



2022

Sponsorship and Partnership Opportunities



**CENTER FOR
LEADERSHIP
DEVELOPMENT**

Cultivating Character / Empowering Youth / Enriching Community

Did You Know...

CLD programs cost us **\$500 per participant**, families are asked to pay \$25 on average meaning CLD has to raise **\$475** PER student who attends.

The quality and value of **CLD's programs** are comparable to other leadership development programs that cost as much as **\$2,000**.

50% of our participants come from referrals - **please refer students** to our programs and services.

CLD's **25+** College and University partners have awarded over **\$30 million** in scholarships to CLD Scholars.

CLD has **partnerships** with 5 Central Indiana private high schools who provide **scholarships** to incoming freshmen. Visit our website to learn more about these opportunities.

CLD's programs depend on **volunteer facilitators** who make commitments lasting between 4 and 13 weeks. **Volunteer today!**

CLD's **values-based programs** are built on our **Principles for Success:** Character Development, Educational Excellence, Leadership Effectiveness, Community Service and Career Achievement.

CLD has over **12,000 Alumni**, and has served over **20,000 students**, and over **50,000 students and families**, through all of its programming.

CLD has over **17 programs** and initiatives in addition to free educational support services such as **free tutoring** and **free guidance counseling**.

CLD is **expanding into under-resourced and underserved neighborhoods** through satellite and in-school partnerships.

CLD's **program pipeline** serves students and families **grades 4th-12th**.

Annually, CLD has to raise **\$2.5M** from **corporations** and the **community** to maintain operations, pay staff, and continue providing exceptional student experiences.

Letter from the President

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 40+ 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 2022. Will you join us as a Partner or Sponsor?

The enclosed materials share the benefits of supporting CLD's educational mission in 2022.

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.

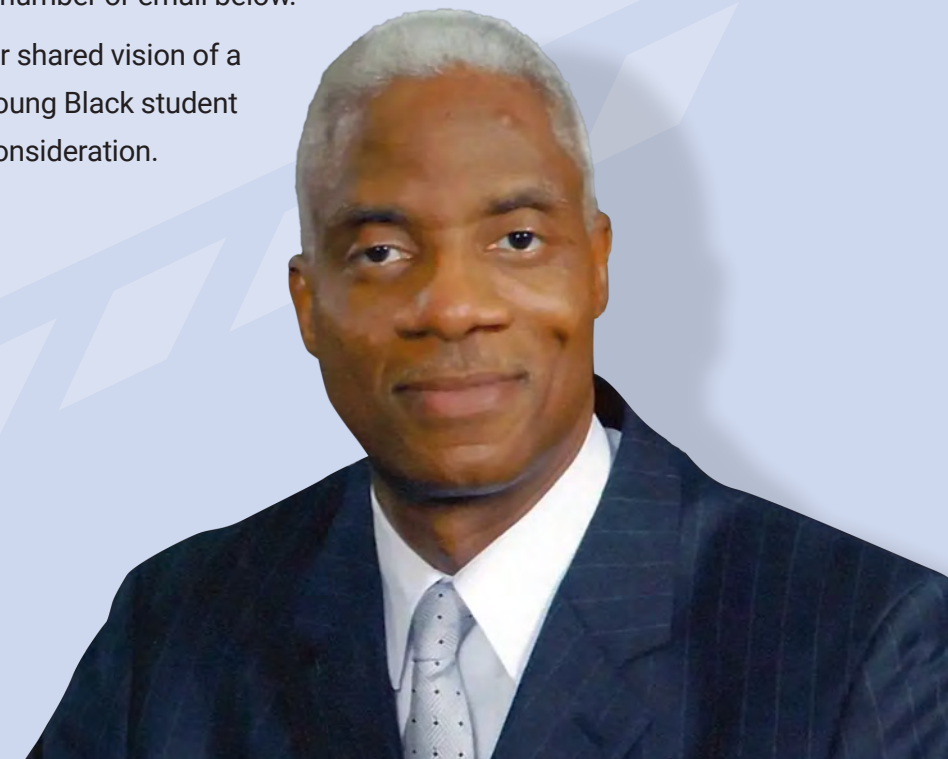
Your partnership will help achieve our shared vision of a bright, empowered future for every young Black student in Indianapolis. Thank you for your consideration.

