




TEAM AMERICA
JOIN THE TEAM

TEAMAMERICA.ORG



“I ADVOCATE WE BECOME TEAM AMERICA”

With those simple words, Team America was born. But little did I realize when I delivered my Hall of Fame induction speech that six minutes of heartfelt oration pouring from my soul would resonate with so many across the country. Over the hours, days, and weeks that followed, I was stopped in the airport, in the grocery store, at church, and in all places in between by well-wishers who were so moved by my words they felt the need to let me know how much they were personally impacted by the power of my message that joyous night.

The echoes of that Saturday night stir as a blueprint which illuminates a new path forward. It's now time to take that message and put it into action. As I stated that night, “I advocate we become Team America.” I'm committed to making this a platform where we build bridges within the hearts, minds, and souls of every American, connecting all races, all classes, all religions, and all ideologies. In America's race to explore, conquer, and succeed, some of the most basic principles of character, leadership, and community have fallen by the wayside. It's time for those to be reclaimed. Together we can achieve the unthinkable and become Team America.

***“My Story is
America’s Story”***

***“Believe In Your
Ability To Bring
About Change”***

***“Let’s Not Slam The Door On
Those Who May Look Or Sound
Different From Us, Rather Let’s
Open It Wide For Those Who
Believe In Themselves”***

***“When We Open The Door
For Others To Compete, We
Fulfill The Promise Of One
Nation, Under God, With
Liberty And Justice For All”***

***“We All Have To
Try Harder, Show Up,
Dive In, And Stay At It”***

***“On America’s Team,
Let’s Not Choose To Be Against
One Another; Let’s Choose
To Be For One Another”***



THIS IS TEAM AMERICA

Team America is a platform for programs of inclusiveness, driven by opportunity, which aims to lead our nation to a new standard of tolerance as we build bridges of unity across all races, all classes, all religions, and all ideologies. Our platform is supported by a faith and trust that in an America that stands for *'liberty and justice for all'* and fosters an environment whereby all Americans are working and serving together in collaboration for the greater good, opportunity and inclusiveness will surely prevail.

Team America is the signature social platform of Pro Football Hall of Famer LaDainian Tomlinson. A true team-first player throughout his life and his amazing football career, LaDainian cherishes the values and principles manifested within the team environment. Thus, Team America focuses on prosperity through team rather than accomplishment through individualism, for it is through team where individuals are forced to come together for the collective well-being and where the human spirit can rally in a show of force to cause transformational accomplishment.

Team America focuses on four core issue areas: **(1) Character & Leadership**, **(2) Service & Engagement**, **(3) Spiritual & Community Uplift**, and **(4) Economic Empowerment**. It is through programs within these four initiatives that Team America believes its positive, constructive vision of unity is perfectly situated to help our nation begin to reconcile its differences and become a country where we no longer impede on the opportunities of our fellow man, but instead, as LaDainian said during his historic Hall of Fame speech, we stand together to determine the best way forward.

WHY THE BRIDGE



Team America is metaphorically represented by a bridge. By definition, a bridge connects two different sides. But a bridge is also the pathway to unite, thus it not only represents *a need* to connect two sides, but also provides *the way* by which the two sides can connect. Similarly, Team America not only focuses on the need for Americans to come together, but it also provides ways by which Americans can come together as one. It's not enough to simply point out the problems, for it's when you also provide meaningful solutions to those problems that transformational change can occur.





YOU CAN HELP THE VISION BECOME A REALITY

*BECOME A COVETED
MEMBER OF THE
TEAM AMERICA
FOUNDER'S
ALLIANCE*

You can be a guiding light for an organization that has such outstanding potential. By teaming with LaDainian Tomlinson and joining the Team America Founder's Alliance, you can help play an integral role in the birth and development of Team America. LaDainian's words eloquently spoke to the need for and the vision of Team America. But now comes the formidable task of bringing that vision to life and developing an organization that can make a difference. We believe that in LaDainian we have a great leader and a strong voice, but it's also going to take visionary leaders such as yourself to assist with shaping the vision and providing guidance, relationships, and resources that will allow Team America to grow into what we all believe it can ultimately be.

The Team America Founder's Alliance shall act as the founding advisors to LaDainian and shall help shape the early mission of the organization. Through your wisdom, your expertise, your experience, and your network, you will be a valuable leader of the Team America movement. In addition to forever being recognized as an exclusive member of the Team America Founder's Alliance, the members shall meet with LaDainian once a year for a Founder's Alliance summit. The day-long event will include an update on the status of Team America, LaDainian's plans for the upcoming year, an opportunity for you to provide thoughts and insights on how Team America can continue to drive its mission and engage its target communities, and personal visits with those whose lives or whose organizations have been positively impacted by Team America.

