

# PROGRAM INFORMATION AND KEY DATES





## ABOUT THE GAME

Since 1978, this game has been a showcase of the area's top high school football talent. Currently held in the Alamodome following the National High School All-American Bowl, it features more than one hundred senior players representing roughly 55 San Antonio-area high schools

Players are nominated by their high school coaches and chosen by a selection committee. Many are committed to play for some of the top universities in the country, while other players are looking for an additional chance to impress college scouts with potential scholarship offers.

The 2020 San Antonio Sports All-Star Football Game presented by H-E-B will be played in the Alamodome on January 4 at 5 p.m. following the All-American Bowl which kicks off at noon and is televised on NBC. Our game will be broadcast live on CW 35 television and ESPN 1250 radio.

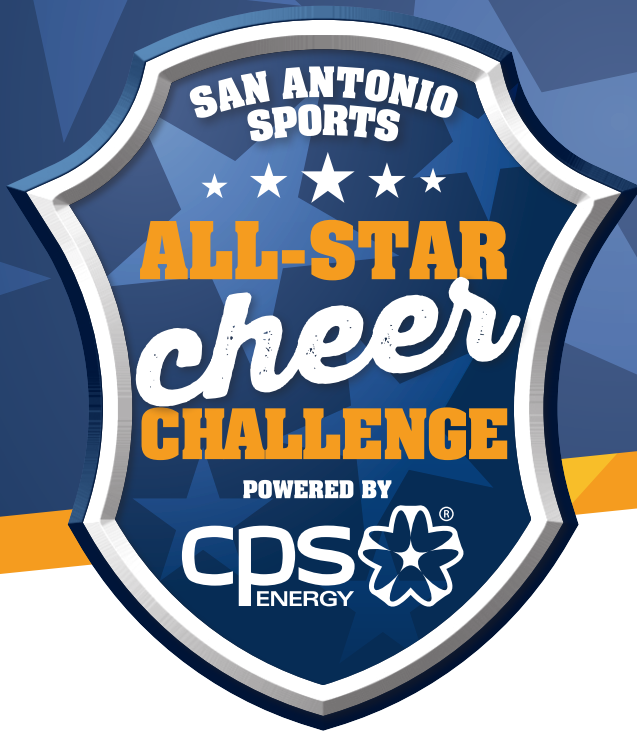


## KEY DATES

### **NOMINATION PERIOD: AUGUST 26 – OCTOBER 1**

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|----------------|--|
| <b>Aug. 26</b> | Nomination process is officially open  |
| <b>Oct. 1</b>  | Nomination process closes at 5PM.  |
| <b>Oct. 4</b>  | Nomination committee meeting   |
| <b>Oct 20</b>  | Team announcements on KABB<br>Maximum Sports and WOAI Sports Sunday                  |
| <b>Dec. 27</b> | Players, parents, coaches meeting  |
| <b>Jan. 4</b>  | 42 <sup>nd</sup> Annual San Antonio Sports All-Star Football Game presented by H-E-B |

Contact Riley Walker at [rwalker@sanantonioposports.org](mailto:rwalker@sanantonioposports.org) or 210.820.2102 with questions, or visit [SanAntonioSports.org](http://SanAntonioSports.org) to learn more.



## ABOUT THE CHALLENGE

Four squads will be chosen to cheer at the National High School All-American Bowl and the San Antonio Sports All Star Football Game on January 4, 2020 in the Alamodome. The winning squads will be announced in early December. Winning squad will receive a **\$1,000 grant** and second place will receive **\$500 grant**.

The selection process to pick the top four squads will be based on online voting. The Cheer Challenge will be promoted in all Thursday Night Lights game broadcasts and through a promotional campaign that will include social and promotional media on KMYS 35, KABB 29, and WOAI 4.

The Cheer Challenge winners will be featured segments on KABB's Daytime @ Nine and WOAI's San Antonio Living.



## KEY DATES

### NOMINATION PERIOD: AUGUST 30 – OCTOBER 2

- Aug. 30** Nomination link open.
- Oct. 2** Nomination deadline at 5 p.m.

*\*TNL dates between Aug. 30 and Sept. 27 will include on-air promotion to nominate your cheer squad by October 2.*

### VOTING PERIOD: OCTOBER 3 – DECEMBER 2

- Oct. 3** Voting period is officially open
- Oct. 3 – Dec. 2** Weekly stories about the current standings posted on the CW35 Cheer Challenge web page. Every Monday, SAS will send an email follow-up to vote, with the standings included.
- Dec. 3** Winners contacted and confirmed
- Dec. 6** Winners announced

*\*TNL dates will include on-air promotion to vote for your favorite squad by December 2.*

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## **SAN ANTONIO SPORTS AND METHODIST HEALTHCARE TEAM UP TO ENCOURAGE TEAMS TO GO BEYOND THE GAME**

San Antonio Sports and Methodist Healthcare want to encourage high school and middle school athletic teams to model the values and the principles of going Beyond the Game. Hall of Fame Coach Grant Teaff's book; A Coach's Influence – Beyond the Game encourages coaches to positively influence their athletes to model key values and serve others. This initiative is intended to grow the number of student-athletes who use their talents and time to help others and learn values that will help them in their life's journey.

