

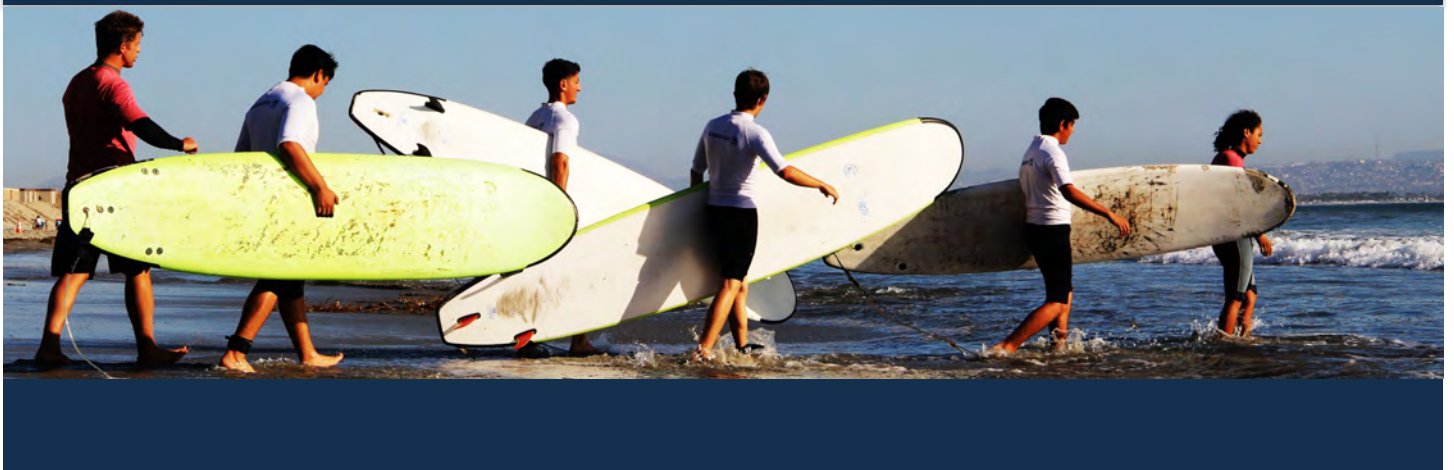


**OUTDOOR**  
**OUTREACH**

2016 Lead the Way

# Sponsorship Packet

Our **MISSION** is to connect youth to the transformative power of the outdoors. Our **VISION** is that youth everywhere will be inspired by the outdoors to play, learn, serve and share.





Dear Community Partner,

Outdoor Outreach is delighted to host the 2nd Annual Lead the Way event benefitting impactful youth development programs in San Diego. We invite you to partner with Outdoor Outreach to “Lead the Way” in opening the outdoors to underserved and at-risk youth to play, learn, serve and share.

In Lead the Way’s inaugural year, nearly 200 Outdoor Outreach supporters, sponsors and volunteers raised more than \$73,000 to provide peer-centered support and structured, adult-led activities for at-risk youth who lack the means, transportation or family support to get outside. Through the generous support of our donors and community partners, our 2015 outdoor recreation, education and environmental stewardship programs reached more youth, through more outings, than ever before.

This year, Outdoor Outreach has set an ambitious goal to raise \$100,000 at Lead the Way, which will directly benefit programs that open up a world of possibility to under-resourced teens through the outdoors. But we need your help to make a difference in the lives of thousands of young people in our community. You can help us reach our goal by becoming an event sponsor, making an in-kind donation to our auction, and/or by purchasing a table to share this special evening with friends and family.

In the sponsorship materials attached, you will find more information about the ways you can partner with us to provide life-changing outdoor experiences for youth in San Diego. If you or your company are interested in supporting this impactful event, please contact me at [heiock.kim@outdooroutreach.org](mailto:heiock.kim@outdooroutreach.org), or (619)238-5790.

Thank you for your consideration.

