
"Building better worlds, one community at a time! "

Torrey L. Barrett

K.L.E.O. Community Family Life Center's Executive Director



2015/2016

Corporate Sponsorship Proposal

K.L.E.O. Community Family Life Center
119 E. GARFIELD BLVD. CHICAGO, IL 60637 773-363-6941
www.thekleocenter.org

Who We Are

The K.L.E.O. Community Life Center is a non-profit organization founded in honor of Kleo Yolaughn Barrett, who was tragically killed by an ex-boyfriend at the young age of 27. The foundation was established to eradicate domestic violence with an encouraging message to Keep Loving Each Other (K.L.E.O.). We are a Community Center who provides the following services and Programs:

- A Safe Haven for Youth
- Mentorship Programs for Justice involved Males
- VFZ Programs
- After School Matters Program
- After School and Arts Programs
- GED Prep Classes
- Community Engagement Programs
- Theater Programs
- Domestic Violence prevention programs
- Health and Wellness Programs
- Job training and Job Retention Programs

Our Mission

The K.L.E.O. Community Family Life Center is a non-for-profit cooperation dedicated to strengthening families through physical and human capital development for people of all ages in the Chicago land community. Our goal is to create vibrant sustainable neighborhoods through planning and coordinating community revitalization projects.

Our Vision for The K.L.E.O. Community Family Life Center is that it touches on every aspect of life so our participants can learn to successfully navigate their world, dream the dream, and bring their dream into reality. The key areas of focus are Education, Violence Prevention and Reduction and Real Estate Development.



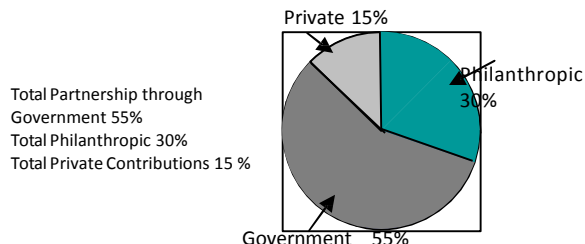
WHERE YOUR FINANCIAL SUPPORT GOES?

2014-15 Achievements

With your support, the K.L.E.O. Center raised \$78,000 in 2014 which funded the following programs:

- Implement the Chicago Public Schools Safe Haven Program that served over 60 youth
- Implement 3 After-School Matters programs that serviced and placed over 100 youth
- Execute the Peace Festival and Back to School Rally which provided school supplies, food and health education to over 3,500 families
- Mentor 125 minority males with felony convictions that reduced their recidivism rate by 51 percent
- Purchase, rehabbed and developed 16 single-family homes for affordable housing
- Hire, trained and placed over 300 youth on job sites throughout the City of Chicago to gain work experience
- Provide food and healthcare services to over 1,200 community residents through a partnership with The Greater Chicago Food Depository

Where our funding comes from?



- 55 percent from Government, City, State and Federal Partnerships.
- 30 percent from Philanthropic foundations and corporate contributions.
- 15 percent from Private individuals, Events and Donations

Ways to Sponsor



By sponsoring K.L.E.O. Community Family Life Center with a donation, you enable us to continue to provide community programs that support our mission. In return, you will be prominently promoted throughout our community and beyond as an official sponsor. 86% of our participants say they are more likely to do business with a sponsor than with a non-sponsor. Participants support K.L.E.O. and want to spend their money with businesses that do, as well.

There are three ways you can sponsor an event or program:

- **Corporate and Event Sponsorship**
- **In-kind donations of product and/or services**
- **Job Placement Programs**



KLEO 2015-2016 Events



- May 2015- K.L.E.O.'s 2nd Annual Spring Benefit "Bud, Blossom, & Bloom"☐
- August 8, 2015-Bud Billiken Parade
- August 8, 2015-One Summer Chicago Completion Celebration
- August 29, 2015- K.L.E.O.7th Annual Peace Festival and Back to School Rally
- October 25, 2015-K.L.E.O.'s 9th Annual Benefit Gala
- March 2016-KLEO- Exchange Program
- June 2016-College Tour
- June 2016-Golf Outing

Brand Exposure

As a corporate partner, we will match you up with the programs and events that best suits your philanthropic needs. Partnering with K.L.E.O. we will promote you in the following ways:

Posters:



Programs and Brochures:



Web:



Sponsor Benefits

- Demonstrates your strong community support.
- An easy and effective way to market your business
- Your ad in front of thousands of potential customers
- Advertising
- Expense tax write-off for your business

In an independent study on sponsorship of the community programs and fundraising events conducted by Performance Research, the world leader in consumer based sponsorship the following results were found:

56%

of respondents said they would *almost always* or *frequently* buy a product or support a company sponsoring a Community Involved event/s over one that does not.

