



KEITH CORBIN III | KEONTE HAMPTON | CJ HOMES | COACH PRIME | JAMES HOUSTON IV | WARREN NEWMAN III | AL YOUNG

**TIGER**  
**RUN**

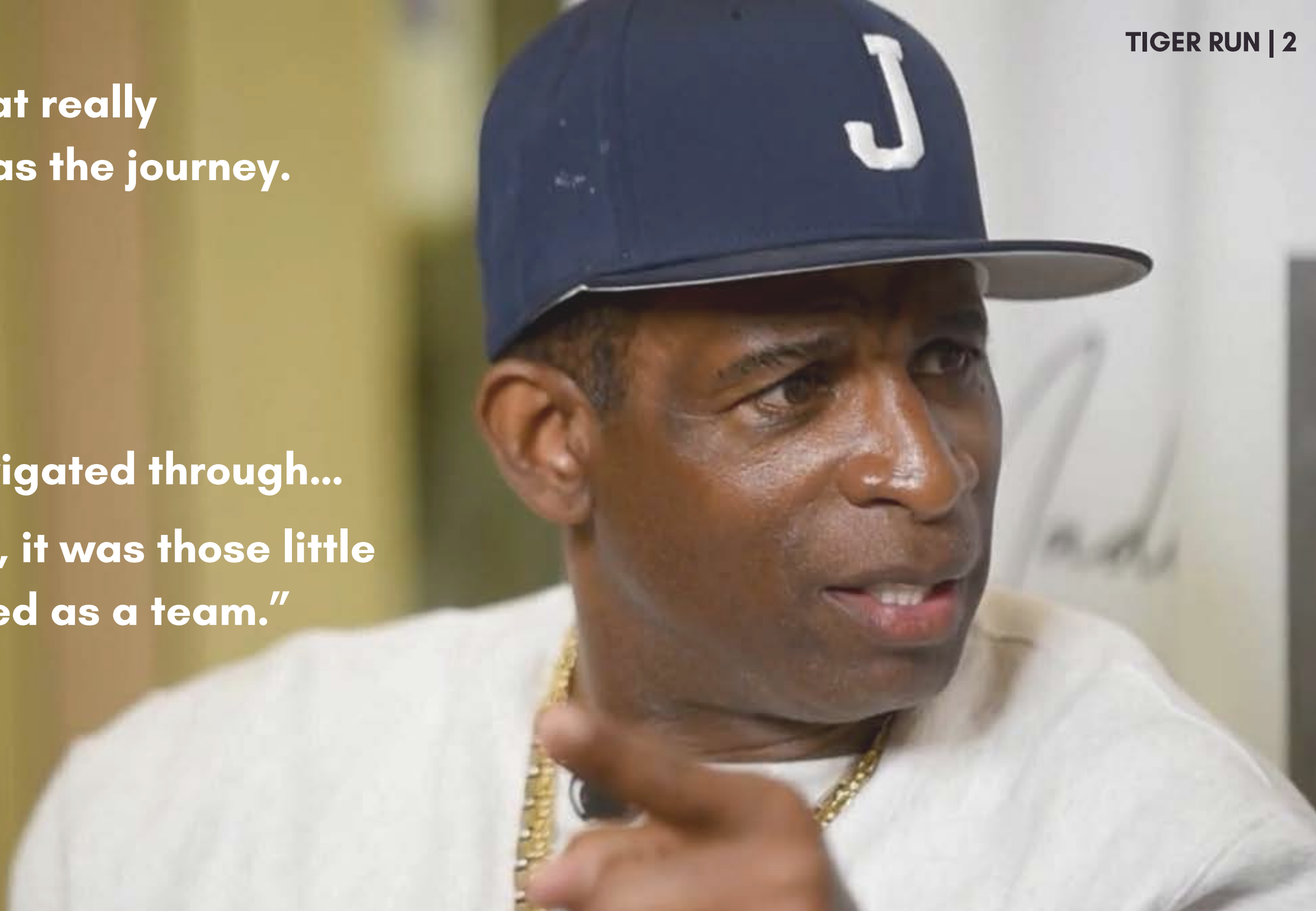
**THE UNTOLD STORY**



**“It wasn’t the championship that really gave me the satisfaction... it was the journey. The practice fields... The night before the games... The pre-game speeches... The little obstacles that we navigated through... It wasn’t just the championship, it was those little intricate journeys that we shared as a team.”**

