

Project L.I.N.K. **19th annual "Back 2 School Fair"**

Sponsorship Proposal



“It Takes A Village to Educate a Child”

Tina Young, Executive Director
Cynthia Williams, Chairperson

Just Full Service Center Campus
1315 West Spruce Street
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'BACK 2 SCHOOL FAIR'

Overview

FAIR MISSION

The mission of the **Back 2 School Fair** is to encourage early immunization practices, promote healthy life choices, increase parental involvement, provide information about community services and to help low-income students get off to a great start for the upcoming school year.

PROGRAM NARRATIVE

The purpose of the "Back 2 School Fair" is to initiate school readiness, parental involvement, and community interaction, targeting economically challenged families who reside in Hillsborough County and have children that attend schools throughout Hillsborough County Public School System.

This event targets students entering kindergarten through high school levels. Students are provided with free school supplies such as backpacks, pens, paper, notebooks, and rulers in addition to health services such as immunization, eye examinations and physicals—all requirements needed to attend schools in the Hillsborough County School District.

Project LINK is also a member of The Hillsborough County Back-to-School Coalition. The coalition members consist of local non-profit agencies that each have back to school events at their selected sites. Executives from each agency meets once a month beginning in January to build collaborative efforts in acquiring sponsorships, scheduling nurses and doctors for each site.

During this event, families get an opportunity to meet with various school principals & teachers, community support agencies, sponsoring corporate representatives and partake in a host of activities that include entertainment, face painters, balloon makers and a back to school pep rally.

The 19th annual Back-to- School Fair is scheduled for **Saturday, August 16th, 2014**, at Howard W. Blake High School campus. Fair hours are 9am - 1pm.

Our promotional campaign for the event consist of press releases to major newspaper and community newsletters, hand-out to students at school campuses, television & radio PSA's, social media sites, and online promotions via LINK's website and other partnering agencies. There are no registration fees to participate in this event.



Agency Name: Project LINK, Inc.

Agency Type: Not For Profit
(incorporation date: 10/30/89)

IRS Determination: 501 (c) 3

Board Chair: Cynthia Williams

Executive Director: Tina Young

Program Name: Back-2-School Festival

Agency Address:
1315 W. Spruce St. Tampa, Florida 33607

Agency Phone: (813) 276-5671

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'BACK 2 SCHOOL FAIR 2014'

Fair Statistics

- Nearly 700 individuals will have attended the Fair.
- Provided over 350 children with immunization and physicals
- More than 500 students will have received book bags filled school supplies.
- Over 300 parents will receive information from community support agencies to further assist in improving their quality of life.
- Over 300 parents will have received information on healthy eating and lifestyle literature.
- Over 80% of event attendees have low to moderate family incomes based on Federal guidelines
- At least 80% of students qualify for free or reduced price meals.

Why Sponsor?

- ✓ Children of low income and jobless families will not have an adequate amount of school supplies to start off the school new year.
- ✓ You're supporting access to proper medical examinations and shots that meet school district eligibility requirements for kids to attend school on the first day.
- ✓ You are making an investment, contributing to a child's self esteem and academic success.
- ✓ Project LINK, Inc. is a qualified 501(c)(3) tax-exempt organization and donations are tax-deductible to the full extent of the law.





Corporate Sponsorship Contributions

Contributions & Donations will cover the following:

- Provide breakfast & lunch for event medical staff, school administrators, vendors, & volunteers to facilitate event activities.
- Cost for entertainment, face painters, balloon twisters, event stage, t-shirts, signage, & decorations.
- Funding required for book bags and school supplies.
- Offset cost for the development, marketing, promotions, and advertisement, to host event.
- Secure expenses for janitorial supplies, refreshments, food supplies, and off-duty security.

Board of Trustees

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Supervisor, Hillsborough County
HeadStart

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HR Executive, Citigroup

Ray Leviston (Secretary)
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Carolyn Hill - Retired Principal
Hillsborough County Public Schools

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Josalyn Loango - Administrator
Hillsborough County Public Schools



Sponsorship Summary

Project LINK's "**Back-2-School Fair**" is an important free community event that heavily relies on sponsors to meet the requirements to host such an extraordinary event.

Depending on the level of sponsorship chosen, your company will be acknowledged on Project LINK's website, recognized on official event literature including in signs, banners and T-shirts. *See details, next page.*

Estimated Event Expenses

600 Book Bags & School Supplies	\$10,500.00
Entertainment & Staging	\$5,700.00
Signage/Promotion/Marketing Expenses	\$1,500.00
Decorations	\$ 500.00
Event Staff/Volunteer/Attendees T-Shirts	\$4,200.00
Event Staff /Volunteers- Breakfast & Lunch	\$450.00
Parents Lunch	\$1700.00
Refreshments for attendees	\$ 2400.00
Event Security & Custodian	\$1,200.00
Liability Insurance	\$ 800.00

Total **\$42,450.00**

PREVIOUS EVENT SPONSORS & PARTNERS

Tampa Sports Authority, Publix Charities, Glazer Family Foundation, Hands on Tampa Bay, The Casper Company, Shiner's Hospital for Children, St. Joseph's Diabetes Center, St. Joseph's Hospital, Tampa Electric Co., AMSCOT, Jesuit Key Club, Best Buy, Bank of America, LARMONS Furniture, Molina Healthcare, Kiwanis Club of Tampa Bay, and many others.

