



THE PROBLEM AND SHAREFEST'S SOLUTION

Chronic poverty, civic decline, gang violence and dismal school outcomes plague under-resourced neighborhoods in LA. Businesses and individuals want to do something to help but the problems feel insurmountable.

Sharefest understands how paralyzing the problems in the LA community feel. Sharefest also knows that the LA area has a tremendous pool of resources that could be used to chip away at the problems. Unfortunately, there are few clear paths to connect resources with needs in a way that actually creates change.

Sixteen years ago, Sharefest saw an opportunity to connect resources to real needs and launched Community Workday. Since its launch, Community Workday has created and strengthened connections between financial resources, skilled tradesmen and willing volunteer groups to create tangible change. Community Workday continues to make a significant dent in LA's civic decline.

Through relationships built during annual Community Workdays, Sharefest identified the need for youth programs to develop leaders in these neighborhoods. Sharefest's youth programming creates pathways for youth to mobilize from poverty and gain the skills needed to succeed. Safe summer programs, credit recovery classes, and mentorship opportunities are just some of the ways Sharefest is empowering at-risk youth to become leaders of community change.

This unique combination of community service and youth development delivers hope and real change to LA's most under-resourced neighborhoods.

\$12.5+
MILLION DOLLARS IN COMMUNITY
PROJECTS COMPLETED

3,000
VOLUNTEERS MOBILIZED ANNUALLY

6,295
HIGH SCHOOL CREDITS RECOVERED
TO DATE BY SHAREFEST'S YOUTH

500+
YOUTH RECEIVE LIFE SKILLS TRAINING
AND LEADERSHIP DEVELOPMENT
EVERY YEAR

1
JAIL TRANSFORMED INTO A
YOUTH LEADERSHIP CENTER

SHAREFEST'S SPONSORSHIP APPROACH

Sharefest is committed to understanding and delivering on our Sponsors' top priorities. Sharefest begins each sponsorship exploration by:

- 1.** Hosting a discovery session to learn about your business and philanthropic goals.
- 2.** Developing a sponsorship proposal that meets your needs and desired outcomes.
- 3.** Establishing a process to ensure delivery of the full value of your partnership.

Sharefest desires to form partnerships with companies, organizations and individuals who believe that strategic investment in under resourced youth and communities of LA will transform our city and world for the better.

WAYS TO PARTNER

Sharefest offers a variety of sponsorship opportunities, each designed to deliver valuable ROI in support of sponsor business objectives.

OUR GOAL





Sharefest seeks to be South Bay's most loved philanthropic partner.

In 2019, our goal is to raise \$1,500,000 from partners like you to provide our community's youth with new found hope and opportunity.



GENERAL SUPPORT

Sharefest provides year round programs to under resourced youth. Youth receive life skills training, hands-on learning and an attainable path to high school graduation. Corporate sponsors help open doors to new futures for youth.

TITLE 	IMPACT 	PREMIER 	NEIGHBORHOOD 
Gift Amount: \$75,000	Gift Amount: \$50,000	Gift Amount: \$25,000	Gift Amount: \$5,000
BENEFITS: <ul style="list-style-type: none">☆ Exclusive Title sponsor of youth programs❑ Primary recognition on youth program promotional materials📁 Branded custom media kit📣 Stand-alone marketing platform recognition (monthly)🔗 Custom workday experience (2x per year)📺 Branded video designed for external PR🍽️ Staff lunch and learn re: state of LA youth	BENEFITS: <ul style="list-style-type: none">❑ Secondary recognition on youth program promotional materials📁 Branded custom media kit📣 Shared marketing platform recognition (monthly)🔗 Custom workday experience (1x per year)📺 Branded video designed for external PR	BENEFITS: <ul style="list-style-type: none">📁 Branded custom media kit📣 Shared marketing platform recognition (quarterly)🔗 Custom workday experience (1x per year)	BENEFITS: <ul style="list-style-type: none">📁 Generic media kit📣 Shared marketing platform recognition (quarterly)

GENERAL SUPPORT BENEFIT DESCRIPTIONS



YOUTH PROGRAM PROMOTIONAL MATERIALS

Sponsors are recognized on all print and digital promotional material for Sharefest youth programs.



BRANDED CUSTOM MEDIA KIT

Sponsors receive a full suite of co-branded Sharefest media assets including a press release, email announcement, social media posts, messaging guide and other promotional materials.



MARKETING PLATFORM RECOGNITION

Sponsors receive logo placement on the Sharefest website and regular mentions on social media platforms. Sponsors also receive logo placement in email marketing communications and on select print materials.



CUSTOM WORKDAY EXPERIENCE

Sharefest pairs a sponsor with a project that aligns with the sponsor's values. Sharefest manages the entire experience from planning through execution. Sponsors experience phenomenal team building, powerful community connection and lasting memories.



BRANDED VIDEO

Sponsors receive a custom branded video of their Sharefest engagement.







STAFF LUNCH AND LEARN

Employees of sponsor organization are invited to an engaging and informative lunch presentation about the state of LA's youth. Employees leave feeling encouraged that their organization is helping to empower youth and transform communities.



Community Workday connects communities, organizations and volunteers to transform LA's neglected neighborhoods. Corporate sponsors provide the resources needed to make these impactful projects a reality.

