



May 20, 2021
at 4 p.m.

SPONSORSHIP OPPORTUNITIES



WHAT WE DO

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

We are there alongside Milwaukee Public Schools faculty and staff to help students reconnect with their school community, re-engage in their learning, and recover from learning loss. Months of missed classes and the toll of the pandemic will exacerbate the inequities our schools already face.

City Year has rapidly adapted its service to respond to school and student needs during COVID-19. **Our AmeriCorps members, aged 18-25, are uniquely positioned to already know, quickly learn, and navigate various virtual platforms, bringing a skill set to schools that adds immediate value to teachers and students engaging in virtual learning.** Yet in Milwaukee, students do not have access to the learning environments and resources they need to thrive, due to systemic inequities that impact students of color and students growing up in low-income households.

City Year partners with schools to help bridge the gap between what their students need and what most urban schools are designed and resourced to provide. AmeriCorps members serve in schools all day, every day - as student success coaches who work as tutors, mentors and role models. Their commitment to service allows us to provide support in a cost effective way.

NATIONWIDE RESULTS

SCHOOL-WIDE GAINS

A 2015 study shows that schools that partner with City Year were up to **two to three times** more likely to improve on math and English assessments.



HOW CITY YEAR WORKS IN SCHOOLS

City Year works closely with the school principal and teachers to deliver a suite of interconnected services that cost-effectively and efficiently improve student, classroom and whole-school outcomes.



Additional capacity in the classroom, supporting classroom management and providing and enabling differentiated instruction



Use of data to monitor student progress and better meet student needs



One-on-one and small group instruction in ELA and math with embedded social-emotional supports



Extended-day activities: after-school programming, homework assistance, enrichment curricula and civic projects that build and serve community



Small group social-emotional skill building sessions



Whole school activities that improve conditions for learning, engage families and inspire civic engagement





SPONSORSHIP OPPORTUNITIES

Due to the COVID-19 pandemic, events have been re-imagined for the virtual age. This is a fantastic opportunity for sponsorship visibility, where our partners can be showcased in new and more ways!

City Year Milwaukee's Annual Event will be our main fundraiser for the 2020-2021 school year and we want you to be involved, and reap the benefits of this new virtual stage.

Benefits Of Sponsoring A Virtual Event



Cost Saving & Budget Control



Flexibility & Customization



Results Measurements



Expand Reach & Lifespan

Sponsorship Levels

Gold Event Sponsors (\$25,000)	Silver Event Sponsors (\$10,000)	Bronze Event Sponsors (\$5,000)	Afterschool Snack Sponsors (\$2,500)	Technology Sponsors (\$2,500)
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Event Timeline:

Friday May 7, 2021: SWAG bag and activity books mailed to registered guests.

Sunday, May 16, 2021: social media and email marketing focus on City Year's work in the area of **Social Emotional Learning** for students.

Monday, May 17, 2021: social media and email marketing focus on City Year's AmeriCorps members efforts to support Milwaukee students in **English Language Arts**.

Tuesday, May 18, 2021: social media and email marketing focus on City Year's AmeriCorps members efforts to support Milwaukee students in **math**.

Wednesday, May 19, 2021: social media and email marketing focus on City Year's work in supporting **AmeriCorps member development**.

DAY OF THE EVENT: Thursday, May 20, 2021

This brief and impactful event will include a line up of motivational speakers, acknowledgment of City Year Milwaukee top supporters, and inspirational messages from our AmeriCorps members.

	Gold Event Sponsors (\$25,000)	Silver Event Sponsors (\$10,000)	Bronze Event Sponsors (\$5,000)	Afterschool Snack Sponsors (\$2,500)	Technology Sponsors (\$2,500)
Branded item in guest SWAG bag for first 250 guests who RSVP	Option to give out a company branded item to all event attendees	Option to give out a company branded item to all event attendees		Logo on packaging for cookie that is sent to event guests	
Pre-event Social Media Posts	Logo shared daily during all FOUR days of social media posts and ALL emails	Logo shared during all THREE days of social media posts and emails	Logo shared during all TWO days of social media posts and emails		
# of guests that receive Party Package guests receive an additional special event-themed pack	15	10	5	2	2
Verbal recognition by organizational leadership during event	✓	✓	✓		
City Year event website recognition; click-through link to your business	✓	✓	✓		
Logo placement on event slides	✓	✓	✓		✓
Host pre-event networking room	✓	✓			
Ad in activity booklet mailed to event guests	Full-page color ad	Full-page black/white ad	Half-page black/white ad		
Chat recognition during event	✓	✓	✓		
Name in City Year, Inc.'s Annual Report Distributed to 6,000 people nationwide, and recognition on the event page of City Year Milwaukee's website	✓	✓	✓	✓	✓

Event Activity Book and Ad Information

Pre-registered guests will receive a program book containing engaging activities to do prior to the event along with sponsorship information. Activities will correlate with the event timeline. A digital version of this book will be available on our website.

ACTIVITY BOOK INFORMATION

Advertisement cost and specifications. Advertisement dimensions are listed below as mock up is not shown to size. Questions about ad specifications? Contact Kate Niemer at kniemer@cityyear.org.

FULL PAGE*

Event Sponsor Only
5.5"(w) x 8.5"(h)

AD PRODUCTION SPECIFICATIONS

Ads must be black and white (with the exclusion of gold level sponsors), print-ready, high-resolution (300 dpi minimum), and JPEG, EPS or PDF file. We can create your ad by request.

Please email ads to
kniemer@cityyear.org

DEADLINE: April 10, 2021

1/2 PAGE

\$1,000
5.5"(w) x 4.25"(h)

*Ads not shown to size

1/4 PAGE

\$500
2.75"(w) x
4.25"(h)

1/8 PAGE

\$250
2.75"(w) x 2.125"(h)



READY TO BE A SPONSOR?

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



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