



Las Vegas Game Plan for Life Outreach Breakfast

About the Coach

Joe Gibbs, former Head Coach of the Washington Redskins and 1996 Inductee into Pro Football Hall of Fame; current owner of Joe Gibbs Racing, which operates three NASCAR Sprint Cup Series teams and three NASCAR Nationwide Series teams. Coach won three Super Bowls (Super Bowl XVII, Super Bowl XXII, & Super Bowl XXVI) as head coach of the Redskins and has captured three NASCAR Sprint Cup Series Championships as owner of JGR (2000, 2002 & 2005).

About the Event

A breakfast for approximately 1,200 people usually held on a Tuesday or Wednesday morning. The audience is generally men ages 25 and up, although women are certainly welcome to attend. Those under 25 are certainly welcome to attend as well, but we believe Coach's message best speaks to a male audience that is 25 years of age or older. In addition, one of the most important aspects of his outreach breakfast is that we seek to have 80% non-believers to be in attendance.

Purpose of the Event

Coach Gibbs would like to share his testimony and lead people back to the Bible for their *Game Plan for Life*. Coach released his New York Times Best Seller, *Game Plan for Life*, in the summer of 2009 and as part of the corresponding ministry he now seeks to reach as many people as he can with its message. Coach assembled an amazing team of eleven (11) experts to assist in writing *Game Plan for Life* which responds to the issues revealed in a national survey to be the most pressing in men's lives. The results are a modern day Game Plan for a successful life based on God's Word.

Strategy of the Event

We have found that relational ministry is the most effective way for Coach Gibbs to reach his intended audience. This has provided two key elements that we feel lead to having a powerful impact at this breakfast and beyond:

1. Ensuring the audience is 80% non-believers with the other 20% being believers who invited the non-believers and are equipped to follow-up with them.
2. Providing a system of follow-up with the guests that were invited.

The Las Vegas Game Plan for Life Event

Location: Orleans Areana (4500 W Tropicana Ave.)

Date: Wednesday, May 22nd, 2013

Time: 7:30-9:00 am (Doors open at 7:15 am. Breakfast served at 7:30 am)

Table Hosts: In the process of identifying 100+ table hosts who will sponsor a table and fill it with those who need to hear the message. (We can provide electronic invitation to invite your guests)

Cost: Tables of 10 are \$225 (Includes hot buffet breakfast and everyone receives a free copy of Joe's book)

Simple Invite

We seek to keep the program simple. The invitation should be to come hear Coach Gibbs speak about football, NASCAR & life; have a free breakfast and get a free copy of Coach's book *Game Plan for Life*.

For additional info or to sign up to be a table host: Contact Andy

Email: vegasgameplan@gmail.com or phone: 702.279.4864

To reserve your table(s) write a check for \$225 per table to "Vegas Game Plan". Mail to: Andy Lee, 89 Pine Bay Ct, Las Vegas, NV 89148