



# Keith Brooking's Great Tailgate Kick-off



THE KEITH BROOKING  
CHILDREN'S FOUNDATION, INC.



June 2001-2005

Newnan-Coweta County  
Airport, Newnan, Georgia

Celebrity Host

Atlanta Falcon, five time  
pro-bowler, Keith Brooking

Good Day Atlanta Host

Mark Hayes

Annual event,  
400 to 1000+ attendees

Celebrity list included:

Atlanta Falcon coaching staff, Atlanta  
Falcon players, Tennessee Titans,  
Cortland Finnegan, various country  
music artists-Nashville.



The first annual Tailgate Event served as the launch event of the Keith Brooking Children's Foundation, a non-profit organization founded by then, Atlanta Falcon, Keith Brooking. The event experienced exponential growth over the span of its five year existence. The event venue was a 12,000 square foot airplane hangar located on the Newnan-Coweta Airport property and consisted of a VIP reception/autograph session with celebrity attendees, a delicious BBQ meal with all of the trimmings prepared on-site, an expansive live auction, silent auction, and live music. The setting was casual, but first class, an upscale tailgate gathering! The event grew to be the title fundraising event for the foundation and proved to be a popular and profitable event.

Submitted by Gina Weathersby