PRESENTING SPONSOR - \$12,500.00

- Provided naming rights - **(your name)** Presents Project LINK's "Back to School Fair"
- Company name/logo on front of event T-shirts worn by staff, volunteers, & attendees.
- Company name/logo displayed on all promotional banners.
- Special press release announcing name of the presenting sponsor.
- Product sample placement (must provide).
- Company name/logo on all directional signs placed throughout the event.
- Company name/logo featured on all brochures, posters and advertisements.
- Company name/logo in all press releases, radio and television PSA's.
- Company name/logo on fliers mailed home to over 100,000 school district students.
- Sponsor table at event.
- Company link on agency website/social media sites.

BACKPACK SPONSORSHIP - \$8000.00

- Company name/logo on banner placed at book bag & school supply distribution center.
- Company name/logo on event T-shirts worn by staff, volunteers, & attendees.
- Company name/logo displayed on all promotional banners.
- Product sample placement (must provide).
- Company name/logo on fliers mailed home to over 100,000 school district students.
- Company name/logo in all press releases.
- Sponsor table at event.
- Company link on agency website/social media sites.

ENTERTAINMENT SPONSORSHIP - \$6,500.00

- Company name/logo on event T-shirts worn by staff, volunteers, & attendees.
- Company name/logo displayed on staging area, face painter table, & promotional banner.
- Sponsor table at event & stage banner.
- Company link on agency website/social media sites.

FOOD & BEVERAGE SPONSORSHIP - \$5,750.00

- Company name/logo on banner at Food Station.
- Company name/logo on event T-shirts worn by staff, volunteers, & attendees.
- Sponsor table at event/ name on table banner
- Company link on agency website/social media sites.

SCHOOL SUPPLIES SPONSORSHIP - \$5,500.00

- Company name/logo on event T-shirts worn by staff, volunteers, & attendees.
- Company name/logo on flyers in school supply bags.
- Sponsor table at event.
- Company link on agency website/social media sites.

T-SHIRT SPONSORSHIP - \$4,200.00

- Company name/logo on front of event T-shirts worn by staff, volunteers, & attendees.
- Company name/logo displayed on promotional banner.
- Sponsor table at event.
- Company link on agency website/social media sites.

NOTE: All Financial & In-kind contributions will be accepted and greatly appreciated.



History of the Agency:

Project LINK was organized in April 1989 to service children and their families who resided in West Tampa 33607 zip code. To date, we have served over 30,000 families county-wide, contributing to children becoming healthy, safe, educated, and productive members of our society.

The founders of Project LINK is the late Mrs. Mary E. Bryant, retired Hillsborough County School Assistant Superintendent for Supportive Services, who was honored with having an elementary school in the Eagles/West Chase area named after her - “Mary E. Bryant Elementary” and the late Ms. Geraldine Barnes, who dedicated her life for over 30 years to social services and humanity for all, paving the way for Project LINK to make a significant impact on families throughout Hillsborough County.



“It Takes A Village to Educate a Child”

Project LINK works to help children become healthy, safe, educated, and a contributing members of our society. We believe having fewer children at-risk can be achieved through effective coordination and cooperation of community resources.

This is achieved through a variety of L.I.N.K. activities including:

- ✓ Truancy Diversion Programs
- ✓ Summer Enrichment Programs
- ✓ School Readiness Programs
- ✓ Parent Workshops/Parent Liaison Services
- ✓ Seasonal Community Celebrations

AGENCY PURPOSE

OUR PURPOSE IS TO SERVE LOW-INCOME FAMILIES WITH CHILDREN FROM EARLY CHILDHOOD TO HIGH SCHOOL LEVELS THAT HAVE BEEN IDENTIFIED BY THE SCHOOL DISTRICT AS AT-RISK OF MEETING ATTENDANCE REQUIREMENTS & ACADEMIC FAILURE.



PROJECT LINK, INC.

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Project LINK, Inc. is recognized by the U.S. Treasury department as a charitable and educational organization under the section 501 (c)(3) code of 1954.

AGENCY MISSION

WE ARE COMMITTED TO EMPOWERING RESIDENTS OF THE COMMUNITY BY IMPROVING PARENT-CHILD RELATIONSHIPS, THEREBY REDUCING TRUANCY AND DROPOUT RATES, IMPROVING GRADES AND ATTITUDES ABOUT SCHOOL, AND REDUCING DISCIPLINE REFERRALS.