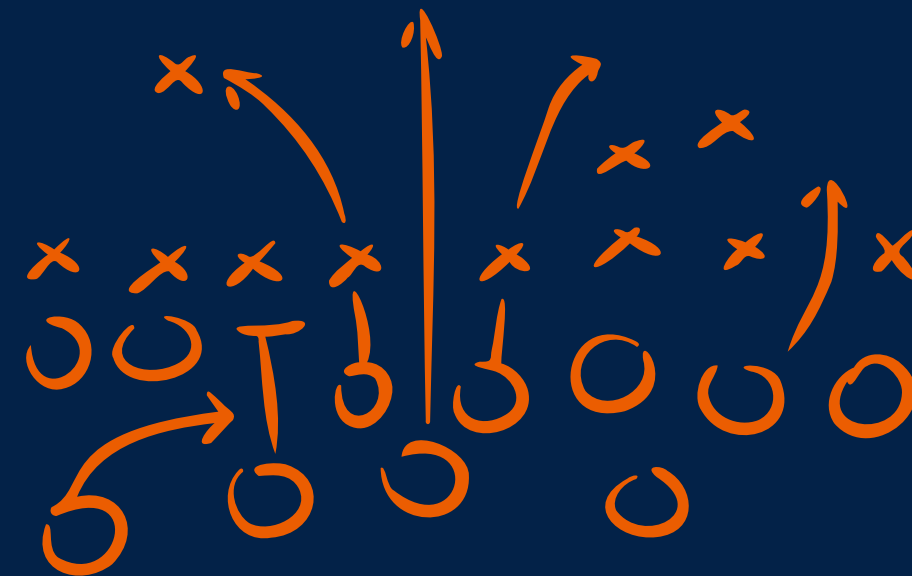
**→ COACH PRIME**

**AKA DEION SANDERS**



# LOGLINE

**TIGER RUN: THE UNTOLD STORY** is an inspirational, one-hour documentary focusing on Coach Prime's wildly successful tenure as head coach of the Jackson State University Tigers, shining a light on his unconventional, deeply passionate approach and the impact on his players, the community, and the football world at large.





## → **HBCUS AND THE NFL PIPELINE**

Historically black colleges and universities (HBCUs) are a celebrated bedrock of Black excellence, with a proven track record of producing leaders in business, sports, the arts, and more, as well as rosters of incredible athletes. However, there's an undeniable broken link in the pipeline between HBCU talent and draftees into America's favorite professional sport – football.

Every year, over 1,000 HBCU football players compete across four NCAA conferences for titles and glory, but very few are ever chosen for the NFL. In fact, from 2010 to 2019, there were only 26 HBCU players total selected from the draft, a record low of 3% compared to athletes chosen from non-HBCU schools. In 2021, zero HBCU players were drafted.





## → **HBCUS AND THE NFL PIPELINE CONT'D**

Enter Coach Prime, who took the helm at Jackson State University with a mission to change those numbers and bring NFL attention back to the best and brightest of HBCU football across the country.







## → **THE RISE OF COACH PRIME** ←

Deion Sanders, a man of many nicknames – “Neon Deion,” “Prime Time,” and now “Coach Prime” – has always been someone who’s gone against the grain. In his athletic career, he dominated in both football and baseball, becoming the only athlete in history to play in both a Super Bowl and a World Series. He’s also considered by many to be one of the best NFL cornerbacks of all time. In 2020, in the height of the COVID pandemic and civic unrest across the country in the wake of George Floyd’s death, Sanders turned his sights on Jackson State University (JSU), an HBCU in Jackson, Mississippi, whose flagging football program hadn’t won a conference championship since 2007.

