

COTTON BOWL STADIUM

DALLAS, TX

SATURDAY

SEPTEMBER 12, 2026



VS



VS



SPONSORSHIP OPPORTUNITY

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SAT | 9.12.26 | DOORS 10AM
COTTON BOWL STADIUM, DALLAS, TX
PARRISHCLASSIC.COM

CONTACT:
RODNEY BAKER - 469.978.4129
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WHO IS ROLAND PARRISH

Parrish is currently CEO of Parrish Restaurants, Ltd, which at it's peak, owned and operated 27 restaurants in Dallas and surrounding areas. The Dallas Business Journal has ranked his company the #1 Black Owned Business in North Texas for the past 6 years, based on number of employees and sales. In 2017, Parrish received the Dallas Business Journal's Lifetime Achievement Award.

Roland's \$2M Leadership Gift supported the renovation of the former Management School Library at Purdue University, located in West Lafayette, Indiana. It was opened and renamed the Roland G. Parrish Library of Management and Economics in 2012. It's the first facility at Purdue to be named after an African American.

Also, his gift of philanthropy led to the building of the Rev. John and Marie Parrish Medical Clinic in Fort Portal, Uganda. The clinic, which opened in May of 2016, serves 6,000 orphans per year and is named in memory of his parents.

Parrish serves on the Board of Trustees of Fisk University, in Nashville, Tennessee, where the Parrish Career and Development Center opened this year.

Also, he currently serves on the Methodist Hospital Foundation, MLB Texas Rangers Foundation, and Oncor Foundation.

Parrish is the 2nd largest investor for the restructuring of the Re-Imaging Red Bird Project, which will bring a Marriot Hotel and hundreds of jobs to the Red Bird Community. Also, it includes 250,000 sq ft of medical/clinical services to the Dallas Southern sector (Parkland Hospital and UT Southwestern Medical Center). It was the Dallas Business Journal's, 2020 Best Real Estate Deal of the Year.

Roland received his BSIM and MBA from Purdue's Daniels School of Business. As a scholar and athlete, he consistently made the Dean's List, was a 2-time MVP of the Purdue track team and selected by his teammates to be Captain his senior year.

In 2025, The Dallas Morning News honored Parrish as "The 95th Recipient of The Linz Award" one of the oldest and most prestigious civic honors a Dallas/DFW Resident can receive.

Most recently Mr. Roland G. Parrish received an honorary Doctor of Humane Letters degree from University of North Texas Dallas.

He and wife, Jewel, have two adult children. Son, Ro (UNT-BA 02') and Daughter, Jade (Purdue-BA 12' and SMU-MBA 22)



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ABOUT THE ROLAND PARRISH CLASSIC BATTLE OF THE STATE CHAMPIONS

The Parrish Football Classic is a premier double-header high school football showcase featuring four of Texas' top state championship football programs competing on one stage at the historic Cotton Bowl Stadium in Dallas, a venue that has hosted some of the most iconic sporting events in Texas history. Now, it will serve as the backdrop for an unforgettable day of high school football.

Fans can expect a high-energy atmosphere filled with passionate alumni, proud families, marching bands, community leaders, and programs built on championship tradition. With DeSoto, Duncanville, South Oak Cliff, and North Shore all represented, this event is expected to draw major attention from across North Texas and beyond, celebrating the very best of Texas high school football on one historic stage.

THE PURPOSE

The event is designed to celebrate excellence in Texas high school football while also investing directly back into student-athletes and athletic programs. **Each participating school will receive \$12,500 to support its football athletic department.**

The Parrish Football Classic represents more than football, it is a celebration of community, excellence, opportunity, and legacy.

DOUBLE HEADER
GAMES

HEALTH &
WELLNESS EXPO

COLLEGE &
CAREER FAIR

STEM
EXPO

CIVIC DUTY
FORUM

AND
MORE



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DESOTO VS. DUNCANVILLE

Battle for South Dallas Supremacy

Two Texas powerhouses. One legendary rivalry. A clash between nationally ranked programs with championship pride on the line.



