



CENTER FOR  
LEADERSHIP  
DEVELOPMENT

# COLLEGE PREP CONFERENCE & COLLEGE FAIR



## 14th Annual College Prep Conference & College Fair

SATURDAY, SEPTEMBER 11, 2021

INDIANA CONVENTION CENTER, SAGAMORE BALLROOM

## 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 (CLD) 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 44 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, Center for Leadership Development  
dbland@cldinc.org | 317-923-8111



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

“We have space for a robust slate of visionary sponsors in 2021. Will you join us as a Partner or Sponsor?”

# COLLEGE PREP CONFERENCE & COLLEGE FAIR

By sponsoring Center for Leadership Development's College Prep Conference, you provide us with the resources necessary to offer high quality programs for youth and their supportive adults in the Central Indiana community.

## CENTER FOR LEADERSHIP DEVELOPMENT'S COLLEGE PREP CONFERENCE

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.

### OVERALL REACH

For **14 years**, CLD has provided an immersive day-long college readiness experience to students grades 8th-12th and families.

Through the support of our funding partners, we offer this **5-hour impactful experience** which includes lunch, a keynote presentation and college fair.

COVID restrictions permitting, we hope to welcome **500 attendees** – normally 1,300 – to a day designed for college preparation.

### Thanks to our 2020 Partners and Sponsors



## SPONSORSHIP OPPORTUNITY

# Title Sponsorship \$25,000

Opportunity for representative to introduce keynote speaker

Opportunity for representative to address attendees

Logo featured on event invitation, mailings, posters and emails (if committed prior to printing)

Logo included on all pre and post event related emails

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

Premiere presence in annual corporate partner appreciation ad in Indianapolis Recorder or Indianapolis Business Journal

Inclusion in annual funder appreciation event

Included on event page post-conference for remainder of the year

Logo featured on cover of event program book

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

Highly favored to select CLD students to participate in your company's internship program (if available)

Presence in widely distributed annual report as funder

Logo featured on 48x48 sign behind center stage and as laser light in ballroom

Logo featured on event presentation slides

Full page 8.5 x 11 ad in program book, and organizational profile featured at top of sponsors page

Opportunity to provide branded materials for conference bags

Complimentary luncheon seating available upon request

“CLD helped me to develop core values of character development, educational excellence, leadership effectiveness, community service, and career achievement. Additionally, CLD got me to and through Ball State University with time management skills, resources, and scholarships.”

– Kaia Thompson,  
CLD '13 Alum, Pacers Sports  
and Entertainment

“Not only did I learn about the college application process and how to choose a major, I also learned about the little things that make a huge difference in my future, such as, how to dress for an interview or how to project my voice when speaking. This class gave its students, including myself, an advantage by teaching us things that most of us don't learn in school.”

– MADISON  
Self-Discovery 2020

## SPONSORSHIP OPPORTUNITY

# Sessions, Luncheon and College Fair Sponsorship \$15,000

Logo included on all pre and post event related emails

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

Premiere presence in annual corporate partner appreciation ad in Indianapolis Recorder or Indianapolis Business Journal

Inclusion in annual funder appreciation event

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

Highly favored to select CLD students to participate in your company's internship program (if available)

Presence in widely distributed annual report as funder

Included on event page post-conference for remainder of the year

Logo featured on 40x40 sign behind center stage and as laser light in ballroom

Logo featured on event presentation slides

Full page 8.5 x 11 ad in program book

Opportunity to provide branded materials for conference bags

Complimentary luncheon seating available upon request

Additional benefits specific to each of the three sponsorship levels:

### SESSIONS ADD-ONS

- Logo on sessions collateral including signs and name badges

### LUNCHEON ADD-ONS

- Logo on luncheon signage including table stanchions
- Opportunity to distribute materials at the luncheon

### COLLEGE FAIR ADD-ONS

- Logo on all college fair signage and in session
- Opportunity to moderate college panel (as applicable)
- Premiere location in the college fair (as applicable)

“You have both been teaching me how to be respectful to others, respect myself, treat my body, etc. I can't explain how helpful it is to be around others like me, having to make many difficult decisions. I can be completely open with my feelings and thoughts with the security of knowing I will be heard.”

– Mr. E. Phillips,  
Project Mr.

