



## **Fiesta Sports Foundation Media Plan**

### **Overview of your media plan project/client/hook in a couple of sentences:**

The Fiesta Sports Foundation is hosting the 2025 UMB Bank Fiesta Sports Foundation Football Kickoff Event on August 15. College Football Hall of Fame quarterback and two-time Super Bowl Champion Jim McMahon will serve as the keynote speaker, where he will exemplify the college football experience and the philanthropic impact of the Fiesta Sports Foundation. The following media plan is centered around this critical client event.

This annual kickoff is a fundamental moment for the organization that brings together donors, media and football fans to celebrate the start of the college football season while highlighting the Foundation's ongoing mission to support education in Arizona. With McMahon's presence and inspirational story, the event will offer a valuable opportunity to generate widespread media coverage and elevate public awareness of the Foundation's event. The media strategy will focus on amplifying these themes through targeted outreach and community engagement initiatives.

---

### **Goal and objectives for the specific media plan and pitch:**

The goal of this specific media plan is to secure coverage for this philanthropic event. Highlighting the keynote speaker Jim McMahon, but also highlighting the importance of the Palo Verde Fiesta Sports Foundation's Wishes for Teachers. The objectives are to have at least one story for each angle proposed in the plan and to continue highlighting the philanthropic side of the Fiesta Sports Foundation – its connection to not only college football but the community of Arizona as well.

Beyond media coverage, this plan can also build long-term visibility and reinforce the Foundation's identity as a community-focused organization with its recent rebrand. By leveraging this event, we have an opportunity to strengthen relationships with supporters and local media outlets who care about making a difference.

---

### **Approach to garner media coverage for that specific media plan:**

The Cronkite Agency team serving the Fiesta Sports Foundation is collaborating to conduct a targeted media approach for coverage of the UMB Bank Fiesta Sports Foundation Football Kickoff Event. This includes outreach to linear media outlets located in downtown Phoenix, local faith-based organizations to support McMahon's affiliation with BYU, and the East Valley Tribune, which has an expanded reach of coverage including Tempe, Gilbert, Mesa, and Chandler.

In addition to media outreach, the team will also explore opportunities for pre-event interviews, community calendar placements, and on-site media presence on the day of the event. These efforts aim to generate buzz leading up to August 15, drive attendance and awareness, and ensure the Foundation's philanthropic impact remains at the forefront across all coverage.

---

**Media targets (list pull and sampling of types of outlets and types of reporters – include 6-10 names and their beats/titles):**

**Wishes for Teachers:**

- Kimlye Stager, Pinal Center [kstager@pinalcentral.com](mailto:kstager@pinalcentral.com)
- Abigail Kessler, Arizona Daily Sun [AKessler@azdailysun.com](mailto:AKessler@azdailysun.com)
- Paul Maryniak, East Valley Tribune [pmaryniak@timeslocalmedia.com](mailto:pmaryniak@timeslocalmedia.com)
- Erick Trevino, The Arizona Republic [erick.trevino@gannett.com](mailto:erick.trevino@gannett.com)
- Christina Fuoco-Karasinski, Tucson Local Media [Christina@timeslocalmedia.com](mailto:Christina@timeslocalmedia.com)

