



EVENT SPONSORSHIP

VIRTUAL **NON**EVENT FUNDRAISING OPPORTUNITES

OUR REACH IN DETROIT



116 AMERICORPS MEMBERS



11 SCHOOLS



7,000 STUDENTS



195,000+ ANNUAL SERVICE HOURS

WHAT WE DO & WHY

City Year helps students and schools succeed. Diverse teams of City Year AmeriCorps members provide holistic support to students, classrooms and the whole school, helping to ensure that students in systemically under-resourced schools are prepared with the skills and mindsets to thrive and contribute to their communities.

OUR BELIEF

At City Year, we believe that developing the skills and mindsets of all children and young adults contributes to strong, vibrant communities.

THE CHALLENGE

Due to systemic inequities that impact students of color and students growing up in low-income households, too many students across the country do not have access to the learning environments and resources they need to thrive.

This lack of access to learning opportunities can lead to inequitable educational, health and economic outcomes.

Nationally, children living in neighborhoods of concentrated poverty graduate high school at rates that are nearly 22 percentage points lower than their middle- and upper- income peers.^{1, 2}

OUR INTENDED IMPACT

City Year partners with schools to create learning environments where all students can build on their strengths and fully engage in their learning.

City Year AmeriCorps members serve in schools full-time as student success coaches, helping students cultivate social, emotional and academic skills, whether that's mastering fractions or learning to work in teams—skills that are important in school and in life.

AmeriCorps members tutor students one-on-one or in small groups, help students stay focused in class, organize school-wide events, and run after school programs. Through their work in schools and communities, City Year AmeriCorps members not only make a difference in the lives of students they serve, but also acquire valuable skills that prepare them to become the next generation of civically engaged leaders.

Ultimately, City Year seeks to significantly increase the number of students who are on-track to graduate from high school in the communities we serve.

As we learn about what contributes to student success through our partnership with teachers, schools and community organizations, we are dedicated to sharing what we are learning and contributing to broader system changes in education—both by helping to nurture future educators and working to identify and spread practices that support improvement across schools and districts.

ORGANIZATION'S MAJOR ACHIEVEMENTS

At the site level, we continued to gain traction toward our long-term impact plan to double in size from 71 AmeriCorps members to 140 and from seven school partners to 14 over the next few years. This year, we have 116 AmeriCorps members working in 11 DPSCD schools, serving over 7,000 students..

As a national organization, since 2003, City Year has earned Charity Navigator's highest rating, certifying the organization's commitment to accountability, transparency, and responsible fiscal management. Only 1% of rated organizations have received this distinction for ten consecutive years, placing City Year among the most trustworthy nonprofits in America.



City Year has earned Charity Navigator's highest rating since 2003, certifying our commitment to accountability, transparency and responsible fiscal management. Less than 1% of rated organizations have received this distinction for 15 consecutive years or more.

ACCELERATING ACADEMIC PROGRESS & SOCIAL-EMOTIONAL LEARNING (2019-2020)



566 students received nearly **366,500 minutes of support in math.**¹



641 students received over **367,000 minutes of support in English Language Arts.**²



344 students received over **19,500 minutes of social-emotional development support.**³

WANT THE FULL SITE REPORT?

CONTACT GINGER GREEN

GGREEN2@CITYYEAR.ORG

1. ELA intervention time logged with students (tracked in internal database "cyschoolhouse") n=641; Enrollment of non-unique students, students may receive services in multiple areas; 2. Math intervention time logged with students (tracked in internal database "cyschoolhouse") n=566; 3. Social emotional intervention time logged with students (tracked in internal database "cyschoolhouse") n=344;



SPONSORSHIP OPPORTUNITIES

Benefits Of Sponsoring A Virtual Event



Cost Saving & Budget Control



Flexibility & Customization



Results Measurements



Expand Reach & Lifespan

It's time for event season! Due to the COVID-19 pandemic, in-person events have been re-imagined for the virtual age. This is a fantastic opportunity for sponsorship visibility, where our partners can be showcased on our social media platforms with a reach of over 44K followers!

City Year Detroit (CYD) has planned two main virtual events for the 2020/21 school year and we want you to be involved, and reap the benefits of this new virtual stage!

CYD VIRTUAL EVENTS

Virtual Leadership Summit | December 3, 2020 @ 12pm

Join City Year Detroit for our Virtual Leadership Summit, where leaders from the business, education, and philanthropy sectors gather to explore how to build racial and educational equity within our community.

