



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



**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-GAMESPEECHES.  
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**

# LOG LINE

**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. The documentary is shining a light on Prime's 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 the National Football League (NFL).

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 selected from the draft. This was a record low of 3% compared to athletes chosen from non-HBCU schools. In 2021, not even one HBCU player was 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 regarding 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 in 2021 at JSU under the motto #iBelieve, Coach Prime led his team of Tigers to their first SWAC conference championship win in over a decade. JSU had 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 built a foundation for greatness and success at Jackson State University, 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**



# TIGER RUN: THE UNTOLD STORY

Utilizing heartfelt interviews, game tape, and behind-the-scenes footage of the Jackson State University and the Jackson State University HBCU Pro Day event, **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 195
- 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

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 Self Made TV, which launches June 2, 2022. Brown is the founder of Self Made Dee Brown CEO luxury custom clothing and Self Made Dee Brown CEO Sipping Tequila. 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 the Executive Producer and host of WTVP PBS television talk shows Self Made with Dee Brown CEO and #HBCYou. He is the recipient of Joe Biden's Presidential Lifetime Achievement Award 2023.



Dee Brown CEO

# SUPERVISING PRODUCER

Omarosa is an award-winning entertainer who has worked for over twenty years on a broad array of national, international and local television and movies series, including most recently: The Ultimate Merger, House of Clues, and Family Affair.

Omarosa has also helped to launch two original national public television series. She is also the Co-Executive Producer for several ongoing news and lifestyle series.

In her role as a Producer, Omarosa's portfolio of programs has extended across a broad range of subjects including several documentary specials.

During her extensive on-screen TV career, Omarosa was known to be a ratings megastar and always a fan favorite. Omarosa is a best-selling author and cinematic enthusiast.



Omarosa Manigault Newman



**THANK YOU**