THE DESOTO EAGLES

Led by head coach Claude Mathis, are widely recognized as one of the premier high school football programs in Texas and the nation, competing at the highest level of Texas high school football in UIL Class 6A. Known for their elite athletic talent, explosive style of play, and strong tradition of developing Division I and NFL-caliber athletes, DeSoto has built a reputation as a modern Texas football dynasty. The Eagles have captured multiple state championships, including recent titles in 2022, 2023, and 2025, solidifying their place among the state's elite programs. Beyond the wins, DeSoto football is built on a culture of discipline, brotherhood, accountability, and excellence, with a standard that consistently reflects championship expectations both on and off the field.



THE DUNCANVILLE PANTHERS

Led by head coach Reginald Samples, are one of the most dominant and nationally respected high school football programs in Texas, competing at the UIL Class 6A Division I level. Known for their physical style of play, elite athletic talent, and nationally ranked performances, Duncanville has built a reputation as a powerhouse program that consistently develops Division I and NFL-caliber athletes. The Panthers captured their historic first UIL Class 6A Division I State Championship in 2022, cementing their place among Texas football's elite programs. Beyond their success on the field, Duncanville football is built on a culture of discipline, toughness, accountability, and brotherhood, creating a championship standard that has made the Panthers one of the premier football brands in the country.



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SOUTH OAK CLIFF VS. NORTH SHORE

Urban Grit Meets Championship Tradition

A powerful Texas clash between a community-driven Dallas powerhouse and a nationally dominant Houston dynasty.



THE SOUTH OAK CLIFF GOLDEN BEARS

Led by head coach Jason Todd, have become one of the most inspirational and respected high school football programs in Texas. Competing in UIL Class 5A Division II, SOC gained national attention after becoming the first Dallas ISD school in more than 60 years to win a football state championship, capturing back-to-back state titles in 2021, 2022 and again in 2025. Known for their physical defense, toughness, discipline, and relentless team culture, the Golden Bears represent far more than football — they symbolize pride, perseverance, and excellence throughout the Oak Cliff community. South Oak Cliff has also emerged as a growing pipeline for Division I talent, earning national recognition for transforming Dallas ISD football and building a championship culture rooted in accountability, brotherhood, and community empowerment.



THE NORTH SHORE MUSTANGS

Led by head coach Jon Kay, are widely regarded as one of the premier high school football dynasties in Texas and the nation. Competing at the UIL Class 6A Division I level, North Shore has built a legacy of championship excellence with multiple state titles and consistent national rankings. Known for their explosive athleticism, physical defense, disciplined play, and ability to perform in high-pressure moments, the Mustangs have become a gold standard in Texas high school football. The program is also nationally respected for producing elite Division I and NFL-caliber talent while maintaining a culture centered on toughness, accountability, preparation, and championship expectations both on and off the field.



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MORE THAN A GAME

In addition to the two featured football matchups, the Parrish Charitable Foundation will also host a College, Career, Health, and S.T.E.M. expo during both games.



COLLEGE & CAREER EXPO

The College and Career Expo will connect students and attendees with colleges, universities, trade schools, and corporate organizations offering valuable educational and career opportunities. The expo promotes enrollment at local colleges and H.B.C.U.s while providing access to academic pathways and career options. This experience is designed to build the future on and off the field.

HEALTH AND WELLNESS EXPO

The Health and Wellness Expo will provide healthcare partners with the opportunity to set up activations and engage directly with attendees. In collaboration with community partners, the expo will also offer critical health screenings designed to address key health needs impacting our communities. This experience is focused on promoting awareness, prevention, and access to essential health resources in an engaging, community-centered environment.

CIVIC EDUCATION & VOTER REGISTRATION

The Civic Education & Voter Registration activation will focus on educating youth and community members who may be unfamiliar with the voting process and opportunities for civic engagement. On-site voter registration will also be available, providing attendees with direct access to register and get involved. This initiative is designed to promote awareness, participation, and empowerment through civic education within the community.

S.T.E.M. & A.I. EXPO

The expo will feature hands-on S.T.E.M. and A.I. demonstrations highlighting careers in engineering, infrastructure, defense, manufacturing, and technology. Students will gain exposure to career pathways, internships, mentorship, and future employment opportunities through direct interaction with sponsors and recruiters. The initiative also supports corporate ESG, DEI, and workforce development goals while using raffle-driven incentives, including laptops and tech resources, to increase student engagement with sponsor activations.

