

CAMP
Bruce Lee
JULY 23RD - JULY 27TH
2018

CAMP
Bruce
LEE

 **BRUCE LEE**
FOUNDATION



WHO WE ARE

Bruce Lee is recognized as one of the most iconic and motivational figures of the 21st century, as a martial artist, entertainer, philosopher, and an example of unique individualism.

The Bruce Lee Foundation is dedicated to sharing Bruce Lee's message with the world by creating opportunities for individuals to apply that message as a personal call to action.





WHO WE HELP

Now, more than ever, our youth need something to believe in and someone to look up to. We believe that the life of Bruce Lee can ignite positivity in the world, and inspire people to discover their limitless potential. Bruce Lee was a champion for racial and gender equality, and a breaker of social stereotypes. He gave, and continues to give, strength to us when we face challenges.

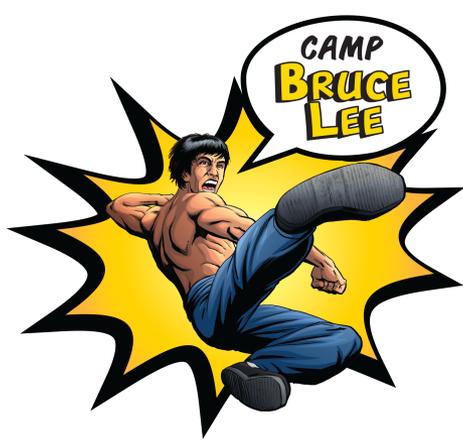
Our organizational focus is on education, inclusion, and providing opportunities to students based on their desire to learn, and be the best version of themselves, rather than their race, age gender, or social standing within their community.

CAMP BRUCE LEE

In the summer of 2018, the Bruce Lee Foundation held the first-ever Camp Bruce Lee. Fourteen children ages 7-12 attended a week-long program filled with martial arts, team building exercises and games, and activities that focused on overcoming obstacles and knowing one's self – all with the underlying theme and teachings of Bruce Lee's philosophies.

Campers are not only provided with the opportunity to immerse themselves in the physical and philosophical aspects of Bruce Lee, they are also armed with the tools they need to grow their confidence, be comfortable in their own skin and connect with their community in and out of camp in a meaningful way.