**Jim McMahon:**

- Alexandra Medina, Sports Writer, Times Media Group [alexmmedinaa001@icloud.com](mailto:alexmmedinaa001@icloud.com)
- Justin Spears, Writer and producer, Arizona Daily Star, [jspears@tucson.com](mailto:jspears@tucson.com)
- Paola Boivin, Professor of Sports Journalism, Cronkite News, [Paola.Boivin@asu.edu](mailto:Paola.Boivin@asu.edu)
- Payne Moses, Digital Sports Reporter, Cronkite News, [paynewmoses2000@gmail.com](mailto:paynewmoses2000@gmail.com)
- Robby Baker, Sports Anchor/Reporter, FOX 10 Phoenix, [FoxPhoenixPress@fox.com](mailto:FoxPhoenixPress@fox.com)
- Richard Saenz, Reporter/Anchor, FOX 10 Phoenix, [FoxPhoenixPress@fox.com](mailto:FoxPhoenixPress@fox.com)
- Blake Niemann, Multimedia Journalist, FOX 10 Phoenix, [blake.niemann@fox.com](mailto:blake.niemann@fox.com)
- Nick King, Sports Anchor/Reporter, CBS 5 Arizona's Family, [nick.king@azfamily.com](mailto:nick.king@azfamily.com)
- Julia Lopez, Multimedia Journalist, CBS 5 Arizona's Family, [Julia.Lopez@azfamily.com](mailto:Julia.Lopez@azfamily.com)
- Lina Washington, Sports Reporter/Anchor, NBC 12 News, [LWashington@12news.com](mailto:LWashington@12news.com)
- Cameron Cox, Sports Anchor, NBC 12 News, [ctcox@kpnx.com](mailto:ctcox@kpnx.com)
- Collin Harmon, Sports Anchor/Reporter, ABC15, [collin.harmon@abc15.com](mailto:collin.harmon@abc15.com)
- Craig Fouhy Sports Director and Anchor, ABC15, [craig.fouhy@abc15.com](mailto:craig.fouhy@abc15.com)
- Logan Stanley, Sports Reporter, The Arizona Republic, [lstanley@gannett.com](mailto:lstanley@gannett.com)
- Tom Thayer, Former Football Player, Radio Host, WBBM Radio, [wbbmnewsradiohost@entercom.com](mailto:wbbmnewsradiohost@entercom.com)
- Kevin Zimmerman, Editor, Arizona Sports, [kzimmerman@bonneville.com](mailto:kzimmerman@bonneville.com)

**Influencers**

- Sam Leavitt, 33.1K in Instagram – ASU Quarterback
- [Diana Flores](#), 204K on Instagram – Flag Football Global Ambassador
- Courtney Sarracino, 251K on Instagram – Fitness Influencer based in PHX
- Andrew Breneman, 95.8K on Instagram – Former ASU Football Player, co-founder of The College Sports Company

---

**Content you will need for the media specifically to pitch your idea (ideas only) – Media kit, mailers, photos, videos, graphics, or demo components:**

The Cronkite Agency team have multiple media ideas that can be implemented into both the Wishes for Teachers and Jim McMahon media pitch angles for the UMB Bank Fiesta Sports Foundation Football Kickoff Event. Each proposed media pitch attached below includes a multimedia component. The Wishes for Teachers angle includes a graphic showcasing the keynote speaker of the event (Jim McMahon) and the UMB Kickoff Event logo. For the Jim McMahon angle, we included two links to short highlight videos for the newer generation of reporters and sports fans to familiarize themselves with who McMahon was as a football player.

---

**Will you include a press release or a media alert, or host a press conference?**

We will include a press release and media alert via email to make sure information on upcoming interviews and the news being covered is available, ensuring coverage from media outlets.

---

**Pitch angles for your selected media:**

Palo Verde Fiesta Sports Foundation Wishes for Teachers angle:

The UMB Sports Kickoff is a philanthropic event that raises money for Wishes for Teachers, impacting educators in the state of Arizona. This angle will be pitched to the education beat reporters in Arizona.

Jim McMahon angle:

Chicago Bears and BYU Cougars quarterback Jim McMahon will be the keynote speaker for the event. This angle will be pitched to sports beat reporters interested in sharing stories about McMahon.

---

**Media pitch email:**

## Media Pitch

Subject: Fiesta Sports Foundation Football Kickoff raises money for Arizona educators

Pitch:



Hi,

I'm reaching out on behalf of the Fiesta Sports Foundation as a member of the Cronkite Agency. In the first nine years of the [Palo Verde Fiesta Sports Foundation Wishes for Teachers](#) program, the Fiesta Sports Foundation has awarded over \$8.2 million to more than 2,600 Arizona teachers. Entering its milestone 10th year, Fiesta Sports Foundation aims to continue to celebrate teachers through Arizona's most robust teacher support program.

Proceeds from the [Fiesta Sports Foundation's annual Football Kickoff event](#), to be held this year on Friday, August 15 at the Fairmont Scottsdale Princess, will directly benefit the Wishes for Teachers program. This year's keynote speaker is College Football Hall of Fame and two-time Super Bowl Champion quarterback Jim McMahon. Event attendees will be able to celebrate college football's most iconic traditions and revered trophies with sights, sounds and the spirit of game day bringing to life the pageantry of college football.

