


2021 SPONSORSHIP & PARTNERSHIP *Opportunities*



Photos from CLD Scholarship signing with scholars and their families and group photo of our 2019 CLD Scholars

A photograph of two men in suits shaking hands at a podium. The man on the right is Black and wearing glasses. The man on the left is white. In the background, there is a whiteboard with colorful notes and other people seated at a table.

N. Clay Robbins, Lilly Endowment Inc., and Dennis E. Bland, Center for Leadership Development

A MISSION FOUNDED ON BLACK YOUTH

Achievement

Dear Partners and Sponsors,

Investing in educational opportunities for Black youth has never been more critical. In Indianapolis, the Center for Leadership Development is leading the way with a proven record of transforming the lives of African American youth and their families in overcoming pervasive challenges.

CLD has worked for 43 years to prepare Black youth for the highest levels of academic, personal, and professional achievement by equipping them with the tools, character development, values and skills they need to flourish and enrich their communities. *Our programs are effective - and growing!*

CLD sponsors make a powerful, public commitment to advancing Black youth achievement and addressing the causes and symptoms of despair affecting our greater Indianapolis community. **We have space for a robust slate of visionary sponsors in 2021. Will you join us as a Partner or Sponsor?**

The enclosed materials share the benefits of supporting CLD's educational mission in 2021. I welcome the opportunity to have a personal conversation with you about your support; please feel free to contact me at the number or email below.

Your 2021 partnership will help achieve our shared vision of a bright, empowered future for every young Black student in Indianapolis. Thank you for your consideration.

Yours for the development of youth,

Dennis E. Bland, Esq. CLD '82
President
dbland@cldinc.org | 317.923.8111

Minority Achievers Awards & Scholarship Gala

41st ANNUAL VIRTUAL MINORITY ACHIEVERS AWARDS & SCHOLARSHIP GALA Thursday, March 18, 2021

By sponsoring Center for Leadership Development's Gala, you provide us with the resources necessary to offer high quality programs for youth and their supportive adults in the Central Indiana community. The support of generous partners and stakeholders like you helps to underwrite a variety of educational programs throughout the year and impacts more students who are achieving their full potential. At the same time, CLD aims to make its vision, this Center of Hope, a reality for Indianapolis.



**THANK YOU
TO OUR 2020
PARTNERS
& SPONSORS**

OVERALL REACH:

- For **41 years**, CLD has honored thousands of achieving citizens who distinguish themselves in the arts, finance, public service, education, technology and other areas.
- Through the support of our higher education, corporate and high school partners, millions have been awarded in scholarships. In 2020, **\$4,114,812** was awarded in full and partial scholarships to **60 Scholars** and **CLD Alumni**, and **CLD participants**.
- More than **900 attendees** are expected to gather virtually for this premier event for the Indianapolis community.



Ad from Indianapolis Recorder October 30, 2020



\$25,000



2020 AWARD RECIPIENTS



Helen Baker Bundles
S. Henry Bundles, Jr. Award
for Service to CLD Recipient



Deborah Hearn Smith
MME. C.J. Walker
Award Recipient



William Shrewsberry
Accomplished Achievement
Award Recipient



Kelvin Wade, CLD '86
2020 CLD Distinguished
Alumni Award



Henry W. Crews, Jr.
Leader, Community
Advocate, and Champion
for Others

You have the advantage for a representative to provide a video recorded or live address to viewers; recording will be shared post event in sponsor appreciation follow-up on social media, website and newsletters

Your logo featured on event invitation; mail and email

Your logo included in all pre and post event related emails

Your logo displayed on all presentation slides during virtual event

Full page ad in program book

Provide your branded swag to include in Watch Party Kits

Watch Party Kit for 20 or more guests

Presence in annual report as funder

Premiere presence on corporate sponsor appreciation page for remainder of year

Social media appreciation posts including corporate profile, directing viewers to your website

Highly favored to select CLD students to participate in your company's internship program (if available) and potentially hire as employees

Opportunity for employee engagement to present to CLD staff and during student program graduations

Premiere presence in annual corporate partner appreciation ad in *Indianapolis Recorder* or *IBJ* (see page 4)

Your logo on all ads

Your logo on cover of program book





\$12,500



2020 MINORITY ACHIEVERS AWARDS RECIPIENTS



Nichelle Hayes,
Achievement in Arts
& Entertainment



Akilah Darden,
Achievement in Business
& Industry



Kristian Stricklen,
Achievement in
Communications/PR/
Advertising



Shawn Bush,
Achievement in
Education, K-12

Opportunity for representative to provide video recorded or live address to viewers for social media, newsletter and website inclusion

Your logo included in all pre and post event related emails

Your logo displayed on all presentation slides during virtual event

Half page ad in program book

Opportunity to include organizational swag in Watch Party Kits

Watch Party Kit for 10 or more guests

Presence in annual report as funder

Presence and highlight on corporate sponsor appreciation page for remainder of year

Social media appreciation posts including corporate profile, directing viewers to your website

Opportunity to select CLD students to participate in your company's internship program (if available) and potentially hire as employees.

