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U.P. football All-Star game set for June 28

MARQUETTE — Plans are under way to televise the U.P. Football All-Star Game on Saturday, June 28.

WLUC-TV of Marquette has agreed to televise the game live from the Superior Dome, pre-empting coverage of the U.S. Open golf tournament for part of the telecast.

The game will also be broadcast on The Bear radio stations, which are owned by Northern Star Broadcasting.

The game is part of a full week of activities, including a food drive, media day, all-star banquet, pre-game coaches social and tailgate, and an underclassmen recruiting combine.

More than 80 peninsula players who are currently seniors have accepted invitations to participate in the game. The players will be housed at Northern Michigan University for the week of practices and other activities.

Proceeds from the game will be donated to The Beacon House and the U.P. Sports Hall of Fame. Xcel Sports Training, which is presenting the game, is also a non-profit organization so all donations and sponsorships are tax deductible.

“Because of the magnitude of this event, and the costs involved in presenting it, it is necessary to seek out sponsorships from area businesses,” said marketing director Bill Blohm.

“We also hope to raise some money for some good causes.”

Blohm said there are several different levels of sponsorships for businesses, ranging from platinum level to in-kind service providers. Ads in the game program, banner placement and acknowledgement during the game are some sponsor benefits.

“The all-star game will provide the players, coaches and fans of U.P. high school football an opportunity to participate in a truly unique event,” said Blohm, noting the week-long program will be similar to the week leading up to the Super Bowl.

“It will be an experience they will never forget,” said Blohm.

For additional information, check the all-star Web site (xcelsportstraining.net) or contact Blohm (906-236-2824) or e-mail him (bblohm@xcelsportstraining.net).