ROW3FOUNDATION
ROBWRIGHTII

Role: Event Operations & Communications Director

**Presented By:**
Kendra Murray

CLIENT SUMMARY

CLIENT:

Rob Wright III is the starting point guard (PG1) at BYU, playing alongside top talent like AJ Dybantsa. A rising NCAA star and future NBA prospect, Rob is just as passionate about giving back—leading the Rob Wright III Foundation to uplift youth, empower communities, and create lasting impact beyond the game.

Goals

COMMUNITY ENGAGEMENT AND EVENTS

Rob Wright III's commitment to community engagement shines through the work of his foundation, which focuses on empowering youth and giving back to the neighborhoods that shaped him. This summer, the Rob Wright III Foundation will host The Wright Reset, a free community event at Main Event that brings families together for games, music, and mentorship. In August, the foundation will lead a Back-to-School Drive during TVT Sports Weekend, providing students with school supplies and launching Rob's new E-Sports League in partnership with Future First Gaming. These events reflect Rob's mission to inspire the next generation both on and off the court.
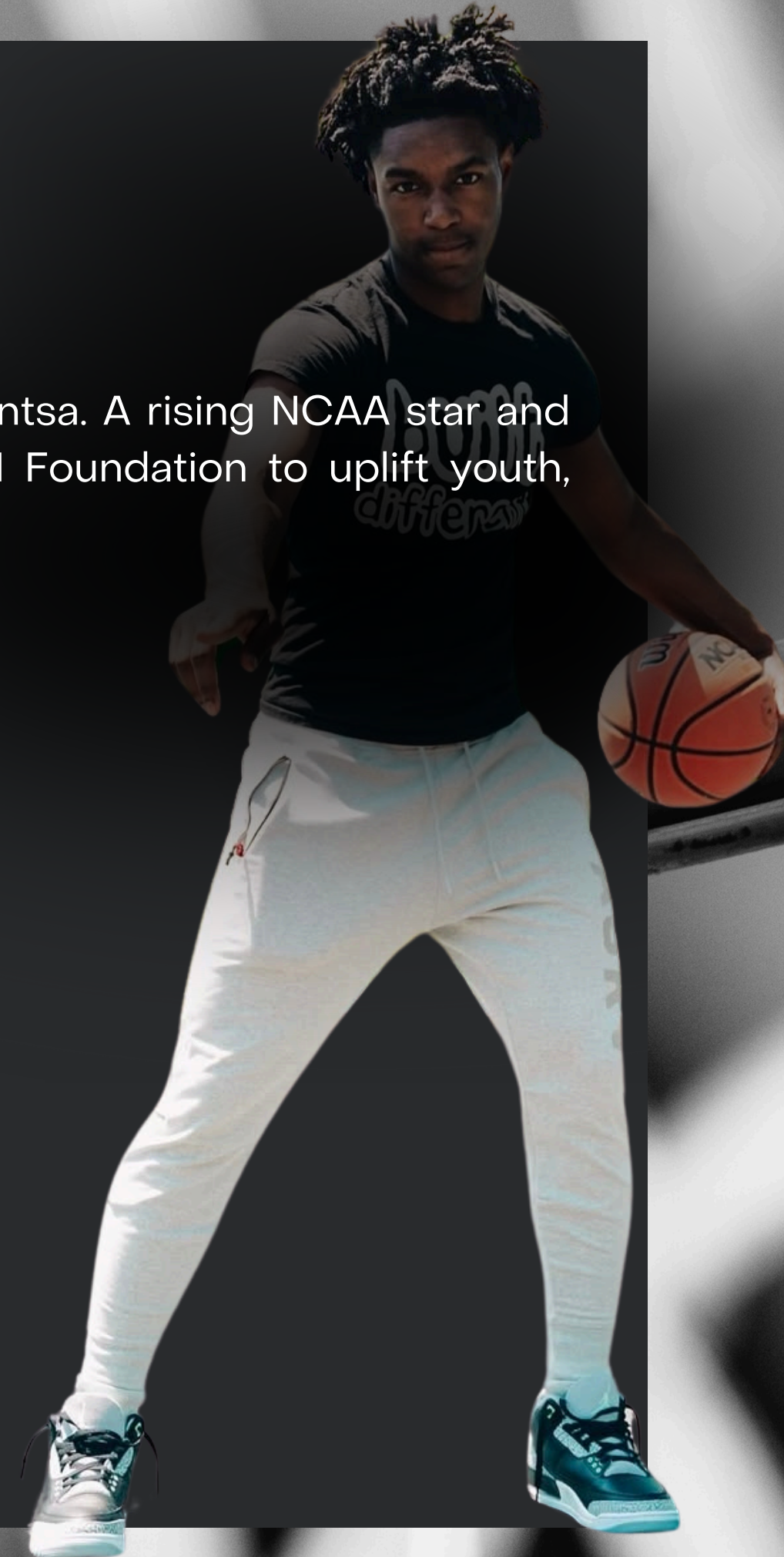
GOALS &
OBJECTIVES

SocialMedia Management & Email Marketing
Created ROW3Foundation Social media accounts, emalil and registration for non-profit participants.

Handles CRM of partners, vendors and sponsors.

Campaign Creation
Branded and marketed events such as The Wright Reset and Bookbag Drive

Upcoming Lowe's Partnership - targeting young homeowners.

Analytic Comprehension
By tracking engagement metrics, I identified what content resonated with the audience, allowing us to refine strategies.

Partnership and Sponsorship Development
Created professional sponsorship decks and outreach materials
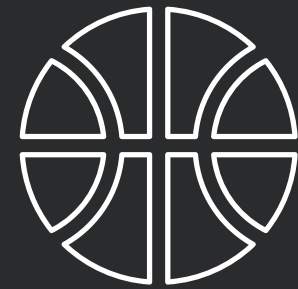
Secured grassroots and corporate partnerships

Trendiness:
Develop and create trend-worthy content by focusing on relevant topics like the connection between sports and education.

Keep ROW3Foundation relevant and positioning Rob as a community leader in his community.

ROW3FOUNDATION
PARTNERS

RECOVER SPORTS HYDRATION 180

LOWE'S

JD

eXp REALTY

MAIN EVENT

FLYER CREATION
PROMOTIONAL CONTENT

ROBERT WRIGHT III

INVITATION

TEAM FINAL

YOU'RE Invited

THE WRIGHT

RESET

23 AUG 2025
12-4PM

MAIN EVENT
2900 Fashion Center Blvd

FOR MORE INFORMATION CONTACT:
KENDRA (267) 539-5015

LET'S RESET, RECHARGE & HAVE FUN!
JOIN ROB FOR A FREE COMMUNITY DAY AT MAIN EVENT CHRISTIANA.
FOOD | BOWLING | GAMES | AUTOGRAPHS | AND MORE!

MAIN EVENT
ENTERTAINMENT

EAT. BOWL. PLAY.

ROBOWRIGHTIII

THE WRIGHT

RESET

AUGUST 23
12PM-4PM
2900 FASHION CENTER
BLVD, NEWARK, DE 19702

RECOVER
SPORTS HYDRATION 180

ROBERT WRIGHT III

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MAIN EVENT
ENTERTAINMENT

ROBOWRIGHTIII

THE WRIGHT

RESET

MEDIA

MEDIA

IF YOU ARE INTERESTED IN COVERING THIS EVENT
PLEASE SEND AN EMAIL TO ROW3FOUNDATION@GMAIL.COM

ROBERT WRIGHT III