



# Sponsorship & Advertisement Proposal

A 501(c)(3) Organization



## About The Foundation

### Foundation Trustees

Marcus Bailey  
Chairman

Dave T. Mooring  
Treasurer

Arlynn Hall  
Billy Russell  
Chris Surratt  
Gregory Nance  
Ryan Williams

Chairman Emeritus  
I. Victor Yancey  
(Deceased)

P. O. Box 26328  
Trotwood, OH 45426

937.241.3249

The Dayton Alumni Kappa Alpha Psi Foundation, Inc. was established in 1998 as a non-profit organization and is tax-exempt under section 501(c)(3) of the Internal Revenue Code.

Our purpose is to serve the growth, development, and educational needs of youth in the Dayton and surrounding communities. To this end our ability to generate revenue is critical and we rely on donors, sponsors, and special fund raising activities to provide the support and services our community needs.

The Dayton Alumni Kappa Alpha Psi Foundation, Inc. is compliant with all local, state, and federal laws governing the proper collection and use of funds and taxation by a non-profit organization and submits an audited report annually to the Ohio Secretary of State.



# OUR MAJOR CAUSES



Our purpose is to serve the growth, development, and educational needs of youth in the Dayton and surrounding communities

## GUIDE RIGHT

Our local Guide Right Program has directly and indirectly impacted the lives of thousands through a number of different initiatives. One of our major guide right activities is our Kappa League program which is the oldest running of its kind in the country. We actively mentor, train, and develop leaders of tomorrow in this program which includes young men in grades 7-12. We provide an average of 15 young men per year with meaningful and beneficial experiences such as: college visits, community service activities, leadership training, and more.

## SCHOLARSHIPS

Each year the Dayton Alumni Kappa Alpha Psi Foundation holds an open application process for any graduating senior in and around the Dayton area to receive scholarship money towards their college education.

As a non-profit and with our sole function being to aid the youth of the community the amount of scholarships we are able to award is solely based on the amount of donations and funds we are able to raise each year. Our goal is to consistently increase the amount of scholarships we are able to provide each year.

## INFANT MORTALITY & SAFE SLEEP TRAINING

Recently the Dayton Alumni Kappa Alpha Psi Foundation has taken on the task of reducing the rate of infant mortality in our community through awareness and prevention training.

This is in response to a nationwide initiative based on trending statistics that show increasing rates of children that do not live past infancy due to unsafe practices, and preventable circumstances.

## FATHERHOOD MATTERS PROGRAM

The Dayton Alumni Kappa Alpha Psi Foundation is rolling out a Nurturing Fathers program intended to reunite and strengthen families in and around the Dayton area.

The program utilizes a 13 week evidence based curriculum designed to help transform individuals and their families. This is based on a study that indicated children with more involved fathers experienced fewer behavioral problems and has a better chance of achievement.

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## **OUR MONTHLY PLANNER**

A fundraiser designed to showcase your business, organization,  
or service all year long to area community members.

# MONTHLY PLANNER

The Dayton Alumni Kappa Alpha Psi Foundation is producing a 15-month, 8 1/2" x 11" planner that will go on sale to raise money for our scholarships and community programs in the Fall of 2017. The calendar will contain the months of October 2017 – December 2018. It will have all the features of what you may find in an office supply store. Professional design and printing, wire-binding, rugged and durable plastic/vinyl covering, goal planning worksheets, and more.

Within this calendar we will have visible, but unobtrusive advertising space available for use by businesses, organizations, professional service providers, foundation supporters, etc. The advertising space is limited as this will be a useful and daily planning tool for the end customers who purchase the planners.

These planners will be key parts of people's everyday life and organization. Our goal is to provide something that is invaluable to those who use it while offering businesses and sponsors the ability to have high impact advertisement opportunity.



## A Full 15 Month Calendar and Planner

All the features of a standard appointment book or monthly planner that you would expect.



## Additional Helpful Information

We will include helpful information specific to the Dayton and surrounding areas making this even more attractive to buy.



## High Impact Advertisements

Advertisements and sponsor messages will be in highly visible areas yet not in a way to obstruct from easy day to day use as a planner.



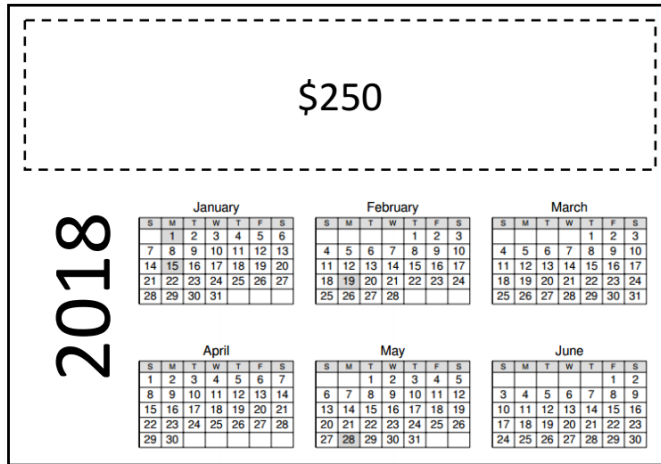
## Benefit a Great Cause!