ENTERTAINMENT

The excitement does not stop between games.



TEXAS SOUTHERN UNIVERSITY “OCEAN OF SOUL” MARCHING BAND JOINS THE CELEBRATION

The world-famous Texas Southern University “Ocean of Soul” Marching Band has been added to the event lineup and will perform between games. Known for their energy, precision, sound, and showmanship, the Ocean of Soul will bring another level of entertainment to an already unforgettable day at the Cotton Bowl.

For fans of high school football, marching band culture, H.B.C.U. excellence, and Texas community pride, this is an event you will not want to miss.



URBAN TRIVIA LIVE EXPERIENCE

Urban Trivia will serve as a digital, interactive game played on mobile devices between the doubleheader games at the Parrish Football Classic. Designed as the ultimate test of knowledge in urban culture, it brings competitive energy, laughter, and nostalgia to the event. Fans, families, and friends can play together in real time, turning the break between games into an engaging experience to see who truly knows the culture.

URBAN TRIVIA FOLLOWING:

Instagram: 65.2K followers

TikTok: 153.5K followers



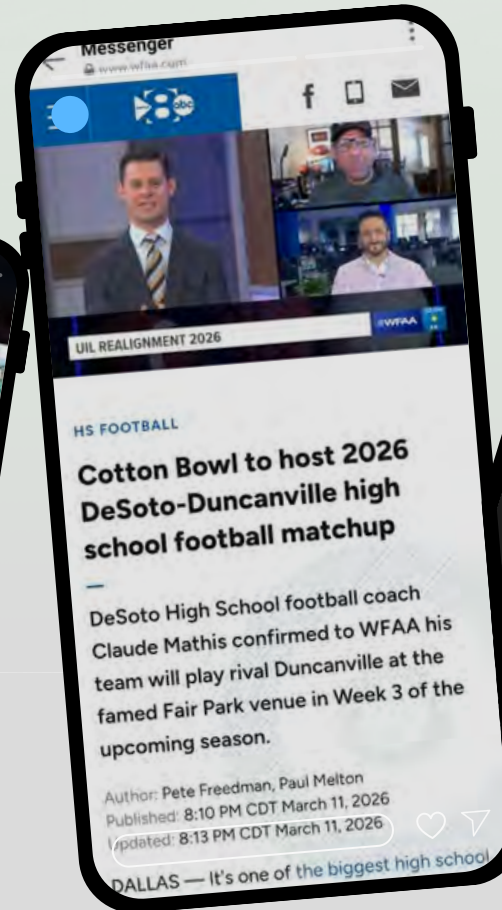
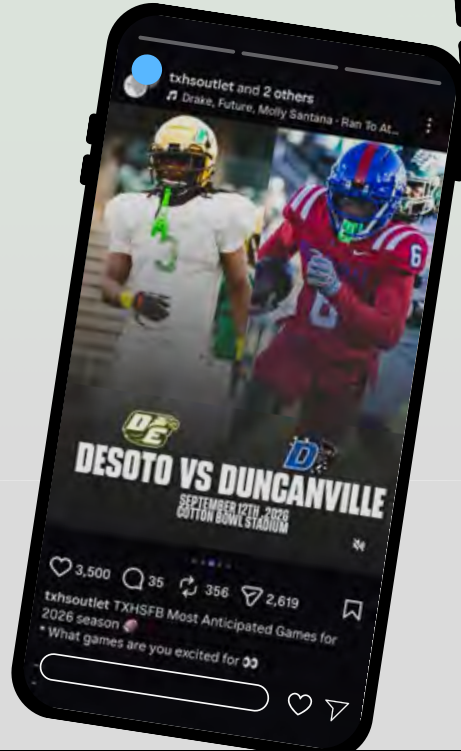
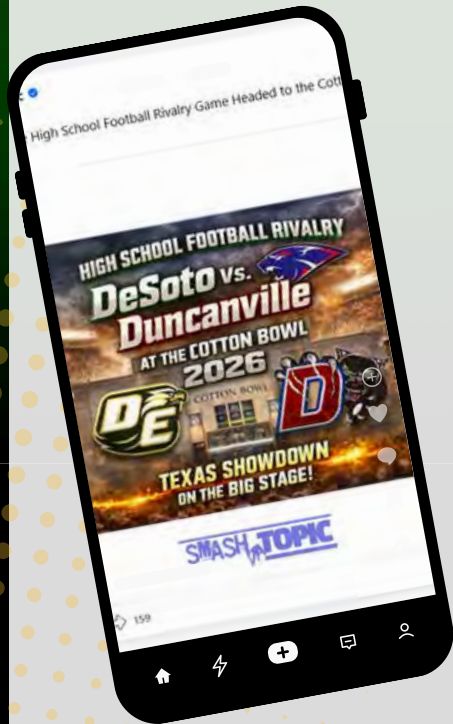
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IN THE HEADLINES

