



SETTING A GOAL
TAKES COURAGE.
GETTING THERE TAKES
TENACITY.

THE TENACITY 2012 GALA CELEBRATION • MAY 18, 2012 • WESTIN BOSTON WATERFRONT HOTEL

ABOUT THE 2012 GALA CELEBRATION

Please join us in supporting Tenacity's mission to improve the lives of thousands of Boston's at-risk youth. Our 2012 Gala Celebration is critical to Tenacity's capacity to provide after and out of school programming to more than 6,000 of our city's less advantaged children.

With Tenacity's successful launch of its **Pathway to Post-Secondary Success** strategic plan, our spring gala will be a high-energy, interactive affair designed to entertain, educate, inspire, and engage all of our dedicated supporters regarding the progress we've made and our vision for the future. This special evening will bring together over 600 local civic, sports, education and business leaders as we celebrate our youth and raise funds to **Extend, Expand and Enhance** our model to improve the lives of Boston's underserved youth. The event is designed to enable our sponsors to demonstrate not only the financial support they offer to Tenacity, but also their direct connections with our students, through a variety of compelling engagement opportunities. These engagement activities will be highlighted at the gala, with our audience having the opportunity to directly participate in several student-based events taking place during the evening.

All who attend the gala will not only have a great time, but will come away with a *renewed* excitement for the work taking place at Tenacity, the positive results being achieved, and their critical role in enabling Tenacity and our students to realize their full potential. We appreciate your taking the time to review the various sponsorship opportunities available, and selecting what level of involvement is most appropriate for you.

SPONSORSHIP APPROACH

This year, in an effort to promote stronger ties to Tenacity and the youth we serve, we are encouraging Sponsors to become more actively engaged in Tenacity's program activities. A variety of student engagement opportunities - based on various sponsorship levels - are being offered.

In addition, Sponsors will also enjoy VIP benefits and branding at the Gala as well as various branding opportunities within Tenacity's ongoing communications and program activities.

This combination of video/photo/written documentation of the sponsor's engagement with Tenacity students, along with various branding opportunities at the Gala and within Tenacity program and communications activities can be used as a powerful message by our sponsors to demonstrate how they actively support their local community.

Each Sponsorship Level offers specific Engagement and Brand Exposure Opportunities. We invite you to review the following descriptions for more details.

View videos at www.YouTube.com/TenacityKids to see the value we bring to Boston.

SPONSORSHIP ENGAGEMENT ACTIVITIES

All engagement activities will be recorded via video or photo as well as documented with a written account. All such recordings and documentation will highlight the sponsors' role in the activities and will be made available to sponsors for use in their corporate communications. It will also be utilized in Tenacity's communications, demonstrating how the corporate community is making an impact with Tenacity's activities.

PRESENTING SPONSOR Selects and helps to design one of the three activities below, and participates in the activity at the Gala. The activity is branded by the sponsor.

DOUBLES SPONSOR Will be recognized during one of the three activities below at the Gala.

1. **Team Debate Coaching.** Sponsors will work with a small group of students preparing for a team debate. Several coaching sessions will be arranged where the coach and the team will prepare and practice their arguments. During the debate sponsor coaches may participate alongside their teams. The debate will be viewed and judged by a live audience during the Gala.
2. **Talk Show Format Discussion.** Sponsors will help design and participate in a discussion with leading figures and stakeholders in urban youth development. The discussion will be viewed by a live audience during the Gala, where their participation will be encouraged.
3. **Case Study Participation.** Sponsors help select and prepare students to participate in a moderated case study discussion about a topic related to success, failure and ongoing challenges with urban youth development. The sponsor would also participate in the case study discussion, together with other leading figures and stakeholders. The discussion will be viewed by a live audience during the Gala.

STRAIGHT SETS SPONSOR Choose to participate in up to three of the activities listed below.

ACE SPONSOR Choose to participate in up to two activities listed below.

OVERHEAD SPONSOR Choose to participate in one activity listed below.

- A. Student Activity Fair.** Sponsors will assist students with specific projects that the student, or a group of students, have a particular interest in. The project may be in areas such as; academics, athletics, arts, self-improvement, family dynamics, community service, etc. Completed projects will be displayed and/or presented during an activity fair, where they will be judged by a live audience at the Gala.



- B. Work Environment Tour.** Invite Tenacity student(s) into your work place to demonstrate what it means to be employed and pursuing a meaningful professional career. Sponsors can create a variety of one-on-one or group encounters designed to offer learning opportunities such as; developing and utilizing transferable work skills, developing specialized skills, developing organizational and management skills, transferring skills learned in the classroom to the work place, working with multiple stakeholders including peers, supervisors, subordinates, customers, business partners, competitors, shareholders, etc.