## THE RISE OF COACH PRIME CONT'D

Launching his new program at JSU under the motto #iBelieve, Coach Prime led his team of Tigers to their first SWAC conference championship win in over a decade in 2021, as well as a program record of 11 wins and an undefeated regular season. After throwing an #iBelieve Gala for the city of Jackson, Coach Prime convinced NFL recruiters to hold a historic HBCU Pro Day on campus, giving his players the best possible opportunity to reach the NFL.

Step by step, Coach Prime is building a foundation for greatness and success at Jackson State, paving a new path forward for HBCU football programs nation-wide and giving his athletes a shot at chasing their version of the American Dream.







“I expect to *be great*.

I expect to do *what hasn't  
been done*.

I expect to *provoke change*.”

COACH PRIME





# THE DOCUMENTARY

Utilizing heartfelt interviews, game tape, and behind-the-scenes footage of Jackson State University and NFL events, **TIGER RUN: THE UNTOLD STORY** aims to pull back the curtain on one man's mission to change the paradigm for all HBCU football players and bring equity back into the NFL draft system.

**#IBELIEVE**





# THE PLAYERS

Meet Six of Coach Prime's Players Who Declared for the 2022 Draft:



10

**WARREN NEWMAN**

- Height 5-8
- Weight 175
- Class Senior
- Hometown New Orleans, La.



41

**JAMES HOUSTON**

- Height 6-1
- Weight 225
- Class Senior
- Hometown Fort Lauderdale, Fla.



7

**KEITH CORBIN III**

- Height 6-2
- Weight 200
- Class Senior
- Hometown Beaumont, Texas



3

**CJ HOLMES**

- Height 6-1
- Weight 185
- Class Senior
- Hometown New Orleans, La.



9

**AL YOUNG**

- Height 5-11
- Weight 185
- Class Senior
- Hometown Cape Girardeau, Mo.



40

**KEONTE HAMPTON**

- Height 6-2
- Weight 220
- Class Senior
- Hometown West Point, Miss.



"He saw something in me that not too many people did. He just allowed me to thrive."

**JAMES HOUSTON HOUSTON IV**

re: Coach Prime





# THE STORY

Take a peek inside a real NFL Pro Day, and see what it takes to become an NFL athlete...





# THE STORY CONT'D

Hear inspirational stories of the behind-the-scenes work that goes into crafting a championship team...








## THE STORY CONT'D

And be primed to see more greatness from Jackson State, HBCUs nation-wide, and Coach Prime and his players.





# EXECUTIVE PRODUCER



Dee Brown is an entrepreneur, producer, writer, author, talk show host, and philanthropist. He is the Founder & CEO of The P3 Group, Inc., the nation's largest African American owned, public-private partnership real estate development firm. Dee is also the Founder & Chairman Emeritus of the nonprofit Brown Foundation Community Development Corporation. Dee is also the President & CEO of the television production company Dee Brown, Inc. as well as the streaming channel, Self Made TV, which launches June 2, 2022. Dee Brown is the founder of Self Made Dee Brown CEO luxury custom clothing which launched in December of 2021; and Self Made Dee Brown CEO Sipping Tequila which makes its debut in the fall of 2022. Dee Brown is also the CEO of P3 Group Charters, Inc. which is a yacht charter company located in Fort Lauderdale, FL that owns and operates, Self Made, his 100 ft. luxury yacht. Dee Brown is a contributing writer for Forbes.com, Entrepreneur.com, Metro Magazine, and Peoria Magazine. Dee is also the host of the internationally ranked podcast The Sky's the Limit: Beyond the Deal which was launched in collaboration with Forbes Books and is now produced by Self Made TV. Dee is also the host of the WTVP PBS television talk shows Self Made with Dee Brown CEO; and #HBCYou with Dee Brown CEO.





**THANK YOU**