

# LEGACY WEEKEND

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*Honoring Ten Years of a Legacy That Never Retired*

 Knoxville, Tennessee | June 25–28, 2026 | Women's Basketball Hall of Fame Induction Weekend

**10th Anniversary**

Pat Summitt's Passing

**30th Anniversary**

WNBA Founded

**400+ AAU Teams**

In Knoxville That Weekend

# THE MOMENT

*June 2026 converges four sides of women's basketball that rarely align in one place:*

10 years since Pat Summitt's passing

30th anniversary of the WNBA

Candace Parker's WBB Hall of Fame induction

AAU Girls Basketball World Championships

## A CONVERGENCE OF LEGACY



Pat Summitt didn't just win games. She built a model for what it means to lead with purpose, on the court and in life. Her final act of courage, going public with her Alzheimer's diagnosis to reduce stigma and fund research, was perhaps her most important victory of all.

*Ten years later, her legacy is not a memory. It is a movement, and this June, the women's basketball world returns to Knoxville to honor it.*

# THE WEEKEND AT A GLANCE

Knoxville, Tennessee · June 25–28, 2026 · Women's Basketball Hall of Fame Induction Weekend

**FRI · 6/26**

## **Summit(t) Legacy Convention & VIP Luncheon** @ Knoxville Convention Center (AAU venue)

### **Summit(t) Legacy Convention**

- Programming, panels, and community

### **VIP Legacy Luncheon & Live Media Day**

- *Post Moves* (Candace Parker + Aliyah Boston)  
**LIVE podcast taping**
- Summit Legacy Award given by Candace Parker
- AAU Grants – 5 winning teams recognized with prize

**SAT · 6/27**

## ***The Sports Bra* Legacy Pop-Up** @ Kern's Bakery

### **Legacy Fashion Show + Brunch**

- Retired UT & WNBA legends in attendance
- Designers paired with UT Fashion students as mentors

### **WNBA Watch Party (2pm)**

### **WBB Film Screenings & Talkbacks**

### **WBHOF Induction Ceremony Watch Party**

### **Rooftop VIP After Party**

**SUN · 6/28**

## **AAU Fan Fest** @ World's Fair Park

- 400+ AAU teams on site
- 3x3 Celebrity Showcase
- Live Music
- Food Trucks, Activation Booths, Photo Moments, Live Fan and Community Engagement + More

# VIP LEGACY LUNCHEON & SUMMIT(T) LEGACY CONVENTION

Friday, June 26, 2026 · 150 Curated Guests · Knoxville, Tennessee


## The Marquee Moment of the Weekend


An intimate gathering of 150 of the most influential people in women's basketball: icons, Hall of Famers, coaches, media, rising stars, and the next generation of players, brought together in one room on one of the most significant weekends in the sport's history.

### POST MOVES




*Candace Parker, in conversation with the game's most compelling voices, hosts a live taping of her podcast, "Post Moves." The result: premium content, cultural moment, with branding woven throughout.*

 Live podcast taping with Candace Parker + Aliyah Boston

 Summitt Legacy Award presented by Candace Parker

 \$50,000 in AAU Grants awarded on stage

 Interact with the most influential voices in WBB

 Shared venue with AAU Girls BB World Championships

## PRESENTING SPONSORSHIP OPPORTUNITY

CAN'T RETIRE PROJECT · Summit(t) Legacy Convention · Knoxville, TN · June 25–28, 2026

# THE TALK

## CANDACE PARKER LIVE PODCAST TAPING

Candace Parker is not just a Hall of Famer. She is the bridge between every era of women's basketball. A Lady Vol who learned under Summitt, a champion who broke barriers, and a voice who carries the game into its next chapter.



## PROPOSED TALK THEME

### *"Beyond the Court: What We Owe the Game"*

A live conversation exploring what it truly means to carry forward a legacy. Not just in wins, but in what you give back, who you lift up, and how you use your platform when the spotlight finds you.

#### **The Debt We Carry**

What today's stars owe to those who built the path

#### **Brain Health & Courage**

Summitt's legacy as a health advocate and what she started

#### **The Next Summitt**

Identifying and investing in the leaders of tomorrow

*\*Candace Parker's participation is currently in negotiation.*

# THE SUMMITT LEGACY AWARD



## Presented Live on Stage by Candace Parker

An award given annually to a current player or figure in women's basketball who has made it their mission to take their influence and impact beyond the court, through community, advocacy, and purpose.

### AWARD CRITERIA

#### Impact Beyond the Game

Active community, advocacy, or philanthropic work

#### Platform with Purpose

Uses their voice and influence to serve others

#### Summitt's Spirit

Embodies her values: toughness, integrity, compassion

# AAU GRANTS

# \$50,000

## IN FUNDING

*5 teams.*

*5 regions.*

*1 unified message:*

*The game grows on.*



## INVESTING IN THE NEXT GENERATION

Five AAU teams, representing communities across the country, will receive \$10,000 grants and attend the VIP Legacy Luncheon, where they will have the opportunity to meet and learn from icons of the game.

