

# SAVE THE DATE!

# 04.27.19

## 2019 BEYOND A DREAM YOUTH CONFERENCE

**Be.**

A Nonprofit Youth Development  
Organization

Beyond a dream, choose to be.

**GOUCHER COLLEGE  
TOWSON, MD**

**GOUCHER**  
—college—



Dear Corporate Partner:

The Be. Org (Be.) is a 501(c)3 nonprofit youth development organization dedicated to serving the Baltimore-Washington metropolitan area. The organization's mission is to encourage and nurture youth to live above their socially-imposed limitations; to develop their character, talents, and leadership skills allowing them to go **beyond a dream** and achieve remarkable excellence. By increasing exposure to various career opportunities, promoting secondary education at earlier ages, and engaging in leadership skills development, youth will set and aspire to achieve their dream career goals, focus on long-term planning, and be better equipped to withstand negative societal influences that may otherwise inhibit their success.

On Saturday, April 27, 2019 Be. will host the 4<sup>th</sup> Annual Beyond a Dream Youth Conference on the campus of our host sponsor, Goucher College in Towson. This one-day event will bring together local business supporters, the Goucher College community, corporate and community volunteers, and over 100 teenagers and parents from the Baltimore area and surrounding territories. The conference will provide comprehensive leadership, character building, college preparation, and hands-on skills development centered around 5 career paths, including: health professions, creative arts, STEM, finance, and entrepreneurship. Parents will engage through workshops in areas of: college preparation, communicating with teens, and financial planning among others.

We invite you to assist us in making the 2019 Beyond a Dream Youth Conference an ultimate success as we *prepare parents and teens to live beyond dreams*. By joining us as a Corporate Sponsor, your support will allow us to serve youth from this region and prepare them to be the leaders of tomorrow. As a Corporate Sponsor, your brand will be at the forefront of this endeavor and allow you to reach your marketing and corporate responsibility goals while engaging a captive audience. Enclosed, you will find a Corporate Sponsorship Packet that details the designated sponsorship levels and the associated benefits; as well a Sponsorship Commitment Form and information to remit your tax deductible contribution.

We sincerely hope you find this opportunity to be worthy of your support and look forward to you joining us as a Corporate Sponsor. Thank you for your kind consideration. For additional information, contact The Be. Org's Executive Director, Tonee Lawson at [tlawson@thebeorg.com](mailto:tlawson@thebeorg.com) or via phone at 240-398-912.

Yours in service,

*Tonee Lawson*

Executive Director



## 2019 BEYOND A DREAM YOUTH CONFERENCE SPONSORSHIP LEVELS

Title/Justification	Amount	Sponsor Benefits
<b>Platinum/Title</b> Underwriting for: General Operations, Marketing, Media, Guest Speakers	\$8,000	<ul style="list-style-type: none"> <li>• Naming rights to the event (within branding parameters)</li> <li>• Corporate representative to kickoff opening session</li> <li>• Brand recognition in media outreach</li> <li>• Brand inclusion in marketing material (electronic and print)</li> <li>• 2 full page ads in conference booklet</li> <li>• Pre/post event recognition</li> <li>• Prominent corporate logo placement on event signage</li> <li>• Inclusion of promotional and marketing items in conference bag</li> <li>• Corporate logo promotion on website and newsletter with hyperlink</li> <li>• Priority volunteer opportunities for corporate employees</li> <li>• Complimentary lunch for corporate representatives and volunteers</li> <li>• Corporate display opportunity in exhibit area</li> </ul>
<b>Gold/Tech</b> Underwriting for: Technology and Engagement Needs	\$6,500	<ul style="list-style-type: none"> <li>• Prominent placement of corporate logo alongside The Be. Org's logo on a backdrop for the selfie station</li> <li>• Corporate logo included on printed photos for conference attendees</li> <li>• Corporate hosted charging station</li> <li>• 5 sec logo placement at the end of the conference rap up video</li> <li>• Brand recognition in media outreach</li> <li>• Brand inclusion in marketing material (electronic and print)</li> <li>• 1 full page ad in conference booklet</li> <li>• Pre/post event recognition</li> <li>• Inclusion of promotional and marketing items in conference bag</li> <li>• Corporate logo promotion on website and newsletter with hyperlink</li> <li>• Volunteer opportunities for corporate employees</li> <li>• Complimentary lunch for corporate representatives and volunteers</li> <li>• Corporate display opportunity in exhibit area</li> </ul>
<b>Palladium/Presenting</b> Underwriting for: Breakout Sessions or Individual Career Tracks	\$5,000	<ul style="list-style-type: none"> <li>• Naming rights as a presenting sponsor of a career track (Ex: The Finance Track Presented by XYZ Corp)</li> <li>• Prominent placement of corporate logo on career track signage</li> <li>• Opportunity to host engaging, interactive breakout sessions as a subject-matter expert</li> </ul>