All sponsorship, advertising, and sales revenue goes towards the scholarships and services for area youth. As a 501(c)(3) organization, donations and sales are tax deductible!



# SPONSORSHIP LEVELS AVAILABLE

We will have a variety of spaces and prices available in the calendar for advertisements, messages, sponsor logos, etc. There are a limited number of each as we want the planner to be functional as a day-to-day tool as well as an opportunity to showcase businesses.



January - March 2018	
Goal 1	
Action Steps Required This Quarter	Sample text....
Goal 2	
Action Steps Required This Quarter	

## \$250 – 1/4 page - Top

1 Available

The \$250 spot will be located on the first page which will be the annual planning calendar. This is a snapshot of the entire year of 2018 is referenced throughout the year as a way to plan ahead, see dates at a glance, and quickly see when holidays will be observed. There will be no other advertisements on this page so it is an exclusive placement

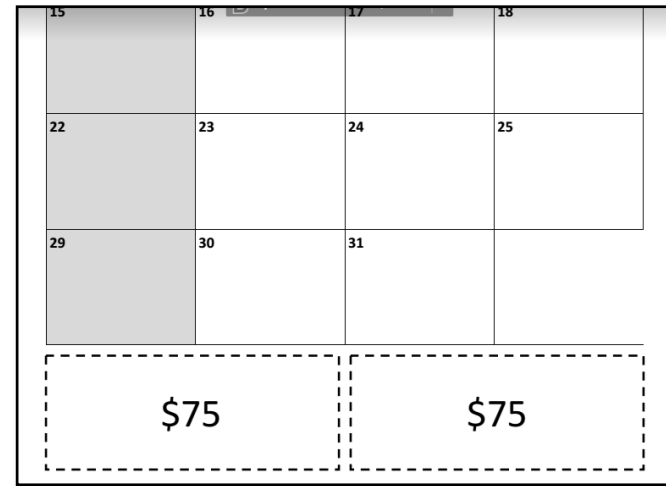
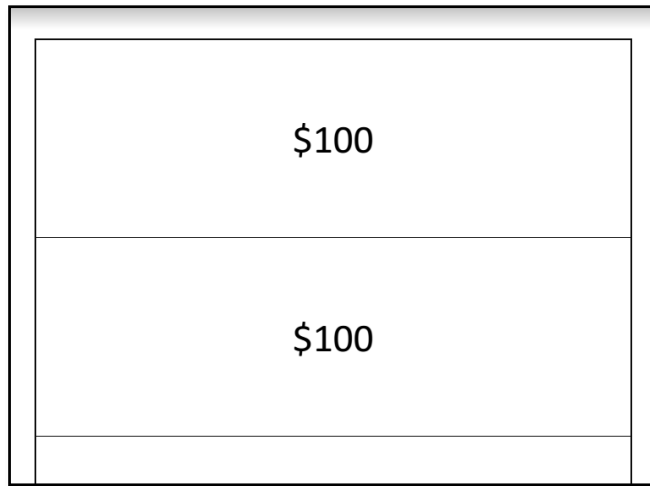
## \$150 – 1/4 page - Bottom

6 Available

The \$150 spots will be located on the goal setting and quarterly planning pages. These spots are going to be referred to by calendar owners throughout the quarter as they review their goals and action steps. There will be no other advertisements on these pages so it is an exclusive placement.

# SPONSORSHIP LEVELS AVAILABLE

We will have a variety of spaces and prices available in the calendar for advertisements, messages, sponsor logos, etc. There are a limited number of each as we want the planner to be functional as a day-to-day tool as well as an opportunity to showcase businesses.



## \$100 – 1/4 page

16 Available

The \$100 spots will be strategically located inside of the planner and will be arranged 4 to a page. These are great spots for restaurants, coupons, discounts, and professional services to advertise. These pages will be easily located in the planner and are a great way to get your brand or message in front of a lot of people. These can be combined to make a ½ or full page advertisement to own the page!

## \$75 – 1/8 page - Bottom

60 Available

The \$75 spots will be located on the bottom of each month. There will be a total of 4 per month available as there will be two on each page. These are good spots to advertise season specific services, and will be first come first serve if you would like to specify a month. These can be combined to 1 wide strip ad or you can own the whole month!