This event celebrates not only the start of the college football season but celebrates Arizona's real MVPs – its teachers and educators. We hope you find this event to be an opportunity to share the incredible impact of the Fiesta Sports Foundation with your \_\_\_\_ audience. Interviews with Fiesta Sports Foundation Executive Director & CEO Erik Moses, Jim McMahon, and past Wishes for Teachers recipients are available upon request.

We look forward to working with you to bring this story to your audience.

Best,

Estela Jaramillo, Kobe King

---

## Media Pitch

**SUBJECT:** Two-time Super Bowl Champion and College Hall of Fame Inductee Jim McMahon to kick off the 2025 college football season on August 15

Hello,

I'm reaching out on behalf of the Fiesta Sports Foundation as a member of the Cronkite Agency. This summer, legendary Chicago Bears and BYU Cougars quarterback Jim McMahon brings his incomparable personality to the Arizona football community as the keynote speaker of the [UMB Bank Fiesta Sports Foundation Football Kickoff presented by Fairmont Scottsdale Princess](#).

Proceeds from the highly-anticipated annual event benefit Fiesta Sports Foundation's pillars of youth, sports and education with a primary focus on the Foundation's [Wishes for Teachers program](#), which has granted over \$8.2 million to impact teachers and students across Arizona.

McMahon, leader of the legendary 1985 Chicago Bears Super Bowl XX winning team and current Arizona resident, will share stories from his memorable career at the event on Friday, August 15. The College Football Hall of Famer headlines the celebration of college football that is designed to capture the energy of a big Saturday game.

I'd like to invite you to consider a feature story on McMahon and his involvement with the Fiesta Sports Foundation Football Kickoff event. Pre-event exclusive interviews with McMahon and Fiesta Sports Foundation Executive Director & CEO Erik Moses can be arranged based on availability and scheduling.

We look forward to working with you to bring this story to your audience.

(Insert highlight videos of Jim McMahon for both the BYU Cougars and Chicago Bears)

[Jim McMahon 1985 Bears Highlights](#)

[Jim McMahon Career Reel](#) (BYU)

Best,

Estela Jaramillo, Kobe King

---

**Interview subjects:**

Jim McMahon

Fiesta Sports Foundation Executive Director & CEO Erik Moses

Past Wishes for Teachers recipients

**Press release or media alert:****FOR IMMEDIATE RELEASE****June 26, 2025**

Fiesta Sports Foundation's Annual Kickoff Benefiting Arizona Educators

Headlines: Super Bowl Champion Jim McMahon

Scottsdale – The Fiesta Sports Foundation celebrates the 2025 college football season with its annual UMB Bank Fiesta Sports Foundation Football Kickoff presented by Fairmont Scottsdale Princess on Friday, August 15. The keynote speaker for the event will be two-time Super Bowl champion Jim McMahon.

This event brings together football fans and community leaders to celebrate the Palo Verde Fiesta Sports Foundation's Wishes for Teachers, the state's biggest educator support initiative. Since the grant was created, the program has been awarded over \$8.2 million to more than 2,600 Arizona teachers. The funds have created opportunities for funding essential classroom resources that impact students statewide.

With this year's keynote speaker, McMahon, is best known for the 1985 Chicago Bears' Super Bowl XX victory and his time as a quarterback at BYU. Now residing in Arizona, McMahon has the opportunity to share stories of his career and inspire those who attend the kickoff luncheon.

"This event is about more than football, it's about giving back to the educators who shape our future," said Erik Moses, Executive Director & CEO of the Fiesta Sports Foundation.

Each table available to purchase includes 10 tickets and has tiers based on location closest to the stage.

- VIP: \$9,250
  - Includes VIP Meet and Greet for 4 Attendees
- Tier 1: \$3,650
- Tier 2: \$3,400
- Tier 3: \$3,150

Pre-event interviews with Jim McMahon, Erik Moses, and past Wishes for Teachers recipients are available upon request.

**Media Contact:**

Kobe King and Estela Jaramillo  
Cronkite Agency