY Giant player's or coach's under contract with HSS to promote training