		<ul style="list-style-type: none"> <li>• Opportunity to highlight your brand's products/services and unique opportunities during breakout sessions</li> <li>• Brand recognition in media outreach</li> <li>• Brand inclusion in marketing material (electronic and print)</li> <li>• 1/2 page ad in conference booklet</li> <li>• Pre/post event recognition</li> <li>• Corporate logo promotion on website and newsletter with hyperlink</li> <li>• Complimentary lunch for corporate representatives and volunteers</li> <li>• Corporate display opportunity in exhibit area</li> </ul>
<b>Silver/Impact</b> Underwriting for: Food & Beverage	\$3,000	<ul style="list-style-type: none"> <li>• Naming rights to food and beverage stations</li> <li>• Prominent corporate logo placement on boxed lunch and food area signage, including the both lunch and continental breakfast</li> <li>• Sole host to parent/guardian's lunch and learn session</li> <li>• Opportunity to facilitate a workshop of your choice (subject to approval of conference leadership team) to the adult attendees</li> <li>• Brand recognition in media outreach</li> <li>• Brand inclusion in marketing material (electronic)</li> <li>• 1/2 page ad in conference booklet</li> <li>• Pre/post event recognition</li> <li>• Corporate logo promotion on website with hyperlink</li> <li>• Complimentary lunch for corporate representatives and volunteers</li> </ul>
<b>Bronze/Prime</b> Underwriting for: Conference Shirts or Bags	\$1,500	<ul style="list-style-type: none"> <li>• Prominent corporate logo placement on conference shirt for all attendees and volunteers and on conference bag for attendees</li> <li>• 1/4 page ad in conference booklet</li> <li>• Pre/post event recognition</li> </ul>
<b>Loyal Supporter</b>	\$500	<ul style="list-style-type: none"> <li>• 1/4 page ad in conference booklet</li> <li>• Pre/post event recognition</li> <li>• Inclusion of promotional and marketing items in conference bag</li> </ul>
<b>Patron</b>	\$250	<ul style="list-style-type: none"> <li>• Name listed in conference booklet</li> </ul>



## 2019 BEYOND A DREAM YOUTH CONFERENCE

### SPONSORSHIP COMMITMENT FORM

<b>Name of Institution/Company/ Organization/Sponsor:</b>	
<b>Contact Name:</b>	
<b>Title:</b>	
<b>Home/Work Address:</b>	
<b>Contact Person Phone Number:</b>	
<b>Email Address:</b>	

### SPONSORSHIP LEVELS

Check desired sponsorship level below.

- ☐ **Platinum/Title—\$8,000**
- ☐ **Gold/Tech—\$6,500**
- ☐ **Palladium/Presenting—\$5,000**
- ☐ **Silver/Impact—\$3,000**
- ☐ **Bronze/Prime—\$1,500**
- ☐ **Loyal Supporter—\$500**
- ☐ **Patron—\$250**

***Please make checks payable to The Be. Org. Mail Completed form and payment to:***

**The Be. Org  
3503 N. Charles St.  
Baltimore, MD 21218**

**For more information please contact: Tonee Lawson at 240-398-9312 or email at  
tlawson@thebeorg.com**