Demographic

- Young Adults 18-24
- Community Leaders
- College Students
- Youth Ages 5-17

Sponsorship Opportunities

<u>Corporate</u>	<u>40,000</u>
<u>Presenting</u>	<u>25,000</u>
<u>Leadership</u>	<u>20,000</u>
<u>Mentoring</u>	<u>15,000</u>
<u>Supporting</u>	<u>10,000</u>

WWW.KLEOCENTER.ORG



Overall Sponsorship Benefits:

- Visible association with community leader in the Chicagoland Area
- Commitment to economic and cultural development of Washington Park and Englewood Area
- Fostering a culture of philanthropy in the Automobile Industry
- Enhancement of the reputation and philanthropic profile of your corporation
- Access to local business, corporations, cultural and political leaders
- By partnering with K.L.E.O. your brand will have access to our network of over 100,000 Subscribers and 37,000 Social Media Followers

Special Notes for Sponsors:

K.L.E.O. will customize all sponsorships to specifically meet your company marketing objectives. If you desire a different level of contribution, such as an in-kind sponsorship, please contact us about unique underwriting opportunities.

Corporate Sponsorship Levels

	Corporate \$40,000	Presenting \$25,000	Leadership \$20,000	Mentoring 15,000	Supporting 10,000
Promotional Visibility					
Corporate Team & Volunteer Opportunities	X				
Logo On Float At Bud Billiken Parade	X				
Recognition In Print Media	X				
Recognition In Radio Ads (Selected Events)	X				
Sponsor Publicly Acknowledged At Each Special Event	X	X			
Recognition In Email Blasts And E-Newsletters	X	X			
Logo Placement On Monthly Emailed Newsletter	X	X			
Logo On Step & Repeat For All Events	X	X	X		
Signage At All Special Events	X	X	X		
Logo On T-Shirts For One Summer Chicago Completion Celebration	X	X	X		
Recognition On Web Banner Ads	X	X	X	X	
Reserved Full Page Ad Program (Half Page For \$10,000 And Under) At KLEO Event/S	X	X	X	X	X
Recognition On Brochures And Posters	X	X	X	X	X
Name And Link On Website (No Link For Under \$15,000) Advertise As A Sponsor K.L.E.O.	X	X	X	X	X
Promo Items At All Events	X	X	X	X	X
Tickets To All Events (10 Tickets <25,000, 5 Tickets For >20,000)	X	X	X	X	X
Logo On Special Events Advertisement	X	X	X	X	X
Logo Placement On All Print Marketing For All Events	X	X	X	X	X
Advertisement On Social Media, Website And Newsletter	X	X	X	X	X
Logo Placement On All Print Marketing For All Events	X	X	X	X	X

K.L.E.O. Community Family Life Center
Board of Directors

Anita Mikki Anderson
Saundra Brady
Latisha Brown
Jonathan Coates
Royce Cunningham
Rosalyn Jamison
Marlo Kemp
Ronald Roberts
Faith Thurmond

Corporate Sponsorship Agreement



I/ We would like to be a sponsor through the enclosed donation:



Enclosed is my check in the amount (Payable to KLEO Community Life Center) \$ _____

Sponsorship Level: _____

Supporting _____ Mentoring _____ Leadership _____ Presenting _____ Corporate _____

Please accept my payment of \$ _____ by: Invoice _____ Credit Card Type



Name: _____

Credit Card # _____ Expiration Date _____ CVC _____

Signature _____ Today's Date _____

Company Name _____

Address _____

City / State / Zip Code _____

Telephone _____

Email Address _____