Sincerely,

Hei-ock Kim  
Community Engagement Manager



# About



## About Outdoor Outreach

Outdoor Outreach is a San Diego-based 501(c)(3) nonprofit organization founded in 1999 to connect youth to the transformative power of the outdoors. Since 1999, Outdoor Outreach has served more than 9,000 young people through adventure-based youth development programs.

## Our Programs

Each year, Outdoor Outreach provides approximately 400 after-school, weekend and summer programs in and around San Diego County, opening the outdoors to more than 1,200 individual youth to play, learn, serve and share in the outdoors. Through joy-filled activities like rock climbing, mountain biking, surfing and snowboarding, Outdoor Outreach provides positive opportunities and supports that allow participants to find and apply their strengths, and to develop a new narrative of what they can do and be.



## Total Programs by Year January - Dec 2015



In 2015, Outdoor Outreach served **1,244** individual youth through **4,341** user days\* of programming.

\*A user day is the participation in an Outdoor Outreach activity during a 24-hour period by one person.



# Levels



- Event:** Lead the Way: An Evening Celebrating Outdoor Leadership
- Date:** Thursday, September 8, 2016
- Venue:** BRICK (2863 Historic Decatur Road, San Diego, CA 92106)
- Goal:** Raise \$100,000 to support Outdoor Outreach

Join Outdoor Outreach for the 2nd annual Lead the Way event – an unforgettable evening celebrating exemplary outdoor leadership in our community. Enjoy dinner, drinks and a benefit auction while hearing stories of impact from the field, hosted by Outdoor Outreach Leadership Program participants. Celebrate with community partners, donors, volunteers and friends of Outdoor Outreach who help inspire the next generation of outdoor leaders!

Lead the Way Sponsorship Benefits	\$10,000 Platinum	\$7,500 Gold	\$5,000 Silver	\$2,500 Bronze
Exclusive Presenting Sponsor	•			
Event Recognition				
Premier Table at Event (includes 10 guest tickets)	•	•	•	•
Logo Recognition on Event Signage	•	•	•	•
Logo Recognition on Event Program	•	•	•	•
Promotional Outreach				
Exclusive Facebook and Twitter Recognition Posts	•	•	•	•
Exclusive Blog Posts of OO's Website	•	•		
Feature in E-Newsletter	•	•		
Logo Recognition in Pre-Event E-Blasts	•	•	•	•
Logo Recognition on OO's Website Home Page	•	•	•	•
Name Recognition in OO's Annual Report	•	•	•	•
Inclusion in all public announcements to the press	•	•	•	•
Recognition on Event Invitation*	•	•	•	•
Tax Deduction	•	•	•	•

\* Sponsor's name and logo will be included on the event invitation provided the sponsorship form attached is returned to Outdoor Outreach at least 3 weeks prior to printing.



## Exclusive Presenting Sponsor - \$10,000

- Sponsor will be referred to as the official presenter of Lead the Way in all promotional and event materials.
- Sponsor will receive a premier table at the Lead the Way event, including 10 guest tickets.
- Sponsor will be included in all general Lead the Way social media posts as the presenting sponsor.
- Sponsor will receive 5 exclusive Facebook and Twitter posts.
- Sponsor will receive an exclusive blog post on Outdoor Outreach's website.
- Sponsor will be featured in a quarterly e-newsletter read by more than 4,000 outdoor enthusiasts in San Diego and nationwide.
- Sponsor name will appear in the title of all Lead the Way e-blasts as the presenting sponsor.
- Sponsor logo will be included in all Lead the Way e-blasts, with a link to the organization's website.
- Sponsor logo will appear on the home page of the Outdoor Outreach website, with a link to the organization's website.
- Sponsor name will appear in the Outdoor Outreach 2016 Annual Report, received by 4,000 Outdoor Outreach supporters.
- Sponsor will be referred to as the presenting sponsor in all related press releases and media announcements.
- Sponsor name and logo will be included in the event invitation.\*
- Sponsor logo will appear on event signage and event program.
- Sponsor has the opportunity to provide previously agreed upon signage to be displayed at Lead the Way.
- Sponsorship is tax-deductible to the fullest extent of the law.