Yours for the development of youth,



Dennis E. Bland, Esq. CLD '82
President

dbland@cldinc.org | 317.923.8111



42ND ANNUAL *Minority Achievers* AWARDS & SCHOLARSHIP GALA

March 31, 2022 at 7:00 PM
Indiana Convention Center
SAGAMORE BALLROOM

Sponsorship deadline is March 11, 2022

*A Mission Founded on
Black Youth Achievement*



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.

Title Sponsor \$25,000

- » 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
- » 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
- » Your logo on all ads
- » Your logo on cover of program book



Vickie Daniel
Reception
Nationally acclaimed performer and singer



Fanchon Stinger
Emcee
Fox59 News



Bob Donaldson
Emcee
CBS4 News



MacKenzie Isaac
Speaker
CLD Alumna,
2022 Rhodes Scholar

Note: Our event planners will implement strategies to encourage behaviors that reduce the spread of COVID-19 among staff and attendees. However, if the CDC, the State of Indiana, and Marion County require that the community dispense with hosting large gatherings, an event or events may have to move to virtual.

Phi Beta Kappa Sponsor \$12,500

- » 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
- » 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.



Magna Cum Laude Sponsor \$5,000

- » Listed on all pre and post event related emails
- » Quarter page ad in program book
- » 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.



Cum Laude Sponsor \$2,500

- » Name recognition on all pre and post event related emails
- » Listed on all sponsorship appreciation slides during presentation
- » Name recognition in program book
- » 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.





CLD/3'D Trophy GOLF OUTING

June 21, 2022

Brickyard Crossing Golf Course

Sponsorship deadline is June 7, 2022

Join us for this fun, leisurely golf outing!

The **17th CLD/3'D Trophy Golf Outing** is a great way to get out of the office, practice your swing and putts and support the CLD mission! With the financial support of sponsors and participants, CLD can continue helping central Indiana's youth meet the challenges they face.



Indianapolis Motor Speedway and
the Brickyard Crossing proudly present
the CLD/3'D Trophy Golf Outing



Sponsor the Day!

EAGLE SPONSOR: \$3,000

- » Three foursome entries (12 players) with lunch included
- » Prominent banner and two hole signs
- » Recognition during award presentation

BIRDIE SPONSOR: \$2,500

- » Two foursome entries (8 players) with lunch included
- » Prominent banner and two hole signs
- » Recognition during award presentation

HOLE SPONSOR: \$1,000

- » Hole signage

FOURSOME: \$800

INDIVIDUAL PLAYER: \$200



15th Annual

COLLEGE PREP CONFERENCE & COLLEGE FAIR

August 27, 2022

Sponsorship deadline is August 3, 2022

**Materials are due
August 3, 2022 for sponsors**

DAY-LONG COLLEGE-READINESS EXPERIENCE FOR 8TH-12TH GRADE FAMILIES

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.



Title Sponsor \$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
- » 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



Note: Our event planners will implement strategies to encourage behaviors that reduce the spread of COVID-19 among staff and attendees. However, if the CDC, the State of Indiana, and Marion County require that the community dispense with hosting large gatherings, an event or events may have to move to virtual.

Sessions, Luncheon and College Fair/ Panel Sponsorship \$15,000

- » Sessions, Luncheon and College Fair/Panel 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
- » 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)

“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

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
- » 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





Midterm Sponsor \$5,000

- » Listed on all pre and post event related emails
- » 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
- » 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

“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

2022 Sponsorship Commitment Form

PLEASE CHECK ALL THAT APPLY

Minority Achievers Awards & Scholarship Gala

- | | |
|---|---|
| <input type="checkbox"/> Title Sponsorship \$25,000 | <input type="checkbox"/> Magna Cum Laude Sponsorship \$5,000 |
| <input type="checkbox"/> Phi Beta Kappa Sponsor \$12,500 | <input type="checkbox"/> Cum Laude Sponsorship \$2,500 |