### Pacific Northwest

Representing the West Coast pipeline

### West

California, Nevada, Arizona

### Midwest

The heartland of the game

### East Coast

Urban powerhouse programs

**SOUTH | Knoxville's own backyard**

# The Sports Bra Legacy Pop-Up

@ Kern's Bakery

*Presented in partnership with The Sports Bra, we will transform Kern's Bakery into a full-day cultural destination. A living celebration of women's basketball, excellence, fashion and community.*

*This is the social heartbeat of Legacy Weekend: where style meets sport, history is honored, and the next generation of fans and players gather for an unforgettable event.*

## THE SPORTS BRA LEGACY POP-UP

*2-500 attendees throughout the evening*

- ◆ Legacy Fashion Show pairing UT Fashion students with designers
- ◆ WNBA Watch Party celebrating the W's 30<sup>th</sup> season with the Tempo vs. PHX
- ◆ Film Festival featuring *Can't Retire From This* and other short films
- ◆ WBHOF induction Ceremony Watch Party
- ◆ VIP Legacy Lounge Rooftop After Party



# AAU FAN FEST @ World's Fair Park

*The official closing of Legacy Weekend and the AAU Girls Basketball World Championships.  
A living, breathing community activation in the place where Pat Summitt's story matters most.*



## FAN FEST: MASS COMMUNITY ACTIVATION

400+ AAU teams + families

- ◆ Dedicated sponsor activation zones at the AAU Fan Fest
- ◆ Thousands of participants, parents, and coaches reachable
- ◆ Live stage with music performances
- ◆ Organic, community-level engagement beyond the VIP room
- ◆ Extend your impact across the entire weekend footprint

# MEDIA & CONTENT STRATEGY

## INCLUDED IN YOUR PACKAGE

*Can't Retire Project + media partner audience*

12.5 MILLION IMPRESSIONS

### Documentary-Style Recap

A produced short-form video capturing the weekend's key moments, built for earned media and paid amplification.

### Post-Event Coverage

Recap posts, award moments, and AAU grant recipient stories distributed across CRFT's network with sponsor inclusion.

### Candace Parker Podcast Episode

The live taping becomes a released episode with your brand as presenting sponsor. The podcast's massive audience will be tuned into Candace's reactions to being back in Knoxville and honoring Pat Summitt.

### Pre-Event Social Campaign

Multi-platform content leading into the weekend: player features, "Summitt" moments, content featuring hall of famers hyping the weekend.

## ADDITIONAL PACKAGE ITEMS

*Added impressions, available for an additional fee*

### Sponsored Content Partnership

Paid amplification opportunities with our media and VIP talent partners, developing bespoke content to drive increased brand awareness among the women's basketball community.

### PR Opportunities: 10-Year Anniversary Narrative

June 2026 is the 10-year anniversary of Summitt's passing. Every story written about this weekend will include that line, building on the momentum of Breaking Glass: The Pat Summitt Story. Work with our PR partners to own the narrative that weekend.

## CURRENT PARTNERS



# SPONSORSHIP PACKAGES

## VIP LEGACY LUNCHEON PRESENTING SPONSOR

- ✓ Title presenting sponsor of the VIP Legacy Luncheon & Media Day
- ✓ Brand integration throughout the luncheon event
- ✓ Brand activation opportunities post-luncheon (150 guests)
- ✓ Verbal recognition during award presentation & grant ceremony
- ✓ Logo on all luncheon collateral and signage
- ✓ Pre/post social media coverage with sponsorship attribution
- ✓ Sponsored content + paid amplification package
- ✓ Documentary-style recap video (sponsor branded)
- ✓ Post Moves podcast episode presenting sponsorship

VS

## FULL WEEKEND TITLE SPONSOR

- ✓ **EVERYTHING** in the VIP Luncheon package, **PLUS:**
- ✓ Title naming rights: 'Summit(t) Convention'
- ✓ Large space for activation at AAU Fan Fest (400+ teams)
- ✓ Premiere brand integration across all 4 days
- ✓ Speaking opportunity during convention programming
- ✓ Extended social media & PR campaign across full weekend
- ✓ Exclusive first right of refusal as title sponsor for Year 2
- ✓ Custom partnership touchpoints (co-developed with you)
- ✓ Maximum logo presence: signage, stage, digital, print

WHO WE ARE

# THE CAN'T RETIRE PROJECT

*We are the source of truth in the ever-evolving women's basketball space.*

What began as a documentary has grown into a movement, storytelling rooted in culture, community, and impact. We work with the best hoopers, past and present, connecting their stories for a well-informed future.

[cantretireproject.com](http://cantretireproject.com)

## OUR WORK

### MICROSOFT

A'ja Wilson 'Gamechangers' | Director: Melanie Page

### NBC PEACOCK / SPRINGHILL

JuJu Watkins Documentary | Dir./Created by: Melanie Page

### MICROSOFT / JR. NBA

'Taking STEM to the Hoop' | Prod./Dir.: Melanie Page

### DAWN STALEY

Content partnership, 2026

### ANDRAYA CARTER

Storytelling feature

### SHERYL SWOOPES, TINA THOMPSON +MORE

Ongoing network of players, coaches & icons

*"She didn't just coach.  
She built a blueprint  
for what legacy looks like."*

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This is the weekend where that blueprint comes alive again.

*We'd be honored to build this together.*