State champions. Historic rivalries. A matchup everyone is talking about.

The Parrish Classic is already generating strong momentum across news outlets, social media, and community conversations. With championship-caliber programs, historic rivalries, and high community anticipation, the event continues to attract widespread attention and engagement leading up to kickoff.



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OUR REACH

The excitement does not stop between games.

EXPECTED/TARGETED ATTENDANCE

30,000 SPECTATORS

More than 30,000 spectators are anticipated to attend, making the Inaugural Roland Parrish Classic one of the most talked-about high school football events of the year.

- HS/Collegic Alumni
- High School Students
- College Enthusiast & Graduates
- Athletic and Entertainment Oriented Families
- High School Students
- College Student
- Community & Alumni
- Even blend of Male - Female

**Community & Alumni
Age 25-65+**

**College Students
Age 18-25**

**High School Students
Age 16-18**

**Family Median Income
\$85,000**



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MARKETING OUTREACH

our sponsors are included and mentioned in all marketing campaigns

SOCIAL MEDIA OUTREACH & ADVERTISING

- Utilizing existing platforms and audiences from past Parrish Expo Events
- Partnering with colleges, Urban Trivia and our extended network to cross promote event on their social channels with 300k+ followers
- Digital advertisements across Meta, TikTok & google search

DIGITAL AND PRINT PUBLICATIONS

- Print advertisement in local publications
- Mentions and features on Blogs and Sport related podcast

MARKETING PARTNERSHIPS

- Developing partnership with the Dallas Sports Commission for broader reach and to provide additional local promotions via media, social, email and SMS
- Additional partnerships in development for opportunities with community organizations

MEDIA

- Press outreach for news coverage leading up to the event
- Press Conference Week of Classic
- Day of Media Coverage and Broadcasting



Featured Story Airing
June 7th & 14th

RADIO ADVERTISING

- K104/KRNB
- 97.9/105.7
- 94.5
- KGGR
- THE TICKET

MAJIC 94.5

97.9 THE BEAT
DFW'S HIP HOP STATION

Smooth R&B
105.7
KRNB.com

K104
Hip Hop and R&B

THE TICKET
SPORTSRADIO
1310am/96.7fm

KGGR
THE #1 GOSPEL MINISTRY STATION IN THE DFW METROPLEX
1040AM | WWW.KGGRAM.COM



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COMMUNITY PARTNERSHIPS & OUTREACH



The Parrish Classic is committed to broad community inclusion with sponsored ticket allocations to reach diverse audiences.

SPONSORSHIP OPPORTUNITIES FOR LOCAL NON-PROFITS:

- Dallas ISD Middle School Bands: 1,000 students
- Top 25% Class Rank Juniors & Seniors DFW High Schools
- For Oak Cliff: 100–250 sponsored tickets
- YMCA: 200 tickets
- Boys & Girls Clubs of Greater Dallas: 200 tickets
- Summer Track Clubs: 3,500 athletes + families (approx. 7,000 attendees)
- Girl Scouts of America: 250 sponsored tickets
- Jack and Jill of America: Dallas, Grand Prairie, Arlington, and Ft. Worth Chapters
- National Pan-Hellenic Council – Divine Nine Organizations
- Church Youth Groups: Over 100 participating churches

Additional Partners: Mavericks Take Action, Von's Vision, After 8toEducate, The Links, Junior League of Dallas, City of Dallas Parks & Recreation (free ticket distribution to every child participant), Dallas Police Department