Founder's Alliance members will provide a one-time, tax-deductible gift of to Team America which shall go toward the buildout of the Team America organization. Specifically, these funds will go toward the following, all of which are essential in order to launch Team America on the magnitude that we believe it can sustain as a remarkable platform for inclusiveness, opportunity, and tolerance in our country:

- Further developing the Team America brand
- Continue research and development for character and leadership programming for K-12, higher education, and corporate levels
- Continue developing Team America assets, including websites, Team America program collateral, marketing assets, positioning videos, etc.
- Identifying exceptional partner programs within the four key initiatives to join the Team America platform (Character & Leadership, Service & Engagement, Spiritual & Community Uplift, and Economic Empowerment) through which Team America will engage
- Identify and develop key Founding Alliance members to build bridges between our communities, programs, and resources and deliver results in American communities



TEAMING UP WITH CORPORATE AMERICA

Team America will only reach its full potential when we all come together as one America – Team America. We all cherish the values and principles manifested within the team environment. It's through team that individuals are forced to come together for the greater good. Through team, long-held beliefs stand trial against the reality of the human spirit and we are all forced to be honest with ourselves first before judging our fellow man. And it's through team that remarkable feats can be achieved!

Team America provides an outstanding platform for brands and corporations, along with their employees, to partner with us via programs specifically designed to fit the corporate entity's culture of benevolence and giving back. We believe corporate partner programs can provide dire resources, opportunities, direction, and inspiration to redefine a life and lift up entire communities. But we need likeminded brands and organizations to join us to make this happen. We need a team like yours to join a team like ours to help build the Team America platform into one whereby we put country first, find common ground, and unite around a positive, constructive vision of unity.

The following pages include a few ways your organization can partner with Team America to make a difference and further our brand awareness in a meaningful manner. We are happy to also discuss the development of additional programming that might better fit your corporate ethos and the philanthropic nature of your employees. Either way, whether it's through one of the programs described herein or one that we jointly develop, **WE WANT YOU TO JOIN THE TEAM -- TEAM AMERICA!**

TEAM AMERICA CHARACTER & LEADERSHIP INITIATIVE

Team America's Character & Leadership Initiative aims to instill the traits and qualities essential in developing men and women into remarkable Americans driven by core values and an uncommon work ethic in order to achieve unparalleled success in every stage of life, no matter the circumstances in which they find themselves and no matter the cost necessary to be disciplined enough to do the right thing every time. The Tomlinson Center for Leadership and Tomlinson's Touching Lives Foundation make up the nucleus of the initiative. Other partners include the US Marine Corps, SunCo Roofs, Gus Bates Insurance, and Luther King Capital Management.





TOMLINSON CENTER FOR LEADERSHIP

Tomlinson Center for Leadership is a program committed to creating and enhancing high performance cultures by building the ultimate student-athlete year-round. Utilizing our character then leadership curricula, our former Marine Drill Instructors deliver intentional and rigorous mentoring and leadership training for coaches, student-athletes, and team captains. The curriculum incorporates cognitive neuroscience with restorative practices, situations, actions, and results, combined with civic engagement and the Marine Corps' proven leadership development methodology and roadmap over a four-year period.

Because leadership is built on shared experiences, we mentor student leaders on how to lead their small units in scoping, designing, and leading civic engagement projects. Because adoption requires motivation, we tap into our Tomlinson Honors program to help ensure strong impact by awarding top performing teachers, students, and athletes within our programs with items such as apparel, experiences, scholarships for those attending college or vocational training, and financial rewards to top teachers and those who exemplify the best of mankind. It's the difference between hoping and leaving no doubt.

TEAM AMERICA CHARACTER & LEADERSHIP INSTITUTE

Today, leadership conferences are just speaking engagements. In keeping with LaDainian's vision to build elite citizens by fostering inclusion where everyone can thrive, we aim to ingrain behavior and make a difference inside the home. To do this, we have aligned with corporate, education, and military partners to create workshops that will move the needle. For example, Team America and Deloitte University are partnering for an annual leadership conference each summer in Dallas which will bring together key stakeholders within the educational, business, non-profit, and military communities. This first-of-its-kind one-day summit will focus on essential character and leadership skills and methodologies through a series of workshops combining leaders of several sectors that produce break-through thinking and action supporting systemic change, along with break-out sessions, peer roundtables, and keynote addresses. Additionally, Team America has partnered with the Texas Association of School Administrators to create an annual leadership conference starting with the TASA midwinter conference in 2019.

Your company could become an important contributor to this outstanding program by sponsoring various elements within the program and provide exposure to key stakeholders. This is a great way to get your company's leadership involved with Team America with a hands-on approach while imparting lasting impact from your brand on the next generation of leaders in our local communities, states, and even the nation. Current partners include Deloitte University, US Marine Corps, US Air Force Academy, and the Pro Football Hall of Fame.