C. High School Application Preparation. Every year Tenacity holds a workshop on Martin Luther King Day (January 16, 2012) for eighth grade students seeking assistance with their high school application process. This is a fun yet valuable activity which generally focuses on the personal essay each student must prepare as part of their application to the more prominent Boston area high schools. Adult sponsors typically work one-on-one with students, helping them develop and refine their essays so as to best demonstrate their talents and abilities.

D. High School Readiness Retreat. Sponsors participate in an off-site retreat designed for eighth grade students preparing to enter high school. Workshops, seminars, and a variety of game-based exercises are designed to inform, educate, and build life skills that will help students achieve their full potential during their high school years. These activities may include, but are not limited to; understanding adult responsibilities, addressing peer pressure and negative influences, etiquette and manners training, goal setting and time management, and stress management.



E. Parent Workshop. Sponsors participate in a workshop for parents of students who are in the Tenacity program. The workshop is designed to provide parents with valuable information and tools they can use to better support their children as they progress through the Boston Public School System. In this setting, sponsors can provide valuable insights into what critical functional skills and character qualities should be developed in order to successfully transition from the school to the work environment.

F. Tutoring Sessions. Work with small groups or individual students as they seek guidance and support with their academic studies. Help them complete homework assignments, prepare for tests, organize writing assignments, or plan school projects in either a Tenacity program location or in your office environment.

All Sponsors are assigned to a Tenacity Tennis Team.



Tennis Team. Sponsors will be assigned to a Tenacity tennis team, where the team will compete within a mini tennis league. Some league matches could take place at the sponsor's work place where they will be able to coach team players. Sponsors are also welcome to join their team at normal Tenacity locations to help coach. The league will culminate in play off and championship matches to take place at the end of the winter season and viewed by a live audience during the Gala.

SPONSORSHIP BRAND EXPOSURE

Within Tenacity's...

- Website
- Newsletters
- Outgoing Email
- Printed Literature
- Program site locations
- Incoming call greeting via phone system
- Where possible, unique events and activities
- Where possible, co-operative exposure via Tenacity PR/Advertising placements



Sample brand exposure at the 2011 Gala

SPONSORSHIP LEVELS

PRESENTING SPONSOR: \$50,000

- Selects, designs, and participates in the main sponsor-student Engagement Activity at the Gala.
- Top tier Brand Exposure from the time sponsorship is confirmed until December, 2012.
- Corporate logo in Gala guide, on Gala posters, and on all video screens at Gala.
- Twenty (20) Gala tickets.

DOUBLES SPONSOR: \$25,000

- Recognition during the main sponsor-student Engagement Activity at the Gala.
- 2nd tier Brand Exposure from the time sponsorship is confirmed until December, 2012.
- Corporate logo in Gala guide, on Gala posters, and on all video screens at Gala.
- Sixteen (16) Gala tickets.

STRAIGHT SETS SPONSOR: \$15,000

- Choice to participate in up to three Engagement Activities, to be highlighted at the Gala.
- 2nd tier Brand Exposure from the time sponsorship is confirmed until June, 2012.
- Corporate logo in Gala guide, on Gala posters, and on all video screens at Gala.
- Ten (10) Gala tickets.

ACE SPONSOR: \$10,000

- Choice to participate in up to two Engagement Activities, to be highlighted at the Gala.
- 3rd tier Brand Exposure from the time sponsorship is confirmed until June, 2012.
- Corporate logo in Gala guide, on Gala posters, and on all video screens at Gala.
- Eight (8) Gala tickets.

OVERHEAD SPONSOR: \$5,000

- Choice to participate in one Engagement Activity, to be highlighted at the Gala.
- Name/Brand recognition on gala-related communications and activities.
- Name recognition in Gala guide, on Gala posters, and on all video screens at Gala.
- Four (4) Gala tickets.

Tenacity's Annual Gala

The Westin Waterfront Hotel
Boston, Massachusetts
May 18, 2012

SPONSORSHIP FORM

SPONSOR INFORMATION

Company : _____ Contact Name (for payment/seating questions): _____

Phone Number: _____ Email: _____

Address: _____ City/State/Zip: _____

SPONSORSHIP LEVEL

___ Presenting Sponsor \$50,000

___ Doubles Sponsor \$25,000

___ Straight Sets Sponsor \$15,000

___ Ace Sponsor \$10,000

___ Overhead Sponsor \$5,000

PAYMENT INFORMATION

___ Sending check payable to **Tenacity, Inc.** in the amount of: \$ _____

___ Please send an invoice.

Credit Card Payment: ___ Visa ___ MasterCard Amt. approved to charge: \$ _____

Credit Card #: _____ Expiration Date: _____

Print Name on credit card: _____

Signature of Card Holder

Date

Thank you for helping at-risk Boston youth gain the skills and self-confidence they need to succeed in life

Questions, faxes, mail and payments should be directed to:

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