# SPONSORED CONTENT PAGES - \$500

We will offer a limited number (Maximum of 5) sponsored content pages in the reference section of the planner. Sponsored content pages are focused on helpful information first, but exclusively advertising your business in the process. These are full pages, should have at least ¾ of the page containing useful information, and will only have 1 business per industry/line of business.



## Financial Services

Retirement planning tips, Keys to wealth, Do's & Don'ts of investing, How to eliminate debt and save more, etc.



## Health & Wellness

Foods you should be eating every day, Signs of illness and disease, Daily workout plans for home, etc.

## Legal or Professional Services

Estate planning tips, Tax and bookkeeping advice, Your rights when dealing with the law, etc.



## Home Services

10 signs that you may have an insect problem, House remodeling tips, easy improvements to raise home value, etc.



**OR WHATEVER ADVICE YOUR BUSINESS HAS TO OFFER!**



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## **AGREEMENT & NEXT STEPS**

Sponsorship agreement, pre-sale order of calendars, creative specs and deadlines, and payment methods and due dates.

# SPONSORSHIP AGREEMENT

Please complete and return this form to P. O. Box 26328, Trotwood, OH 45426. Email to mbailey003@gmail.com.  
Or complete the form online at [www.daytonkappa.com/foundation](http://www.daytonkappa.com/foundation).

Fields marked with a (\*) are required

\*Your Name \_\_\_\_\_

Your Business Name \_\_\_\_\_ Industry \_\_\_\_\_

\*Address \_\_\_\_\_

\*Phone \_\_\_\_\_ \*Email \_\_\_\_\_

\*Payment Method: Check \_\_\_\_\_ Cash \_\_\_\_\_ Online Payment \_\_\_\_\_

By signing below you agree to the following terms:

You are agreeing to purchase the selected ad space and amounts chosen on this form. Payment is due no later than August 31, 2017 unless arrangements have been made in writing or email with the chairman of the foundation. The Dayton Alumni Kappa Alpha Psi Foundation, Inc. has the right to refuse and demand replacement artwork for content that is offensive or not suitable for display in the planner. You also agree to provide the artwork no later than August 31, 2017 unless arrangements have been made with the foundation chairman. Refunds are issued only under special circumstances as determined by the chairman of the foundation. Your purchased sponsorship can be transferred to another business in the event you need to re-sale your spot.

## Sponsorship Type

**\$250 – 1/4 (1)**  
Annual Planning Calendar

**\$150 – 1/4 (6)**  
Quarterly Goal Setting

How Many? \_\_\_\_\_

**\$100 – 1/4 (16)**  
Ad Only Page

How Many? \_\_\_\_\_

**\$75 – 1/8 (60)**  
Monthly Calendar Page

How Many? \_\_\_\_\_

\*Printed Name \_\_\_\_\_ \*Signature \_\_\_\_\_

Sold By \_\_\_\_\_

# PLANNER PRE-SALE

Please complete and return this form to P. O. Box 26328, Trotwood, OH 45426. Email to mbailey003@gmail.com.  
Or complete the form online at [www.daytonkappa.com/foundation](http://www.daytonkappa.com/foundation).

Fields marked with a (\*) are required

\*Your Name \_\_\_\_\_

\*Address \_\_\_\_\_

\*Phone \_\_\_\_\_ \*Email \_\_\_\_\_

\*Payment Method: Check \_\_\_\_\_ Cash \_\_\_\_\_ Online Payment \_\_\_\_\_

By signing below you agree to the following terms:

You are agreeing to purchase the selected number of planners indicated on the right of this form. Payment is due no later than August 31, 2017 unless arrangements have been made in writing or email with the chairman of the foundation. Delivery of your planner will be done by the foundation trustee you made your purchase with. Bulk orders of 50 or more will be delivered to the address listed above.

\*Printed Name \_\_\_\_\_ \*Signature \_\_\_\_\_

Number of Planners

Cost \$10 Each

Total Due

Sold By \_\_\_\_\_

# AD CREATIVE SPECIFICATIONS

- Annual Planning Calendar Ad

1/4 Page – 7.5" x 2"

- Goal Setting Page Ad

1/4 Page – 7.5" x 2"

- Ad Page

1/4 Page – 7.5" x 2"

1/2 Page – 7.5" x 4.5"

3/4 Page – 7.5" x 7"

Full Page – 7.5" x 10"

- Calendar Page

1/8 Page – 3.65" x 1.5"

1/4 Page – 7.5" x 1.5"

- **Sponsored Content** pages are to be submitted as Hi-Res 8.5"x11" completed files with at least ¾ of the page utilized for helpful content. Sponsored content pages are subject to approval as they cannot be heavy in advertising but should be informative first with advertising being layered in. Please allow for a ½" margin.



Thank You for your Consideration and Support