The CLD/3'D Trophy Golf Outing

- | | |
|--|---|
| <input type="checkbox"/> Eagle Sponsorship \$3,000 | <input type="checkbox"/> Foursome \$800 |
| <input type="checkbox"/> Birdie Sponsorship \$2,500 | <input type="checkbox"/> Individual Player \$200 |
| <input type="checkbox"/> Hole Sponsorship \$1,000 | |

College Prep Conference & College Fair

- | | |
|---|--|
| <input type="checkbox"/> Title Sponsorship \$25,000 | <input type="checkbox"/> Dean's List Sponsorship \$10,000 |
| <input type="checkbox"/> Sessions Sponsorship \$15,000 | <input type="checkbox"/> Midterm Sponsorship \$5,000 |
| <input type="checkbox"/> Luncheon Sponsorship \$15,000 | <input type="checkbox"/> Freshman Sponsorship \$2,500 |
| <input type="checkbox"/> College Fair Sponsorship \$15,000 | <input type="checkbox"/> College Fair Exhibitor \$150 |

Will you be submitting an ad (if applicable) by August 3, 2022? ☐ Yes ☐ No

Will you be providing a logo (if applicable) by August 3, 2022? ☐ Yes ☐ No

Will you be providing branded materials for conference bags by August 3, 2022? ☐ Yes ☐ No

Will you be exhibiting at the College Fair on August 27, 2022? ☐ Yes ☐ No

Organization Name

Contact

Title

Organization Address

Phone

Email

Send your completed form to 2425 Dr. Martin Luther King Jr. St., Indianapolis, IN 46208 or email to philanthropy@cldinc.org. You can also call 317-923-8111 for more information.

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.

- 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,
Melanie Frazier at mfrazier@cldinc.org

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

Thank You to Our Partners

Cultivating Character Empowering Youth Enriching Community

For over four decades, the Center for Leadership Development (CLD) has fostered the advancement of minority youth in central Indiana as future professional, business, and community leaders by providing experiences that encourage personal development and educational attainment. Students from 4th grade through high school and beyond learn CLD's Principles for Success: character development, educational excellence, leadership effectiveness, community service, and career achievement. These values have equipped thousands of young people to excel academically, overcome pervasive challenges and enrich their communities.

As always, our impact on youth and their families is possible only with our many partners and sponsors' dedicated and enthusiastic encouragement and financial support. Your generosity helps reduce program fees to a nominal level or, in many cases, at no cost. We believe finances should not stand between families and opportunity, and we are grateful you agree.

We celebrate these corporations, foundations, and educational institutions with gratitude and appreciation for their awareness and dedication to our mission. Together we look forward to transforming many more young lives for decades to come.

Thank you!

We are appreciative of the grantmakers who have furthered the CLD mission

3M Foundation

Arthur Jordan Foundation

Dollar General Literacy Foundation

NBA Foundation

Nicholas H. Noyes, Jr. Memorial Foundation

Teachers Credit Union Foundation

The Mind Trust

We proudly recognize the corporations, education institutions, and organizations that partnered with us in 2021 to transform the lives of African American youth and their families together.





African American Youth Need Our Help to Rise

At the Center for Leadership Development (CLD), our vision is to empower Central Indiana African American students to achieve the highest personal, postsecondary, and professional success through comprehensive character, academic, and career development. Additionally, we aspire to help Indianapolis lead the nation in Black youth academic achievement.

CLD's overarching aspiration is to amplify the value of education and expand the circle of Indianapolis African American youth who flourish in the classroom and their higher learning pursuits.

CLD's many enriching programs combat the massive educational and achievement gaps that hinder far too many African American students. As a result, CLD Alumni graduate high school and pursue postsecondary education at higher rates than their peers in central Indiana and statewide. Unfortunately, however, thousands of youth in our community are performing far beneath their great potential. According to the Indiana Department of Education (IDOE):

- 1 Only 51% of African American males graduate high school in four years;
- 2 78% of African American 4th-grade students lack proficiency in reading;
- 3 83% of 4th grade African American males scored below grade level in reading;
- 4 25% of African American students in Indiana received graduation waivers
- 5 23% of African American college students require remediation.

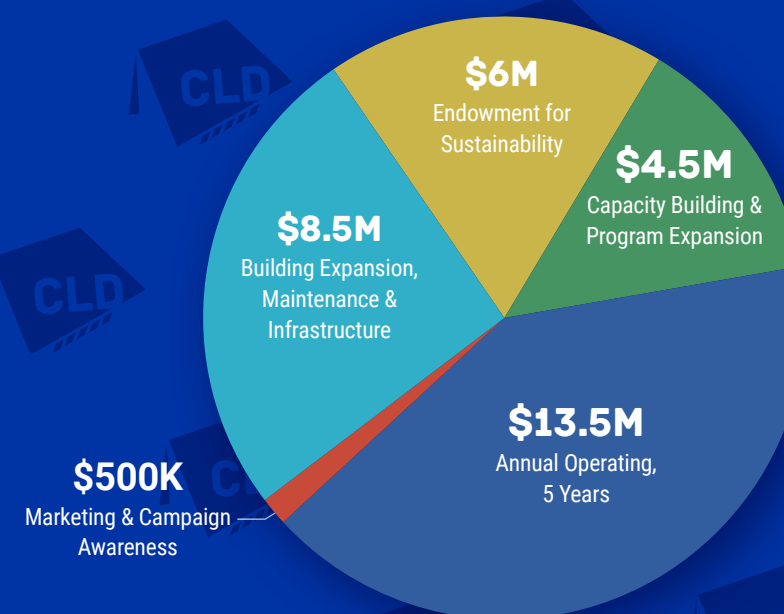
If education is the gateway to personal success, career opportunities, higher incomes, better health, and improved quality of life, then, without intervention, our Black youth and families face bleak prospects. Therefore, for the sake of our youth and our community, we must confront these disparities.

CLD helps students RISE. Collaborating with our K-12, higher education, and corporate/community partners, we will help Indianapolis outspread academic engagement and commitment with Black students throughout Marion County. Additionally, we seek to help grow the number of students achieving honor roll status. CLD has worked for over four decades to equip African American students and parents with the support and educational resources they need to overcome obstacles, flourish and enrich their communities. CLD programs have proven highly effective, and our ability to reach and impact many more students is limited only by our lack of capacity and resources.

CLD's \$33 million Rise Campaign is a bold step to expand our reach to serve lower-income neighborhoods and more Black youth than ever before. With your support, we can help many more students RISE and actualize their immense potential. Together we will achieve our powerful shared vision of many more bright African American students in Central Indiana thriving and succeeding.

As of December 1, 2021, CLD has raised \$27.2M toward our \$33M goal. The Rise Campaign ends December 31, 2022. For more information, please contact Melanie Frazier, CFRE at 317-923-8111 or mfrazier@cldinc.org.

TOGETHER, WE RISE.



\$4.5M Capacity Building & Program Expansion

- » Establish satellite locations in high crime, low income areas across central Indiana
- » Increase annual program participation to 6,500, and services provided to 15,000, annually
- » Hire new staff, provide professional development opportunities and offer competitive salaries and benefits
- » Scale CLD programs and services to meet the need of communities near and far

\$13.5M Annual Operating, 5 Years

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

\$500K Marketing & Campaign Awareness

- » Implement a robust communications 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 to engage students in high crime, low income areas

\$8.5M Building Expansion, Maintenance & Infrastructure

- » Expand CLD headquarters by 20,000 sq. ft. to accommodate increased programs and services provided
- » Expand College Prep Institute with updated technology and additional space to enhance youth learning objectives

\$6M Endowment for Sustainability

- » Develop a fund to sustain CLD's mission and expansion for years to come
- » Develop a fund to sustain CLD mission during future, unforeseen or disruptive societal events that can disrupt and dismantle non-profit organizations and their important mission work

CLD



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