

JAMES BROWN

BREAK THE HUDDLE AND RUN THE PLAY

Wednesday, April 2, 2025 | 3:30 – 7 p.m.

VIP Reception (*invitation only*) 3:30 p.m.

Main program 4:30 p.m. | Reception 6 p.m.

Kauffman Center for the Performing Arts
1601 Broadway Blvd., Kansas City, MO 64108



James Brown, host of “The NFL Today” on CBS and a five-time Emmy Award-winning network broadcaster, was elected to the Sports Broadcasting Hall of Fame in August 2020 and is one of the most recognizable faces and voices in television. He is a record-setting 11-time host for the Super Bowl and a contributor to programs such as 60 Minutes, CBS Mornings, CBS Evening News and 48 Hours.

In addition to his roles for CBS, Brown previously served as host of Inside The NFL on Showtime and Paramount+, host of Thursday Night Football on CBS and the NFL Network, co-host of Fox NFL Sunday, correspondent for Real Sports with Bryant Gumbel on HBO, and host of a nationally syndicated radio show on Sporting News Radio. In 2009, Brown’s first co-authored book, “Role of a Lifetime: Reflections on Faith, Family and Significant Living,” was released.

Among many honors, Brown is the recipient of the 2016 Pete Rozelle Award by the Pro Football Hall of Fame, which recognizes “longtime exceptional contributions to radio and television in professional football,” and “The Uncommon Award” from Tony Dungy for his “uncommon leadership through character and faith.” Brown was presented with the Lifetime Achievement honor at the 45th Annual Sports Emmy® Awards in 2024, was named the Best Studio Host of the Decade by SI.com in 2010, and in 2022 received the Jackie Robinson Award for Excellence in Sports Journalism by One Hundred Black Men of New York.

Brown, a Washington, D.C. native, is a graduate of Harvard University and is in the Harvard Basketball Hall of Fame. He is involved in several charitable organizations, including GENYOUth, where he is a board member, the Ron & Joy Paul Kidney Center at George Washington University, and St. Jude Children’s Research Hospital. Brown is also an ordained minister and is actively involved in speaking at churches and conferences around the country.

RASHFORD-LYON AWARD FOR LEADERSHIP AND ETHICS

The Rashford-Lyon Award is named for two of Rockhurst’s influential leaders: the late Tom Lyon, Ph.D., and the Rev. Nick Rashford, S.J. The award, established in 2014, honors recipients who exemplify high ethical standards of business conduct with excellence in leadership as demonstrated by outstanding initiative, impact of work and inspiration to others. Past recipients include Tom Lyon, Ph.D., ’65; Jane Chu, Ph.D., ’05 EMBA; Mayor Sly James, ’80; Patricia Cleary Miller, Ph.D.; Tom McCullough, ’64, and Tom McDonnell, ’66; Jean Dunn, Marny Sherman, ’75, Lisa Ginter, ’87, Wendy Doyle, ’94, Ama Karikari-Prim, M.D., ’07; and Bridgette Williams, ’16 EMBA; Madeline Romious, ’95 MBA; and Dave Harrison, ’81.

The 2025 recipient will be announced early in the year.

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LEADERS COUNCIL

Bringing the best in leadership to Kansas City

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\$35,000*

*Sponsorship secured by Tria Health

- Premier seating for 30 guests
- Introductory video or on-stage representative during event
- Six passes to the exclusive VIP reception
- Photo with keynote speaker
- Exclusive VIP registration prior to the event
- VIP guest experience
- Title sponsorship logo recognition in event promotional materials, including on-screen acknowledgement, program and webpage
- Complimentary gift for each guest
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- Four passes to the exclusive VIP reception
- Photo with keynote speaker
- Exclusive VIP registration prior to the event
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- Complimentary gift for each guest
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- Premier logo recognition in event promotional materials, including on-screen acknowledgement, program and webpage
- Complimentary gift for each guest
- Four valet parking vouchers

JESUIT SPONSOR

\$10,000

- Premium seating for up to 10 guests
- Two passes to the exclusive VIP reception
- Photo with keynote speaker
- Exclusive VIP registration prior to the event
- Logo recognition in event promotional materials, including on-screen acknowledgement, program and webpage
- Complimentary gift for each guest
- Two valet parking vouchers

KANSAS CITY SPONSOR

\$5,000

- Preferred seating for up to 10 guests
- Logo recognition in event promotional materials, including on-screen acknowledgement, program and webpage
- Express guest registration
- Complimentary gift for each guest

MISSION SPONSOR

\$2,000

- Seating for up to 10 guests
- Listing in event program
- Express guest registration
- Complimentary gift for each guest

INDIVIDUAL TICKETS

- A limited number of tickets will go on sale prior to the event

Visit rockhurst.edu/leadershipseries
or contact amy.reardon@rockhurst.edu
for more information!



ABOUT OUR PRESENTING SPONSOR TRIA HEALTH:



Tria Health provides a comprehensive health benefits solution for self-insured employers to prevent and manage chronic conditions. This strategy not only reduces costs for employers but also enhances the health of employees. Pharmacists play a key role in Tria Health's approach, leveraging their expertise in medications to analyze why individuals may not achieve their health care goals.

Through individual one-on-one consultations, our pharmacists serve as coaches, guiding patients through their individual health journeys, improving health literacy, addressing care gaps, and optimizing pharmacy utilization.

For more information, visit triahealth.com



ABOUT ROCKHURST UNIVERSITY LEADERS COUNCIL

The Rockhurst University Leaders Council is an organization of community leaders who are committed to learning, leadership and service in the Jesuit tradition and dedicated to communicating the distinct attributes of Rockhurst University to business, civic, social, religious and philanthropic communities nationwide.