Event lineup includes: Executive Director Address, Networking Time, Meet our AmeriCorps members, Keynote Speaker (TBA)

Red Jacket Gala | MAY 2021

Forgo your black tie and little black dress for something more comfortable as we take our annual gala online! This event will still be the talk of the season with a line up of motivational speakers, acknowledgment of CYD top supporters, and inspirational messages from our AmeriCorps members.

This year we add a new twist as we take our gala virtual, giving our audience the opportunity to engage with exciting games experiential booths! This means that instead of one hour of glitz and glam, our sponsor visibility has been extended! **(More info coming soon!)**



SPONSORSHIP PACKAGES

LEADERSHIP SUMMIT (ONLY)	\$15,000	\$10,000	\$5,000	\$3,000		
RJS GALA (ONLY)	\$50,000	\$25,000	\$10,000	\$5,000		
EVENT COMBINATION	\$60,000	\$30,000	\$13,000	\$7,000	\$100,000	\$50,000
YEAR ROUND SPONSORSHIP VISIBILITY						
Logo on City Year Uniform					✓	
Recognition on e-Newsletter					✓	
Customized employee engagement opportunities at Sponsored school					✓	✓
Opportunity to host CY team at your office					✓	
Support a particular intervention at schools						✓
Recognition on website	✓				✓	✓
Social media post (Detroit Pages)	✓	✓				
Recognition on e-newsletter	✓	✓	✓			
EVENT SPONSORSHIP						
Event Tickets	12 TICKETS	10 TICKETS	8 TICKETS	6 TICKETS	10 TICKETS	10 TICKETS
VIP Event Tickets (Gala ONLY)	8 TICKETS	6 TICKETS	4 TICKETS	2 TICKETS	6 TICKETS	6 TICKETS
Event "booth" with profile	LARGE	LARGE	LARGE	SMALL	LARGE	SMALL
UPGRADE booth to premium (optional)	✓	+\$500	+\$500	+\$500	+\$500	\$500
Mention in post-event blog	✓	✓	✓	✓	✓	✓
Featured sponsor on EXPO tab	✓	✓	✓		✓	✓
Speaking opportunity at Event(s) - via Invite					✓	
SWAG Bag Inclusion** (LS digital / RJS Gala product)	✓	✓	✓	✓		
LOGO on event hub carousel	✓	✓	✓			
Company Logo on digital invitation	✓	✓	✓			
Dedicated post in Feed (during event)	✓	✓				
LOGO on main event banner*	✓	✓				
Sponsored Session*	✓	✓				
Logo on registration confirmation email	✓	✓				
Recognition during ED address*	✓	✓				
Welcome Message (appears when someone logs in for the first time)*	✓					
30 Second commercial during speaker transition*	✓					
	PLATINUM SPONSOR	GOLD EVENT SPONSOR	SILVER EVENT SPONSOR	BRONZE EVENT SPONSOR	TEAM SPONSOR	PROGRAM SPONSOR

*Some sponsorship opportunities may be limited and based on a first come first served basis. ** Leadership summit Swag bags will be a digital offering to all attendees. RJ Gala swag bags will be a physical product offering that will be mailed to attendees prior to the event.

SPONSORSHIP RECOGNITION

SOCIAL MEDIA EXPOSURE (DETROIT PAGES)

Gain direct access to our unique followers on CYD social media channels (Instagram, Facebook and Twitter). We want to share your partnership with our fans & followers, by showcasing your brand on our pages in a tag, and/or sharing posts including your logo (dependent on sponsorship package).

RECOGNITION ON CY E-NEWSLETTER (NATIONAL)

Want to reach even more of our audience? Feature in our newsletter! CYD releases a monthly e-news highlighting exciting things happening in our communities and CYD initiatives we want you to be included!

EVENT & VIP TICKETS

As a supporter of our events we want you to get in on the action, and spread the love to your staff, friends and partners too! As an event sponsor you will receive a bundle of general admission and VIP tickets, so you can be a part of the action.