## Gold Sponsor - \$7,500

- Sponsor will receive a premier table at the Lead the Way event, including 10 guest tickets.
- Sponsor will receive 5 exclusive Facebook and Twitter posts.
- Sponsor will receive an exclusive blog post on Outdoor Outreach's website.
- Sponsor will be featured in a quarterly e-newsletter read by more than 4,000 outdoor enthusiasts in San Diego and nationwide.
- Sponsor logo will be included in all Lead the Way e-blasts, with a link to the organization's website.
- Sponsor logo will appear on the home page of the Outdoor Outreach website, with a link to the organization's website.
- Sponsors name will appear in the Outdoor Outreach 2016 Annual Report, which is mailed and emailed to a total of 4,000 individuals.
- Sponsor will be referenced in all related press releases and media announcements.
- Sponsor's name and/or logo will be included in the event invitation.\*
- Sponsor's logo will appear on event signage and event program.
- Sponsorship is tax-deductible to the fullest extent of the law.

## Silver Sponsor - \$5,000

- Sponsor will receive a premier table at the Lead the Way event, including 10 guest tickets.
- Sponsor will receive 3 exclusive Facebook and Twitter posts.
- Sponsor logo will be included in all Lead the Way e-blasts, with a link to the organization's website.
- Sponsor logo will appear on the home page of the Outdoor Outreach website, with a link to the organization's website.
- Sponsors name will appear in the Outdoor Outreach 2016 Annual Report, which is mailed and emailed to a total of 4,000 individuals.
- Sponsor will be referenced in all related press releases and media announcements.
- Sponsor's name and/or logo will be included in the event invitation.\*
- Sponsor's logo will appear on event signage and event program.
- Sponsorship is tax-deductible to the fullest extent of the law.

## Bronze Sponsor - \$2,500

- Sponsor will receive a premier table at the Lead the Way event, including 10 guest tickets.
- Sponsor will receive 1 exclusive Facebook and Twitter post.
- Sponsor logo will be included in all Lead the Way e-blasts, with a link to the organization's website.
- Sponsors name will appear in the Outdoor Outreach 2016 Annual Report, which is mailed and emailed to a total of 4,000 individuals.
- Sponsor will be referenced in all related press releases and media announcements.
- Sponsor's name and/or logo will be included in the event invitation.\*
- Sponsor's logo will appear on event signage and event program.
- Sponsorship is tax-deductible to the fullest extent of the law.

\* Sponsor's name and logo will be included on the event invitation provided the sponsorship form attached is returned to Outdoor Outreach at least 3 weeks prior to printina.



# Sponsorship Form



Thank you for your interest in sponsoring the 2nd annual Lead the Way event! Please complete and return this form to [heiock.kim@outdooroutreach.org](mailto:heiock.kim@outdooroutreach.org), or fax it to (619) 237 – 7612. Your support will help open the outdoors to thousands of youth in our community!

## Sponsorship Levels

- I am interested in the Platinum Presenting Sponsorship
- Gold Sponsorship - \$7,500
- Silver Sponsorship - \$5,000
- Bronze Sponsorship - \$2,500

## In-Kind Sponsorship

- I am a Gold, Silver, or Bronze level sponsor, and I would like \_\_\_\_\_% of my sponsorship amount to come from a product donation. *(Please note up to 25% of your sponsorship may be in-kind to qualify at the selected sponsorship level.)*
- I am interested in donating an item to be auctioned off in the Lead the Way silent auction. Please contact me with additional information regarding this opportunity.

## Table Sponsorship

- Our organization is unable to commit to a sponsorship at this time, but would like to purchase a table for the event for \$1,000. Please note the table sponsorship provides complimentary entry for up to 10 employees.

## Contact Information

Organization Name: \_\_\_\_\_

Organization Address: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Payment Information

- A check made payable to Outdoor Outreach for the entire sponsorship is enclosed.
- I would like to pay the sponsorship in monthly installments.
- Please invoice our organization.