Inclusion in annual corporate partner appreciation ad in *Indianapolis Recorder* or *IBJ* (see page 4)



**CENTER FOR
LEADERSHIP
DEVELOPMENT**

Cultivating Character / Empowering Youth / Enriching Community

MAGNA CUM LAUDE \$5,000



2020 MINORITY ACHIEVERS AWARDS RECIPIENTS



Darren Henry,
Achievement in Education,
Postsecondary



Renee Pillow,
Achievement in
Entrepreneurship



Cynthia Newman,
Achievement in Financial
Services



Deborah Whitfield,
Achievement in
Professions

Listed on all pre and post event related emails

Quarter page ad in program book

Watch Party Kit for 5 or more guests

Presence in annual report as funder

Presence on corporate sponsor appreciation page for remainder of year

Social media appreciation posts including corporate profile, directing viewers to your website

Opportunity to select CLD students to participate in your company's internship program (if available) and potentially hire as employees.

Inclusion in annual corporate partner appreciation ad in *Indianapolis Recorder* or *IBJ* (see page 4)

"CLD has applied the 'It takes a village' approach in the responsibility of raising a child by providing educational opportunities that allow our children to establish strong foundations of excellence and positive character."

Victor Bush, CLD '87

CLD Alumni, Facilitator and Assistant Principal
at Lawrence North High School



\$2,500



2020 MINORITY ACHIEVERS AWARDS RECIPIENTS



Matthew Steward,
Achievement in Public
& Community Service



Dr. Kimberly Steward,
Achievement in Science
& Technical Disciplines



Jonathan Jones,
"Up & Coming" Achiever



Dr. Jeanne Dickens,
CLD Directors' Award

Name recognition on all pre and post event related emails

Listed on all sponsorship appreciation slides during presentation

Name recognition in program book

Watch Party Kit for 3 or more guests

Placement in annual report as funder

Presence on corporate sponsor appreciation page for remainder of year

Opportunity to select CLD students to participate in your company's internship program (if available) and potentially hire as employees.

Placement in annual corporate partner appreciation ad in *Indianapolis Recorder* or *IBJ* (see page 4)

"As a 1979 CLD Alumni and facilitator for 17 years, I have firsthand knowledge of the impact that CLD has on youth choosing to attend college and then coming back to CLD as volunteers. CLD has the kind of impact that not only prepares you professionally but inspires you personally. It provides lifelong lessons, effective preparation for college and career, strong friendships, and an unwavering desire to give back to the community."

Kimberley Lawrence Curry, CLD '79

CLD Alumni, Rawls Scholars Medicine Initiative Chairman/Volunteer and serves as the Associate Vice President Specialty Clinics at Eskenazi Health



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MINORITY ACHIEVERS AWARDS & SCHOLARSHIP GALA SPONSORSHIP AGREEMENT FORM

Virtual Event and Watch Party • Thursday, March 18, 2021

Sponsorship Deadline: February 19, 2021

☐ Title Sponsor \$25,000

☐ Magna Cum Laude Sponsor . . . \$5,000

☐ Phi Beta Kappa Sponsor \$12,500

☐ Cum Laude Sponsor \$2,500

☐ We are unable to sponsor but would like to make a contribution in the amount of \$ _____

Organization Name:

Sponsorship Contact:

Title:

Address:

City/State/Zip

Phone:

Email:

Watch Party Information

Individual to follow-up with Watch Party guests:

Phone:

Email:

Approved by:

Title:

Send Watch Party guest list to philanthropy@cldinc.org

Sponsors who commit at any level should be prepared to provide or confirm their logos by February 19, 2021 for inclusion in the program book and other print materials. The sponsorship level designates the number of Watch Party kits.

CLDinc.org/AchieversAwards | 317.923.8111 | philanthropy@cldinc.org

Thank You for Supporting African American Youth in Central Indiana

Why Partner with CLD?

PARTNER WITH CLD AND TRANSFORM AFRICAN AMERICAN YOUTH TOGETHER

The Center for Leadership Development is superbly positioned to impact youth in an extraordinary way. Motivated by mounting academic and social challenges and inspired by a belief CLD has real answers to overcome these challenges, CLD aspires to establish an exemplary youth organization of unparalleled distinction. You are invited to team-up with CLD to help us drive impact and change.

CLD is asset-rich and primed for collaborative impact. We have answers for youth.