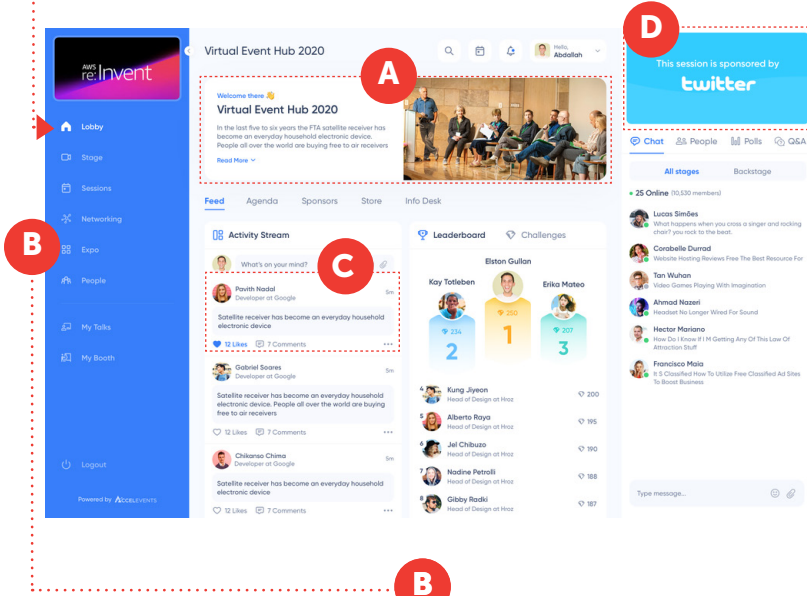
B | VIRTUAL EVENT BOOTH & PROFILE

We have enlisted AccelEvents to maximize the exposure we can offer our sponsors and create a seamless virtual event experience for attendees.

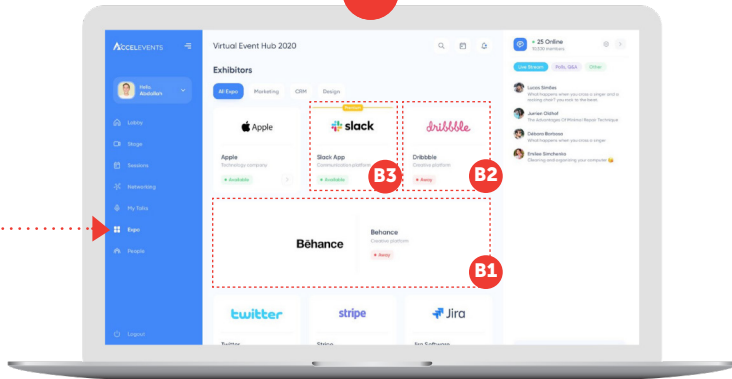
One of the many benefits of being a virtual event sponsor with CYD on the AccelEvents platform is the ability for sponsors to create a virtual booth! Similar to a standard expo booth, this feature allows sponsors to have a dedicated page (your "booth") to engage with attendees on a personal level.

With the virtual element, you can post products, exclusive offers and your sales

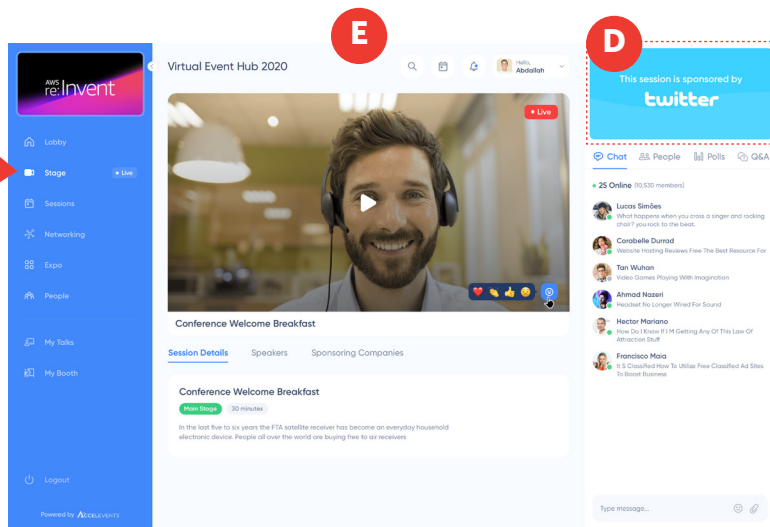
LOBBY TAB (MAIN)



EXPO TAB



STAGE TAB



team can even stream live at any time!