THE ACTIVITIES

Martial Arts

Arts & Crafts

Yoga

Music & Dance

Team building games & Confidence boosting activities

THE KIDS

Children ages 5-12

THE LOCATIONS

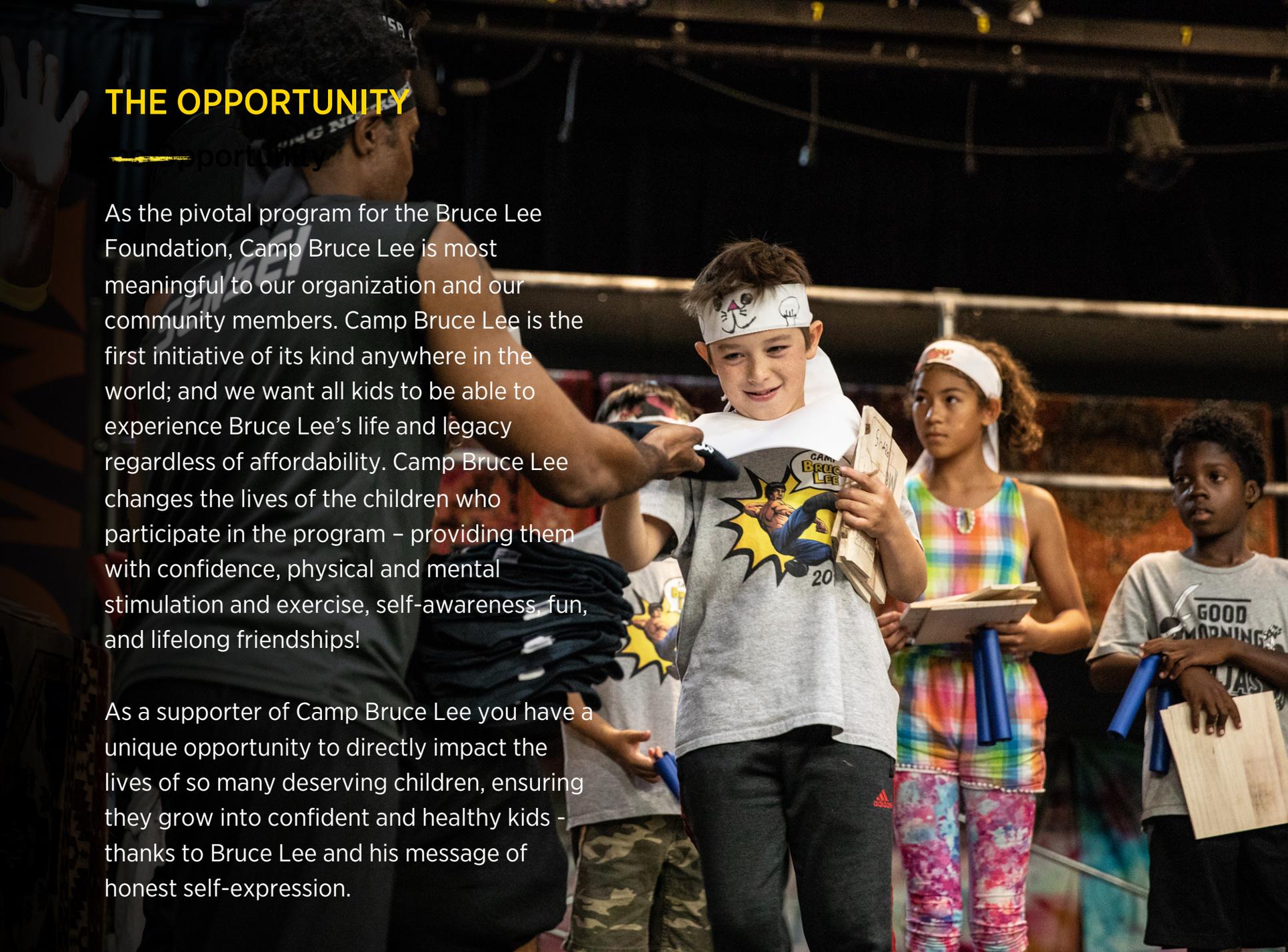
Los Angeles & Seattle

THE DATES

TBD



THE OPPORTUNITY



As the pivotal program for the Bruce Lee Foundation, Camp Bruce Lee is most meaningful to our organization and our community members. Camp Bruce Lee is the first initiative of its kind anywhere in the world; and we want all kids to be able to experience Bruce Lee's life and legacy regardless of affordability. Camp Bruce Lee changes the lives of the children who participate in the program – providing them with confidence, physical and mental stimulation and exercise, self-awareness, fun, and lifelong friendships!

As a supporter of Camp Bruce Lee you have a unique opportunity to directly impact the lives of so many deserving children, ensuring they grow into confident and healthy kids – thanks to Bruce Lee and his message of honest self-expression.

SPONSORSHIP OPPORTUNITIES

DRAGON SPONSOR - \$2,500

Provide five deserving children with the opportunity to attend one week of Camp Bruce Lee

- Logo recognition on all camp collateral (t-shirts, signage, marketing materials, camp website)
- Inclusion in press release and media opportunities
- Logo placement on company website for 2018 with over 24K monthly views
- Personalized message and acknowledgement on all social media platforms
- One complimentary week of camp for one child
- Invitation to VIP day at Camp Bruce Lee.

KUNG FU SPONSOR - \$1,000

Provide two deserving children with the opportunity to attend one week of Camp Bruce Lee

- Logo recognition on all camp collateral (t-shirts, signage, marketing materials, camp website)
- Logo placement on company website for 2018 with over 24K monthly views
- Acknowledgement on all social media platforms
- One complimentary day of camp for one child
- Invitation to VIP day at Camp Bruce Lee

ENERGY SPONSOR - \$500

Provide one deserving child with the opportunity to attend one week of Camp Bruce Lee

- Name recognition on all camp collateral (t-shirts, signage, marketing materials, camp website)
- Acknowledgement on all social media platforms
- Invitation to VIP day at Camp Bruce Lee

IN-KIND SPONSOR

The opportunity to provide much needed support to Camp Bruce Lee with an in-kind donation of product, time, talent, etc.



Scholarships



We have provided more than \$80,000 in scholarship funding to college and university students in the USA.

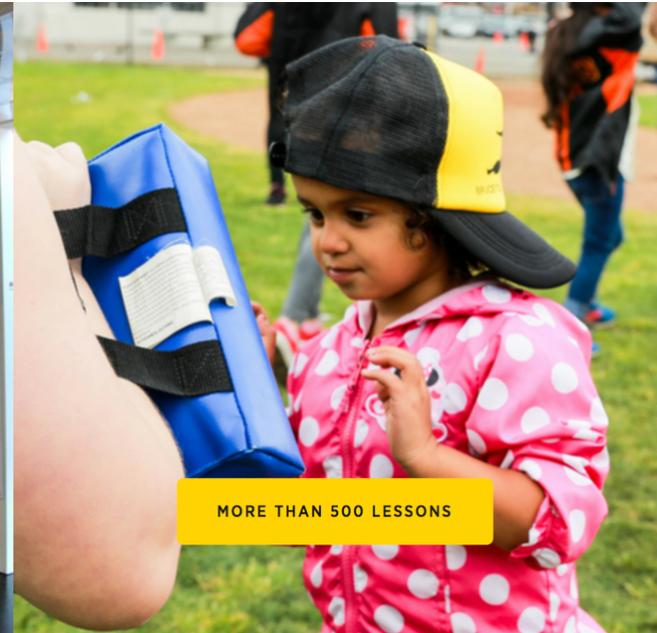
Preeti (pictured) received a scholarship in 2017.

Museum Exhibits



We have created two museum exhibits, in partnership with existing museums, and an online museum in partnership with Google, visited by over 3 Million people around the world.

Martial Arts Lessons



Along with our partner school, Silver Dragon Kung Fu in San Francisco, we have provided more than 500 martial arts lessons to kids and families who couldn't otherwise afford to take part.

A photograph of a Bruce Lee instructor in a black t-shirt and headband, kneeling and holding a pink padded stick. He is facing a group of young children in white martial arts uniforms and headbands. One child in the foreground is performing a high kick. The background shows other children and a piano in a gymnasium setting.

“Always be yourself.
Express yourself.
Have faith in yourself.”

Bruce Lee

FOR MORE INFORMATION:

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THANK YOU

TO OUR 2018 CAMP BRUCE LEE SPONSORS:

