

20
24

Corporate & Community Sponsorship Packages



CENTER FOR
LEADERSHIP
DEVELOPMENT

Cultivating Character • Empowering Youth • Enriching Community

DID YOU KNOW...

CLD programs cost us **\$525 per participant**, families are asked to pay \$25 on average. This means CLD has to raise

\$500

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** for CLD programs and services.

CLD is **expanding into under-resourced and underserved neighborhoods**

through satellite and in-school partnerships.

CLD's **25+ College and University partners** have awarded over

\$39 million

in full- and partial scholarships to CLD Scholars.

CLD has partnerships with five Central Indiana **private high schools** who provide

scholarships

to incoming freshmen. Visit our website to learn more about these opportunities.

CLD programs depend on **volunteer facilitators**

who make service commitments lasting between 4 and 13 weeks.

Volunteer today!

CLD's **program pipeline** serves students and families

grades 4th-12th

CLD's **values-based programs** are built on our

Principles for Success:

Character Development
Educational Excellence
Leadership Effectiveness
Community Service
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 **18** programs, workshops and initiatives in addition to free educational support services such as **free tutoring** and **free guidance counseling**.

Annually, CLD has to raise **\$3M** from **corporations** and the **community** to maintain operations, pay staff, and continue providing exceptional student experiences.



Letter from the President

Dear Corporate and Community Partners,

It is our pleasure to once again invite corporate and community stakeholders to partner with us in advancing the Center for Leadership Development's important mission through sponsorship of our 2024 events. We are offering three exciting and impactful events which we hope you would consider sponsoring: the CLD 44th Annual Achievers & Scholars Gala, our CLD Charity Golf

Classic, to be held at the beautiful Brickyard Crossing course, and our 17th Annual College Prep Conference & College Fair. These are outstanding events and would be made better by your partnership involvement.

As a charitable organization committed to offering youth preeminent program experiences that help nurture talent, we are committed to offering youth and families high-quality, high-impact learning experiences at nominal cost to families. For example, our outstanding, longstanding

leadership program, Self-Discovery/Career Exploration, costs our organization roughly \$525 per participant; however, families only pay \$25 per person to participate in this substantive, highly impactful 13-week learning experience. How are we able to provide such high-quality, high-impact experiences to our youth and families at such a low cost? Because of companies and entities like each of you who choose to serve as sponsors.

We at the Center for Leadership Development take seriously our civic charge to enrich and enhance our community by cultivating our city's future professional, business, and community leaders. The sponsorship opportunities outlined in this packet provide the resources we need to help sustain this mission and insure we continue offering quality program experiences and services to youth and families at nominal cost. When you sponsor and volunteer, you are literally joining in partnership with us as we continue striving to offer preeminent learning experiences to youth and families and develop future talent across our city, state, nation and beyond.

We hope we can count on you as one of our 2024 partners.

Yours for the development of youth,

A handwritten signature in black ink, appearing to read 'Dennis E. Bland'.

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





March 28, 2024 at 6:00 PM

Indiana Convention Center

VIP Reception at 5:00 PM

Sagamore Ballroom opens at 5:45 PM

Program at 6:00 PM

Sponsorship deadline is March 7, 2024

Materials are due March 7, 2024

Sponsors may register at cldinc.org/achieversawards

Title Sponsor **\$25,000**

- » You have the advantage for a representative to provide a video recorded 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
- » 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
- » Facebook Banner takeover - 1 week
- » Dedicated Facebook story post - 1 week
- » Thank you video from the CLD president that the sponsor can share through internal/external marketing channels
- » 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
- » Signage behind center stage and electronic acknowledgment during reception including special laser light in the ballroom
- » Complimentary seating for 20 guests

Summa Cum Laude Sponsor

\$12,500

- » Opportunity for representative to provide video recorded 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
- » 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
- » Signage behind center stage and electronic acknowledgment during reception including special laser light in the ballroom
- » Complimentary seating for 20 guests

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
- » Signage behind center stage and electronic acknowledgment during reception
- » Complimentary seating for 10 guests

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
- » Electronic acknowledgment during reception
- » Complimentary seating for 10 guests





Tuesday, June 18, 2024

The sponsorship deadline is May 28, 2024

Materials must be submitted by May 28, 2024



Join us for this fun, leisurely golf outing!

The CLD Charity Golf Classic 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 Indiana's youth meet the challenges they face.

Sponsors and players may register at ddinc.org/golfouting

MASTERS SPONSOR \$10,000

- » Four foursome entries (16 players) with lunch included
- » Prominent banner and signage on two holes
- » Logo on swag materials and newsletter
- » Recognition during the awards presentation
- » Presentation of awards to top golfers
- » Ten guests at the College Prep Conference & College Fair luncheon in September
- » Facebook Banner takeover - 1 week
- » Dedicated Facebook story post - 1 week
- » Instagram story featured on CLD Instagram
- » Thank you video from the CLD president that the sponsor can share through internal/external marketing channels

EAGLE SPONSOR \$5,000

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

BIRDIE SPONSOR \$2,500

- » One foursome entry (4 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

17TH ANNUAL
**COLLEGE PREP
 CONFERENCE
 & COLLEGE FAIR**

September 14, 2024

Sponsorship Deadline is August 16, 2024

Materials are due August 16, 2024



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
- » Facebook Banner takeover on CLD Facebook - 1 week
- » Dedicated Facebook story post - 1 week
- » Instagram story featured on CLD Instagram
- » Thank you video from the CLD president that the sponsor can share through internal/external marketing channels
- » Inclusion in annual funder appreciation event
- » Included on event page post-conference for the 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
- » College Fair Exhibitors may distribute branded materials
- » Complimentary luncheon seating available upon request

Sponsors and exhibitors may register at cldinc.org/collegeprepconference

COLLEGE PREP CONFERENCE & COLLEGE FAIR

Luncheon, Sessions or College Fair

Sponsor

\$15,000

- » Logo included on all pre and post event related emails
- » Facebook Banner takeover on CLD Facebook - 1 week
- » Facebook story post - 1 week
- » Instagram story featured on CLD Instagram
- » Website - Your "Donor Story" featured on the front of CLDInc.org for one month
- » E-news - Special article/donor story featured in the CLD newsletter
- » 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
- » College Fair Exhibitors may distribute branded materials
- » Complimentary luncheon seating available upon request



COLLEGE PREP CONFERENCE & COLLEGE FAIR



Deans 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
- » College Fair Exhibitors may distribute branded materials
- » 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
- » College Fair Exhibitors may distribute branded materials

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
- » College Fair Exhibitors may distribute branded materials

2024 SPONSORSHIP COMMITMENT FORM

Please check all that apply

Minority Achievers Awards & Scholarship Gala

Sponsorship deadline is March 7, 2024*

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

The CLD Charity Golf Classic

Sponsorship deadline is May 28, 2024*

- | | |
|--------------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Masters Sponsorship \$10,000 | <input type="checkbox"/> Hole Sponsorship \$1,000 |
| <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 |

College Prep Conference & College Fair

Sponsorship deadline is September 14, 2024*

- | | |
|-------------------------------------------------------------------|------------------------------------------------------------------|
| <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...

- ...require an itemized invoice prior to payment? Yes No
- ...be sending payment with your materials? Yes No
- ...require graphic design services? Yes No

*Please note that if branding materials are not received by the posted deadline dates, sponsors may forfeit the opportunity to have company branding on printed event materials.

Organization Name

Contact

Title

Organization Address

Phone

Email

Graphics/Ads Contact Name

Graphics/Ads Contact Email

Graphics/Ads Contact Phone

Send your completed form to:

Ron Brown, 2425 Dr. Martin Luther King Jr. St., Indianapolis, IN 46208

Email rbrown@cldinc.org

Call 317-923-8111 ext. 201 for more information

Thank You for Supporting African-American Youth throughout Indiana!

PARTNER WITH CLD AND TRANSFORM AFRICAN AMERICAN YOUTH TOGETHER

Why Partner with CLD?

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
- » 45 years of youth development
- » 18 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: Ron Brown at rbrown@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, underserved population. Access to a pipeline of future talent during the College Prep Conference, CLD workshops, and initiatives.



Strong Community Presence

Provides strong corporate/community presence by partnering with CLD that has a 40+ year history of helping African-American youth and their 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 FOR HELPING OUR INDIANA YOUTH RISE



“

I'll be honest: I want to envision—I want us all to envision—not just a “brighter” future for the Black youth of this city, but a blinding one. I mean knock-you-out, burn-your-retinas if you look directly at it, solar eclipse-level bright future. A future in which educators and elected officials travel here in great numbers to learn how CLD and the City of Indianapolis transformed first the educational trajectory and then the whole life trajectory of a generation of Black youth, and how that transformation then transformed our city at large.

What is this alchemy through which CLD achieves these transformations? It is not some mysterious formula or secret code. The Center for Leadership Development takes youth to which the world has very often said, ‘You can’t achieve this, you can’t be that and you can’t go there.’ [And] CLD says to that **‘You can.’**

”

– Vop Osili

CITY-COUNTY COUNCIL PRESIDENT

CLD's Groundbreaking Event, August 25, 2021
and CLD's Expansion Ribbon Cutting Event, December 8, 2023



**CENTER FOR
LEADERSHIP
DEVELOPMENT**

Cultivating Character • Empowering Youth • Enriching Community