

CSYE

Choo Smith Youth Empowerment Inc.



Choo  Smith
Youth Empowerment

SPONSORSHIP
PROPOSAL

**I am Charles “Choo”
Smith, Jr.**

I am a former member of the World Famous Harlem Globetrotters and founder of Choo Smith Youth Empowerment. Thank you for considering being a sponsor for our youth programs.



ABOUT CSYE



Choo Smith Youth Empowerment Inc. more commonly known as CSYE is a 501c3 tax-exempt not-for-profit mentoring organization whose goal is to increase the opportunity for the success of youth in Baltimore, Maryland. CSYE is dedicated to providing services and programs which focus on the personal development of youth. We motivate, inspire and expose their great minds.

THE MISSION

The mission of to developing and implementing programming that facilitates positive growth in the lives of the youth we serve, as well as their families and the community. At Choo Smith Youth Empowerment, we will only be satisfied when all youths we train and mentor reach their fullest potential and become leaders of tomorrow.

THE VISION

- Establish a strong network of support with local and regional school systems.
- Launch a series of fundraising activities that will successfully fund the expanding program.
- Establish a strong business relationship with the Greater Baltimore Committee.
- Establish an effective training program for mentors and coaches that will increase their ability to be successful.
- Establish an effective monitoring system to protect the youth as well as coaches and mentors.



OUR MEDIA

@choosmith



3200+ Followers
& Growing
Everywhere

600+ Likes &
Growing!



@choosmithyouthem
powerment

SOCIAL MEDIA:

Social Media is a common medium to reach the desired target market. Our Facebook, Instagram and Website engage with users who use your brands – one way or other. By sponsoring us, you will reach your potential market through our social media reach. With this, you will increase exposure of your brand to your potential customers; lower your marketing cost; bring traffic to your business; and much more!

FUN FACT

“ Unlike company’s above the line advertising, sponsorship is cost effective. ”



www.chooyouth.org

THE OPPORTUNITY

By sponsoring us, your companies name and its products will be shared throughout our Social Media platform. Communication through our channels will provide visibility to your business which will help your business gain maximum market exposure. Social Media Marketing, word-of-mouth, on-site marketing and promotion through media wall will be instrumental in marketing your business. Thus, sponsoring is not only cost effective but it will yield a better return on your investment, while partnering with us to build healthy, safe and economically empowered future generation.

OPPORTUNITY FOR SPONSORS

Sales Promotion

By sponsoring us, you will have an opportunity to reach a concentrated audience of your target market. In front of those audience, you can have the opportunity to market your brand through us.

Media Channels

By sponsoring us, you will get a chance to use the media channels of our LLC this way you can reach to a much bigger untapped market through our media channels.

Social Media Promotion

All sponsors' logos will be placed and linked to the homepage of our social media, we will promote your logos on our social media which will help you reach thousands of people who will join us.


Website Promotions

By sponsoring us you can get a chance to expose your logos/brands on our website and you can target the audience who visit our website frequently.

Promotional Items

Sponsorship benefits such as promotion through our future matches and logo on our promotional materials will help your company drive traffic to your company.





IN-KIND SPONSORSHIP

We are also open to **IN-KIND SPONSORSHIP**. Our goal is to keep long lasting bonds and relationships with all of our partners, while simultaneously creating a standard of trust for all stakeholders.

NOTE
All In-Kind Sponsor companies level is subject to discussion with the company and the beneficiary.

THE PACKAGES

Platinum

By being a “Platinum” Sponsor, you will be entitled to the following benefits:

1. Featured Logo on website as Platinum Level Sponsor
2. Company logo or Individual name on all CSYE promotions and mentions in all media coverage
3. Company logo with hyperlink to your company’s website or Individual name on website
4. Access of our database of parents, friends and partners (Only those people and organizations that have given permission to share their information)
5. Corporate name in our new facility (Choo Smith Preparatory Academy-2018)
6. Reception introducing the new partnership to our network of parents, friends and business partners and sponsors
7. Classroom dedicated in the name of the company
8. Backdrop with Choo Smith Logo and your company
9. Choo will make appearances at your business when needed for one year
10. Media exposure when Choo is featured in print

\$ 100,000

Gold

By being a “Gold Sponsor”, you will be entitled to the following benefits:

1. Featured Logo on website as Gold Level Sponsor
2. Company logo or Individual name on all CSYE promotions and mentions in all media coverage.
3. Company logo with hyperlink to your company’s website or Individual name on website
4. Access of our database of parents, friends and partners (Only those people and organizations that have given permission to share their information)
5. Corporate name in our new facility (Choo Smith Preparatory Academy-2018)
6. Reception introducing the new partnership to our network of parents, friends and business partners and sponsors
7. Word of Mouth Promotion
8. Framed Appreciation Certificate from our organization

\$ 50,000

Silver

By being a “Silver” Category Sponsor, you will be entitled to the following benefits:

1. Featured Logo on website as Silver Level Sponsor
2. Company logo or Individual name on all CSYE promotions and mentions in all media coverage
3. Company logo with hyperlink to your company’s website or Individual name on website
4. Limited access of our database of parents, friends and partners (Only those people and organizations that have given permission to share their information)
5. Word of Mouth Promotion
6. Framed Appreciation Certificate from our organization

\$ 25,000

Bronze

By being a “Bronze” Category Sponsor, you will be entitled to the following benefits:

1. Featured Logo on website as Bronze Level Sponsor
2. Logo on event flyer
3. Promotion on social media
4. Word of Mouth Promotion
5. Framed Appreciation Certificate from our organization

\$ 10,000

NOTE:

We are also open to any other type of sponsorship; product or in-kind. Our goal is to keep long lasting bonds and relationships with all of our partners, while simultaneously creating a standard of trust for all stakeholders.

CONTRACT FORM

We would like to become sponsor of **Choo Smith Youth Empowerment Inc (CSYE)**:

- | | | |
|--------------------------|------------------|-----------|
| <input type="checkbox"/> | PLATINUM SPONSOR | \$100,000 |
| <input type="checkbox"/> | GOLD SPONSOR | \$ 50,000 |
| <input type="checkbox"/> | SILVER SPONSOR | \$ 25,000 |
| <input type="checkbox"/> | BRONZE SPONSOR | \$ 10,000 |
| <input type="checkbox"/> | IN-KIND SPONSOR | _____ |

GENERAL TERMS AND CONDITIONS

All Sponsorship Agreements are subject to approval and acceptance from Choo Smith Youth Empowerment Inc. (CSYE) and its team (herein referred to as the Publisher). Acceptance of the Sponsorship Agreement shall constitute an agreement to provide advertising space as described in the Agreement. The undersigned, by signing the Sponsorship Agreement, acknowledges that he/she has read and understood all of the terms contained herein. The Agreement is subject to all such terms which are expressly made a part of this Agreement.

Cancellations or changes in the Sponsorship Agreement are accepted only in writing to the Publisher, and must be received on or before the Sponsorship Closing Date for the applicable issue.

The Publisher will schedule, run, and invoice all contracts in possession on the advertising closing date of a scheduled issue. THE ADVERTISER/SPONSOR IS RESPONSIBLE FOR PROVIDING ARTWORK TO THE PUBLISHER. Advertisers/Sponsors are responsible for the submission of the advertising copy and materials by material deadlines. Payment is due and payable within 02-14 days of receipt of invoice.

Accepted this Day of , 20

SPONSOR

CSYE

Authorized Person Name

Representative Name

Authorized Person Signature

Representative Signature

CONTRACT FORM (COPY)

We would like to become sponsor of **Choo Smith Youth Empowerment Inc (CSYE)**:

- | | | |
|--------------------------|------------------|-----------|
| <input type="checkbox"/> | PLATINUM SPONSOR | \$100,000 |
| <input type="checkbox"/> | GOLD SPONSOR | \$ 50,000 |
| <input type="checkbox"/> | SILVER SPONSOR | \$ 25,000 |
| <input type="checkbox"/> | BRONZE SPONSOR | \$ 10,000 |
| <input type="checkbox"/> | IN-KIND SPONSOR | _____ |

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Accepted this Day of , 20

SPONSOR

CSYE

Authorized Person Name

Representative Name

Authorized Person Signature

Representative Signature

PAYMENT INFORMATION

Contact Information:

Full Name: _____ Phone: _____

Company: _____ Fax: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Website: _____

PAYMENT (circle one): Credit Card Check

Total Payment \$ _____

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If using a credit card, fill in credit card number above

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Expires: (MM/YY)

Security Code

Signature

Date



Choo  Smith
Youth Empowerment

CONTACT US

Contact Person

Karyn Bullock

Email

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Contact Number

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