## SPONSORSHIP OPPORTUNITY

# Dean's List Sponsor \$10,000

Logo included on all pre and post event related emails

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

Premiere presence in annual corporate partner appreciation ad in Indianapolis Recorder or Indianapolis Business Journal

Inclusion in annual funder appreciation event

Included on event page post-conference for remainder of the year

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

Highly favored to select CLD students to participate in your company's internship program (if available)

Presence in widely distributed annual report as funder

Logo featured on 30x30 sign behind center stage and as laser light in ballroom

Logo featured on event presentation slides

Full page 8.5 x 11 ad in program book

Opportunity to provide branded materials for conference bags

Complimentary luncheon seating available upon request



# COLLEGE PREP CONFERENCE & COLLEGE FAIR

“The Center for Leadership Development is a rare gem in our community and I am so grateful to be affiliated with it. I cannot thank you and the entire staff enough for all you have done for Destiny. Through CLD, she has honed interviewing skills, improved essay writing techniques and gained much needed confidence. And for that, I cannot thank you enough.”

– Rhonda White, parent of a CLD Alumna and Scholar



## SPONSORSHIP OPPORTUNITY

### Midterm Sponsor \$5,000

Listed on all pre and post event related emails

Presence in annual corporate partner appreciation ad in Indianapolis Recorder or Indianapolis Business Journal

Inclusion in annual funder appreciation event

Included on event page post-conference for remainder of the year

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

Highly favored to select CLD students to participate in your company's internship program (if available)

Presence in widely distributed annual report as funder

Logo featured on 20x20 sign behind center stage and as laser light in ballroom

Half page (8.5 x 5.5) ad in program book

Opportunity to provide branded materials for conference bags

### Freshman Sponsor \$2,500

Listed on all pre and post event related emails

Presence in annual corporate partner appreciation ad in Indianapolis Recorder or Indianapolis Business Journal

Inclusion in annual funder appreciation event

Included on event page post-conference for remainder of the year

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

Highly favored to select CLD students to participate in your company's internship program (if available)

Presence in widely distributed annual report as funder

Opportunity to provide branded materials for conference bags

# COLLEGE PREP CONFERENCE & COLLEGE FAIR



“We’re proud to support the work of CLD to create the best college and career pathways for African-American students in our hometown of Indianapolis.”

– Pat Roe  
Vice President, Philanthropy  
Strada Education Network



## SPONSORSHIP COMMITMENT FORM

Click [here](#) to sponsor



- Title Sponsorship **\$25,000**
- Sessions Sponsorship **\$15,000**
- Luncheon Sponsorship **\$15,000**
- College Fair Sponsorship **\$15,000**
- Dean’s List Sponsorship **\$10,000**
- Midterm Sponsorship **\$5,000**
- Freshman Sponsorship **\$2,500**

Organization Name

Contact

Title

Organization Address

Phone

Email

Will you be submitting an ad (if applicable) by August 25?  Yes  No

Will you be providing a logo (if applicable) by August 25?  Yes  No

Will you be providing branded materials for conference bags by August 25?  Yes  No

COVID restrictions permitting we may have a college fair, would you like to participate?  Yes  No

[CLDinc.org/collegepreconference](http://CLDinc.org/collegepreconference) | 317-923-8111 | [philanthropy@cldinc.org](mailto:philanthropy@cldinc.org)

Thank you for Supporting African American Youth in Central Indiana!



# COLLEGE PREP CONFERENCE & COLLEGE FAIR

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

## 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+

Delivering Solutions  
Through Shared  
Values



## 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.

- Strong mission focus
- CLD Principles for Success
- 44 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](mailto:dbland@cldinc.org)  
Melanie Frazier at [mfrazier@cldinc.org](mailto:mfrazier@cldinc.org)  
Ronald Brown at [rbrown@cldinc.org](mailto:rbrown@cldinc.org)

\*Pre Covid-19 goals

## 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.



### 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 under-served population. Access to a pipeline of future talent.

- College Prep Conference 500
- Workshops and Initiatives



### STRONG COMMUNITY PRESENCE

Provides strong corporate/community presence by partnering with CLD that has over-40 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



**THE NEED:**  
Closing the  
Achievement  
Gap for Black  
Youth

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

CLD is on the cusp of significant expansion. By 2024, we will grow the number of students we serve to 6,500 each year 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 to 6500
- » Increase number of services provided to 15,000 annually

### \$8.5M 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