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SPONSORSHIP OPPORTUNITIES



TITLE SPONSOR - \$50K

ONE AVAILABLE



Promotions Digital, Print and Media

- Inclusion On All Paid Advertising Radio, TV, Print, Social Media, Digital Marketing
- Company Branded Halftime Show
- HBCU Texas Southern University Marching Band Sponsor
- Logo prominently displayed on giant stand section cover banner
- Bi-Weekly Social Media Posts and Mentions
- Premier activation space in appropriate Expo area
- Company Banners in highly visible Locations
- Tunnel Entrance Banner, (2) Light Pole Banners
- (2) Full page ads including back cover of Game Day Program Book
- (6) 30 sec Jumbo Tron Ads
- (6) 15 sec PSA announcements
- PA Recognitions
- Speaking opportunity at City Hall Press Conference and VIP Reception
- Dedicated sponsor page on Parrish Classic Website
- Team On-Field Awards Presentor
- Customize Game Ball

Hospitality and Tickets

- (500) Game Tickets for local non profits
- (25) Club Level Game Tickets and (1) Large Suite
- (15) VIP Reception Passes
- (15) Game Day Parking Passes
- (8) All Access Game Day Passes



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HALL OF FAME PRESENTING SPONSOR - \$25,000 ONE AVAILABLE



Promotions Digital, Print and Media

- Inclusion On All Paid Advertising Radio, TV, Print, Social Media, Digital Marketing
- Sponsor of Game Day Kiss Cam
- Sponsor of Urban Trivia Live Experience “45 Min Digital Cultural Gaming Experience” See Pg. 8 for more details on this exciting moment.
- Logo prominently displayed on stand section cover banner
- (1) Full page ad of Game Day Program Book
- (4) 30 sec Jumbo Tron Ads
- (4) 15 sec PSA announcements
- Dedicated sponsor page on Parrish Classic Website
- Mentioned at City Hall Press Conference
- Speaking Opportunity at VIP Reception
- Premier activation space in appropriate Expo area
- Bi-Weekly Social Media Posts and Mentions
- Company Banners in Visible Locations
- PA Recognitions
- Customize Game Ball

Hospitality and Tickets

- (200) Game Tickets for local non profits
- (12) Club Level Game Tickets & (1) Suite
- (10) VIP Reception Passes
- (10) Game Day Parking Passes
- (2) All Access Game Day Passes



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MVP SPONSOR - \$10,000

THREE AVAILABLE



Promotions Digital, Print and Media

- Inclusion On All Paid Advertising Radio, TV, Print, Social Media, Digital Marketing
- Company Branded National Anthem
- (1) Full page ad of Game Day Program Book
- (2) 30 sec Jumbo Tron Ads
- (2) 15 sec PSA announcements
- Dedicated sponsor page on Parrish Classic Website
- Mentioned at VIP Reception
- Activation space in appropriate Expo area
- Bi-Weekly Social Media Posts and Mentions
- PA Recognitions

Hospitality and Tickets

- (150) Game Tickets for local non profits
- (12) Club Level Game Tickets
- (1) Suite
- (6) VIP Reception Passes
- (5) Game Day Parking Passes
- (2) All Access Game Day Passes



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COMMUNITY SPONSOR

\$5,000



Promotions Digital, Print and Media

- Inclusion On Advertising, Print, Social Media, Digital Marketing
- (1) Half page ad of Game Day Program Book
- (1) 30 sec Jumbo Tron Ads
- (1) 15 sec PSA announcements
- Mentioned at VIP Reception
- Activation space in appropriate Expo area
- Bi-Weekly Social Media Posts and Mentions
- PA Recognitions

Hospitality and Tickets

- (50) Game Tickets for local non profits
- (4) Club Level Game Tickets
- (2) VIP Reception Passes
- (2) Game Day Parking Passes
- (2) All Access Game Day Passes



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EXPO ACTIVATION

\$2,500



Promotions Digital, Print and Media

- Inclusion On Social Media and Digital Marketing
- Listed as a sponsor on Parrish Classic Website
- Activation selected Expo Area
- Bi-Weekly Social Media Posts and Mentions

Hospitality and Tickets

- (2) Club Level Game Tickets
- (2) Game Day Parking Passes



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