TEAM AMERICA HONORS

Team America Honors is a way to honor the best and brightest students, student-athletes, educators, and coaches from across the country. While athletic achievement is commendable and there are awards honoring those feats, there is currently no national platform to recognize high school-aged students and student-athletes for exemplifying traits such as character, leadership, courage, integrity, resilience, and generosity. That is what Team America aims to do through Team America Honors.

Team America Honors aims to become a national platform after starting with the Star Telegram's Tomlinson Honors in Fort Worth, TX. Since its inception in 2017, Team America Honors has provided more than \$70,000 to aid local students attending college and career training. Criteria for Team America Honors awards focuses on character, leadership engagement in the community, behavior, academics in the classroom, and, if applicable, athletic performance. The LaDainian Tomlinson Award will be given to the student-athlete who best excels in the areas of character, leadership, and performance. Each of the other awards will also be named for a highly-accomplished Team America athlete.

SERVICE & ENGAGEMENT INITIATIVE

Team America's Service & Engagement Initiative stresses the need for organizations and individuals to give of themselves in order to care for their fellow Americans. Through our Service & Engagement programs, we will be able to lend a helping hand and provide comfort and aid to those less fortunate, to those suffering from sudden strife in their lives, and to those who carry heavy burdens which squeeze any semblance of hope from their outlook on the future.

HALL OF FAME DADS

LaDainian Tomlinson will utilize his platform as a Pro Football Hall of Famer to further Team America messaging during this unique program celebrating dads and their relationships with their children. This annual Team America summer retreat for dads and their children will be held in Canton, OH (home of the Pro Football Hall of Fame) and will provide a platform for Team America and its program partners to help further develop these special bonds through programming designed to strengthen those relationships via teamwork initiatives, workshops and breakout sessions, and leadership and character building exercises for both the kids and the dads.



The Adaptive Training Foundation (adaptivetrainingfoundation.org) is the newest Team America Service & Engagement partner. In January of 2014, David Vobora, a 5-year veteran of the NFL, met US Army Staff Sergeant Travis Mills, a quadruple amputee. David opened up his personal gym to Travis, offering his training expertise. The pair started working out together, customizing and adapting to the unique challenges posed by Travis' injuries. Today, Adaptive Training Foundation empowers those with physical disabilities to transform their lives through exercise and community and is committed to keeping its services to adaptive athletes 100% free of charge.





SPIRITUAL & COMMUNITY UPLIFT INITIATIVE

Team America's Spiritual & Community Uplift Initiative focuses on building the sense of community, belonging, and determination, along with a shared faith that, as Americans, we cannot sit in judgement or despair of our fellow man, but instead we must be a nation of open-minded, open-hearted believers who work, live, and worship together to uplift our communities and make them bastions of opportunities for all who seek a better lot in life.

MY HOME

My Home is a way for your company to partner with current and former athletes to become engaged with Team America. During their careers, all successful athletes were "raised" by the special embrace of the communities they called home - whether that be the community in which they grew up, the community where they played collegiately, or the community where they became professional stars. My Home is a way for those athletes and Team America to embrace those communities whose critical support along the way helped dreamers of yesteryear accomplish their goals and achieve greatness.

Team America will work with your organization's leadership to select projects that positively impact your community and offer opportunities that may have never before been available. Then, through your company's generous funding and by utilizing volunteers and families from your organization, as well as with assistance from the athlete's own foundation, we will collectively execute those community projects, demonstrating to all that anything can be accomplished when we all work together for the greater good.

ECONOMIC EMPOWERMENT INITIATIVE

Team America's Economic Empowerment Initiative inspires development in underserved communities to generate solutions to common problems by infusing much-needed resources into small businesses and non-profit organizations that are making a difference for their neighbors and neighborhoods by promoting neighborhood pride, healthier living, sustainability, educational exposure, and community peace and unity.

21 SALUTES

21 Salutes is part of Team America's Economic Empowerment Initiative to inspire economic empowerment in underserved communities. 21 Salutes will infuse much-needed resources into small businesses and non-profit organizations that are making a difference for their neighbors, their neighborhoods, and their communities, and those entrepreneurial spirits who own and operate those small businesses and non-profits.

Through 21 Salutes, Team America will positively impact numerous communities across the country. With a corporate partner in each community, we will jointly select 21 small businesses or non-profits whose efforts can be greatly impacted by one-time \$10,000 grants. Once all of the grantees are selected, a celebration will be held in each of the communities to honor the work of the organizations and to provide them with \$10,000 checks to use to further the work done in their neighborhoods and communities. Finally, the corporate partners will continue their engagement by helping to mentor the leaders of the grantee organizations to help ensure long-term progress and success.






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For more information on how you or your company can join Team America to help further the mission of inclusiveness and opportunity as we help lead our nation to a new standard of tolerance, please contact us at your convenience.

Email us at join@teamamerica.org