Delivering Solutions Through Shared Values

- Strong mission focus
- CLD Principles for Success
- 43 years of youth development
- 17 enriching programs and experiences
- Logic Model, benchmarks and metrics driven
- Minority Achievers Award & Scholarship Gala
- College Prep Conference
- Golf Outing
- Free Tutoring and Counseling services
- 25 Higher education partners – scholarships
- Diverse stakeholder connection
- High impact and reach - city and state
- Positioned for growth and capacity building
- Longstanding partnerships
- Respected community asset
- Strong public goodwill
- Strong position for scaling and growth
- Influential board of directors

For information about deepening your relationship with CLD through a partnership, please contact one of the following:

Dennis Bland at dbland@cldinc.org
Melanie Frazier at mfrazier@cldinc.org
Ronald Brown at rbrown@cldinc.org

Thank you.

BENEFITS OF COLLABORATION

Ways through which we leverage our partnership to achieve your corporate social responsibility goals.



Marketing and Visibility

Partnership allows a variety of high impact marketing and visibility opportunities through major events, social media and more.

Overall Reach:

- Programs 4,000 and Services 15,000*
- Website visits annually: 76,242
- Social Media: 8,235
- Collateral: Invitation/ Program Book 11,262
- Active email addresses 7,575
- Annual Report mention: 2,000
- Minority Achievers Award and Scholarship Gala 1,000+



Access to Participants

Opportunity to directly impact over 50,000 students and families impacted by CLD, access to our participants is an ideal opportunity to connect with a historically underserved population. Access to a pipeline of future talent.

- College Prep Conference 1,000
- Workshops and Initiatives



Strong Community Presence

Provides strong corporate/community presence by partnering with CLD that has over 43 year history of helping African American youth and families.



Corporate Benefits and Employee Engagement

- Tax deductible contribution
- Employee engagement opportunities are ideal for partners who require or desire employee volunteerism to make a difference. CLD has many volunteer opportunities to advance youth in the community.
- Golf Outing

*Pre Covid-19 goals.

PARTNER WITH CENTER FOR LEADERSHIP DEVELOPMENT TO HELP AFRICAN AMERICAN YOUTH RISE

The Need: Closing the Achievement Gap for Black Youth

CLD is on the cusp of significant expansion. By 2024, we will grow the number of students we serve each year from 4,000 to 6,500 and begin providing our unique programs and services at satellite locations throughout Central Indiana. The support of new donors and partners like you from our community is critical to achieving our goal.

\$4.5M CAPACITY BUILDING & PROGRAM EXPANSION

- Establish satellite locations in high crime, low income areas across Central Indiana
- Increase annual program participation from 4,000 to 6,500
- Increase number of services provided from 7,500 to 15,000 annually

\$7M BUILDING EXPANSION, MAINTENANCE & INFRASTRUCTURE

- Expand CLD headquarters by 15,000 square feet to accommodate increased programs and services provided
- Expand College Prep Institute with updated technology to enhance youth learning objectives

\$15M ANNUAL OPERATING, 5 YEARS

- Follow students starting in 4th grade through college to ensure better preparation and academic success
- Establish on-campus groups, services and mentoring support for CLD students attending college
- Support increased operating expenses

\$6M ENDOWMENT FOR SUSTAINABILITY

- Develop a fund to sustain CLD's mission and expansion for years to come



\$500K MARKETING & CAMPAIGN AWARENESS

- Implement a robust communication plan to raise awareness of CLD and its impact
- Enroll more students and parents in programs and services
- Increase corporate and community involvement
- Conduct outreach and engagement in high crime, low income areas to connect with more families, schools and stakeholders



Lilly Endowment Inc. Match

Lilly Endowment Inc. has provided a conditional match of up to \$3 million by September 30, 2021. To learn more about the match, please contact Dennis E. Bland at dbland@cldinc.org or Melanie Frazier, CFRE at mfrazier@cldinc.org or call 317-923-8111.

There is a need to share our quality values-based programs and distinctive services with more marginalized youth and families across the city of Indianapolis. Too many of our youth are not on the path towards achievement. We feel compelled to reach and elevate more children than ever before and help them rise.

To increase student success, CLD sees a great need to embark upon a major campaign to develop satellite locations in distressed communities and programs in schools to increase outreach and capacity.

Lilly Endowment Inc. agrees. The Endowment has committed to a transformative gift of \$11.6 million towards our \$33 million Rise Campaign with a \$3 million match opportunity included to inspire more donors. Together, with the philanthropic community, CLD Alumni, and other stakeholders, we will address the causes and symptoms of the achievement gaps affecting students so more youth across our city will thrive.

Indianapolis will serve as a model for our nation in preeminent youth development.

Your support of this campaign will enable the Center for Leadership Development to achieve the vision.

