

**CUTTING EDGE SPORTS MANAGEMENT AND CALIFORNIA PIZZA KITCHEN  
RENEW SPONSORSHIP AGREEMENT FOR DREAM BOWL WEEKEND  
& THE INAUGURAL HBCU SPIRIT OF AMERICA BOWL**

Neil Malvone, President of Cutting Edge Sports Management (CESM), founder and creator of the Dream Bowl, and Dave Dodson, Vice President Field Marketing & Communications of California Pizza Kitchen (CPK) are pleased to announce they have entered into a sponsorship agreement for this year's Dream Bowl Weekend. The fifth annual Dream Bowl will be played January 16, 2017 at noon, at the Virginia Beach Sportsplex in Virginia Beach, VA. Added to the weekend activities, CESM will host the HBCU (Historically Black Colleges and Universities) Spirit of America Bowl on January 15, 2017 at 7:00pm.

Dream Bowl V is a national college football all-star game that gives superb underrated and undiscovered athletes outside of the power conferences the opportunity to showcase their talents on a national stage. The HBCU Spirit of America Bowl, in its inaugural year, will feature the best student-athletes from the celebrated HBCU schools from around the country. Both the Dream Bowl and the HBCU games will be televised again on The American Sports Network with its broadcast reach along the Sinclair media network of over 70 million households. The audio feed will air nationally through Tune-in media.

CPK will be the "official" Orientation Party Food Provider for Dream Bowl Weekend. Sponsorship elements for CPK include providing catering for the CESM player/coach orientation event on Wednesday and Thursday evenings of Dream Bowl Weekend. CPK will also provide appetizer cards for distribution for the Dream Bowl Weekend participants and attendees.

Dodson indicated, "We are excited to be working with CESM again on this year's Dream Bowl Weekend as it drives our marketing initiatives in connecting with the collegiate football market, both regionally and nationally.

ROI Sports Marketing Group represents CESM for Sponsorship. These negotiations were led by Michael Schreck, Managing Partner, ROI.

**About Cutting Edge Sports Management**

CESM is a full-service leader in sports management with areas of expertise in event planning, business management, player development, and media relations. CESM creates innovative all-star event competitions at every level of sports. The CESM difference is to continue to revolutionize the sports industry with strategic partnerships. At CESM, the athletes come first to maximize their potential and get them to the next level.

**About California Pizza Kitchen (CPK)**

California Pizza Kitchen is a leader in authentic California-style cuisine and is widely known for its innovative menu items. California Pizza Kitchen provides a range of creative dishes, from signature California-style hearth-baked pizzas, creative salads, pastas, soups and sandwiches to extensive beer and wine lists with a full bar in most locations.

**About ROI Sports Marketing Group**

ROI Sports Marketing Group is a full-service sports, entertainment, sponsorship, and media agency. Our executive team brings deep expertise in creating 360-degree marketing partnerships through: Revenue Optimization including Sponsorship Packaging and Sales, Multimedia Rights, Content Creation and Distribution, Platform Development and Activation strategy, and Sponsorship, Media, and Asset Valuation/ROI analytics.

For more information:

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