TITLE 	PREMIER 	NEIGHBORHOOD 	SUPPORTING 
<p>Gift Amount: \$50,000</p> <p>BENEFITS:</p> <ul style="list-style-type: none"> ☆ Exclusive "Presented by" rights for Community Workday 📋 Primary recognition on Community Workday materials (signage, t-shirts and hats) 📢 Marketing platform recognition (3 months) 🎤 Primary recognition and exclusive interview in highlight video 📁 Branded custom media kit 🔗 Custom Community Workday experience 📺 Branded video designed for external PR 	<p>Gift Amount: \$25,000</p> <p>BENEFITS:</p> <ul style="list-style-type: none"> 📋 Secondary recognition on Community Workday materials (signage and t-shirts) 📢 Marketing platform recognition (1 month) 🎤 Secondary recognition in highlight video 📁 Branded custom media kit 🔗 Custom Community Workday experience 📺 Branded video designed for external PR 	<p>Gift Amount: \$10,000</p> <p>BENEFITS:</p> <ul style="list-style-type: none"> 📋 Basic recognition on Community Workday materials (signage and t-shirts) 📢 Marketing platform recognition (week-of) 🎤 Basic recognition in highlight video 	<p>Gift Amount: \$2,500</p> <p>BENEFITS:</p> <ul style="list-style-type: none"> 📋 Basic recognition on Community Workday materials (signage and t-shirts)

COMMUNITY WORKDAY BENEFIT DESCRIPTIONS



COMMUNITY WORKDAY MATERIALS

Sponsors are recognized on digital promotional material for Sharefest Community Workday. Sponsor logos are also printed on materials for Community Workday including signage and t-shirts.



MARKETING PLATFORM RECOGNITION

Sponsors receive logo placement on the Sharefest website and regular mentions on social media platforms. Sponsors also receive logo placement in email marketing communications and on select print materials.



HIGHLIGHT VIDEO

Sponsors receive recognition in the Sharefest Community Workday highlight video. Title sponsors also receive an exclusive interview featured in the video.



BRANDED CUSTOM MEDIA KIT

Sponsors receive a full suite of Sharefest media assets including a press release, email announcement, social media posts, messaging guide and promotional materials.



CUSTOM COMMUNITY WORKDAY EXPERIENCE

Sharefest pairs a sponsor with a project that aligns with the sponsor's values. Sharefest manages the entire experience from planning through execution. Sponsors experience phenomenal team building, powerful community connection and lasting memories.








BRANDED VIDEO

Sponsors receive a custom branded video of their Sharefest Community Workday experience.

GALA DINNER

Sharefest's annual gathering celebrates student successes and honors community heroes. Corporate sponsors gain high visibility to LA's influencers while supporting the work of empowering youth and transforming communities.

TITLE  <p>Gift Amount: \$50,000</p> <p>BENEFITS:</p> <ul style="list-style-type: none"> ☆ Exclusive "Presented by" rights for Gala 🏠 Primary recognition on all event signage 📣 Marketing platform recognition (3 months) 📁 Branded custom media kit 🌐 Primary recognition and interview in highlight video 👑 VIP pre-dinner invitation for 10 attendees ✉️ Up to 3 tables and 30 attendees with front-row seating 	VISIONARY  <p>Gift Amount: \$25,000</p> <p>BENEFITS:</p> <ul style="list-style-type: none"> 🏠 Secondary recognition on all event signage 📣 Marketing platform recognition (1 month) 📁 Branded custom media kit 👑 VIP pre-dinner invitation for 6 attendees ✉️ Up to 2 tables and 20 attendees with premier seating 	MOBILIZER  <p>Gift Amount: \$10,000</p> <p>BENEFITS:</p> <ul style="list-style-type: none"> 🏠 Basic recognition on all event signage 📣 Marketing platform recognition (week-of) 👑 VIP pre-dinner invitation for 2 attendees ✉️ Up to 1 table and 10 attendees 	INFLUENCER  <p>Gift Amount: \$5,000</p> <p>BENEFITS:</p> <ul style="list-style-type: none"> 🏠 Basic recognition on all event signage ✉️ Up to 1 table and 10 attendees
			TABLE SPONSOR  <p>Gift Amount: \$2,500</p> <p>BENEFITS:</p> <ul style="list-style-type: none"> ✉️ Up to 1 table and 10 attendees

GALA DINNER BENEFIT DESCRIPTIONS



EVENT SIGNAGE

Sponsor logos are prominently displayed on all printed event signage. Title sponsor organizations are featured as presenters of the Gala.



MARKETING PLATFORM RECOGNITION

Sponsors receive prominent logo placement on the Sharefest website and regular mentions on all social media platforms. Sponsors also receive logo placement on all email marketing communications specific to the Gala Dinner.



BRANDED CUSTOM MEDIA KIT

Sponsors receive a full suite of Sharefest media assets including a press release, email announcement, social media posts, messaging guide and promotional materials.



HIGHLIGHT VIDEO

Sponsors receive recognition in the Sharefest Gala highlight video. Title sponsors also receive an exclusive interview featured in the video.



VIP PRE-DINNER INVITATION

Sponsors are invited to an exclusive pre-dinner meet-and-greet with special guests from the Gala Dinner.



TABLES

Sponsors receive reserved tables with branded table signage.

Sharefest sponsors are empowering youth, transforming communities and delivering hope.

LET'S TALK

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sharefest

EMPOWERING YOUTH. TRANSFORMING COMMUNITIES.