Teachers, coaches and school administrators will be invited to submit nominations of middle and high school athletic teams that have modeled key values (RESPECT, SELFLESS SERVICE, INTEGRITY, CARING, SPORTSMANSHIP) through community service, mentorship and stories of strength in the face of adversity. (Projects from 2017-18 or 2018-19 school years are acceptable)

Submissions will be entered on the San Antonio Sports website and a panel of representatives will review nominations. Teams will be recognized on-air in TNL game broadcasts. San Antonio Sports will work together with school district athletic directors to arrange banner presentations for teams that shared outstanding experiences.

During the San Antonio Sports All-Star Football Game on January 5, four outstanding teams will be invited to the game to be recognized in front of fans and on the television and radio broadcasts at the end of each quarter.





## GO BEYOND THE GAME WITH SAN ANTONIO SPORTS AND METHODIST HEALTHCARE

San Antonio Sports and Methodist Healthcare encourage high school and middle school teams to model the values and principles of going Beyond the Game. Hall of Fame Coach Grant Teaff's book, *A Coach's Influence – Beyond the Game*, inspires coaches to positively influence their athletes to model key values and serve others.

Teachers, coaches, school administrators and the community are invited to nominate middle and high school teams that have modeled key values, **RESPECT, SELFLESS SERVICE, INTEGRITY, CARING** and **SPORTSMANSHIP**; through community service, mentorship and stories of strength in the face of adversity.

Projects from January 1, 2019 through December 13, 2019 are accepted for nomination through the San Antonio Sports website ([SanAntonioSports.org](http://SanAntonioSports.org)) starting May 20. A selection panel will choose two submissions per week to be recognized on-air during the Thursday Night Light (TNL) game broadcasts. The top four projects will be honored on-field and during the broadcast of the San Antonio Sports All-Star Football Game on January 4 in the Alamodome.



## KEY DATES

- May 20** Beyond the Game nominations open for projects completed after Jan. 1, 2019 through Dec. 13, 2019
- Weekly** Two teams featured during the halftime of the TNL Game Broadcast
- Sept. 2 – Nov. 5** Weekly featured segments for outstanding nominees on KABB's Daytime @ Nine and News 4 San Antonio Living and mentions during Max Sports and News 4 Sports
- Dec. 13** **NOMINATION DEADLINE**
- Jan. 4** Top four teams honored during the San Antonio Sports All-Star Game in the Alamodome

*Teams will be recognized by San Antonio Sports and Methodist Healthcare and may be featured on The CW 35's Thursday Night Lights broadcast and weekly during KABB and WOAI News 4 morning shows and sports segments.*

*Entries received by December 13 may be recognized at the San Antonio Sports All-Star Football Game on January 4, 2020.*

**Contact David Castro at [dcastro@sanantonioposports.org](mailto:dcastro@sanantonioposports.org) or 210.820.2195 with questions, or visit [SanAntonioSports.org](http://SanAntonioSports.org) to learn more.**



Help us make great memories for your All-Stars, your coaches, your cheer squads, students, families and friends!

San Antonio Sports is grateful for your help in getting the word out to your coaches regarding the selection of our 2020 All-Stars and cheer teams. Additionally, our Beyond the Game initiative has the potential to create a positive impact for your high school and middle school teams.

For more information, please contact Riley Walker at [rwalker@sanantonioports.org](mailto:rwalker@sanantonioports.org) or 210-820-2102.



## HOW YOU CAN HELP

- ★ [SanAntonioSports.org/AllStarGame/Nominate](https://SanAntonioSports.org/AllStarGame/Nominate)  
Encourage your high school coaches to nominate their all-stars online from August 26 – October 1.
- ★ [SanAntonioSports.org/BeyondTheGame](https://SanAntonioSports.org/BeyondTheGame)  
Email program guidelines for Beyond the Game nominations to high school and middle school athletic coordinators and coaches and encourage participation by nominating your teams online.  
*Please copy* our Beyond the Game Campaign Manager David Castro at [dcastro@sanantonioports.org](mailto:dcastro@sanantonioports.org).
- ★ [SanAntonioSports.org/cheer](https://SanAntonioSports.org/cheer)  
Please help us promote participation in the San Antonio Sports All-Star Cheer Challenge powered by CPS. Ask the cheer coach at each campus to nominate their teams online.
- ★ [SanAntonioSports.org/allstargame](https://SanAntonioSports.org/allstargame)  
Encourage your coaches and staff to utilize resources we've created to help them promote these programs and game attendance.
- ★ Please *air our video spot or use the public address announcement script and graphic* on your stadium video boards during the upcoming season.