All sponsor booths will be shown under the EXPO TAB on the event menu, which is available at any time during the event. Get the most out of this exposure by increasing your booth size:

LARGE (B1) A double booth allows for a BIG impact

SMALL (B2) Showcase your brand in a standard booth

PREMIUM UPGRADE (B3) Set yourself apart by upgrading your booth to premium. A premium setting, unlocks additional features in your profile to maximize engagement with attendees. It also highlights your booth on the EXPO page with a "premium" banner.

FEATURED SPONSOR ON "EXPO TAB"

Stand out on the EXPO tab, by being featured! Featured sponsors will be "pinned" to the top of page for a set duration, so your brand will be the first seen.

BLOG MENTION (POST-EVENT)

We are excited to venture into this virtual space with you and want to tell our audience how you helped us pull off an amazing event! Dependent on your sponsorship package, we want to include your branding, a dedicated quote about the event from you or pictures that include your involvement in the event.



F | SWAG BAGS

Put your brand into the hands of attendees by including branded item(s) in our pre-event Swag Bags!

Leadership Summit Swag bags will be digital! Include a discount code, or invite to an exclusive event!

RJS Gala Swag Bags will be a collection of sponsors branded items, which will be mailed to the ticket holders prior to the event.

D | LOGO ON EVENT HUB CAROUSEL

Visible on every tab, is a featured sponsorship banner. This area will rotate with eligible sponsors throughout the duration of the event.

C | DEDICATED POST IN FEED (DURING EVENT)

During a typical event a sponsor can opt to have a "shout out". In the virtual space a dedicated post lives in the news feed for the duration of the event. Include a link to your

NATIONAL CY



45,000
FOLLOWERS



31,700
FOLLOWERS



10,600
FOLLOWERS



+ 100,000
SUBSCRIBERS

DETROIT CY

792

FOLLOWERS

2,258

FOLLOWERS

1,141

FOLLOWERS

+ 4,000

SUBSCRIBERS

website, or a message about an upcoming session you're involved with, so your virtual shout out reaches maximum engagement!

A | LOGO ON MAIN EVENT BANNER

This space is reserved for our top sponsors who wish to align your brand with our event! Your brand featured on our main event banner, means your logo will be featured throughout the event as a primary sponsor!

WELCOME MESSAGE FEATURE (EXCLUSIVE!)

As the event begins, a pop-up message will appear for all attendees- include your brand in this exclusive spotlight!

E | SPONSORED SESSION

Our virtual events will be jam packed with sessions that inspire, educate and motivate our attendees. If there is a special session you would like to be aligned with, this is a great way to target your audience!

E | SPEAKING OPPORTUNITY

At CYD, we have a vast network of dedicated sponsors who have chosen to support our mission and vision. We want to hear what you have to say about our joint efforts in the community. Our team will invite you to speak at our events as needed, so your voice can be heard!

LOGO ON REGISTRATION CONFIRMATION EMAIL

Reach ALL event attendees before the event begins! When a ticket to the event is purchased, attendees will receive an email confirmation. Let them know you are behind this event before it begins by being featured in the first communication!



READY TO BE A SPONSOR?

Scan the code to fill out the sponsorship form and get involved with City Year Detroit!

UPGRADE TO A YEAR-ROUND SPONSORSHIP!

TEAM SPONSOR: \$100,000

City Year's signature corporate engagement program, designed to provide a high level of exposure and engagement opportunities for corporate partners

- Fully support a team of 10 City Year AmeriCorps members at a particular school
- Serves roughly 700 Detroit Public School students (per school sponsorship)
- Logo on City Year team uniform
- Recognition on all City Year Detroit collateral, website, and e-news communication
- Speaking opportunities at high profile City Year events, including Opening Day, Women's Leadership Breakfast, Red Jacket Gala, and Graduation
- Full table at annual Red Jacket Gala, attended by over 1,000 leaders
- Mid and end of year impact report to share with company
- Customized employee engagement opportunities at sponsored school
- Opportunity to organize company-wide drives to support initiatives in school
- Opportunity to host City Year team at your offices for tour and meet and greet

PROGRAM SPONSOR: \$50,000

Enables City Year Detroit to deliver targeted program initiatives that help keep at-risk students in school and on-track to graduate high school.

- Support a particular intervention taking place at school: Attendance, Math/STEM, or Literacy
- Recognition on City Year Detroit website as Program Sponsor
- Recognition at City Year signature events
- Complimentary tickets to Red Jacket Gala
- Employee participation in school-based program initiatives
- School-based visits and roundtable with AmeriCorps members
- Mentor opportunities