



AMERICA SCORES  
National Poetry  
**SLAM!**



NATIONAL POETRY SLAM!

April 16, 2012

AT HARLEM'S WORLD FAMOUS

POETRY **APOLLO THEATER**

253 West 125th Street

New York, New York 10027

*Sponsorship Opportunities*

SLAM!

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## NATIONAL POETRY SLAM!

Each spring, America SCORES celebrates the achievements of our students with a National Poetry SLAM! Two poets from each of our 15 cities are selected from over 5,000 America SCORES students to travel to New York. In front of an audience of hundreds, America SCORES poets perform original poetry from the stage of Harlem's World Famous Apollo Theater - an unforgettable milestone in our children's lives. A monumental achievement, our students leave New York understanding the true power of their voice.

The National Poetry SLAM! attracts a wide array of individual and corporate supporters committed to the development of our youth in under-served communities nationwide. It has become a staple event for many top executives in the tri-state area and generates significant press both in New York and in our affiliate cities. We are expecting this year's event, hosted at the Apollo Theater, to surpass media impressions from years past.

As a corporate sponsor of the 2012 America SCORES National Poetry SLAM! your company will be prominently featured throughout our communications, press outreach, and at the event. In addition, you will help lead a national movement to leverage the power of sports to change the lives and shape the values of our next generation.

Please support this unforgettable night!

With gratitude,

Benjamin Chernelich  
National Board Chair

Fred Popp  
Past Chair

## WHO IS AMERICA SCORES?

The mission of America SCORES is *to inspire urban youth to lead healthy lives, be engaged students, and have the confidence and character to make a difference in the world.* Partnering with urban schools in under-resourced communities, America SCORES provides a free, high quality, team-based program that integrates soccer, poetry, and service-learning. As an international and inclusive sport, soccer serves as a tool that encourages fitness, sportsmanship and leadership skills among diverse students. We then bring the teams of students into the classroom to discover their creative voices using poetry, a universal form of art. These transformational experiences build students' confidence to use their individual and collective energies to bring about change in their communities through service-learning projects. America SCORES' innovative approach improves students' health, academic achievement, and civic engagement.

### WHAT MAJOR ISSUES ARE ADDRESSED BY AMERICA SCORES?

#### LITERACY:

America SCORES participants engage in a language-enriching curriculum that focuses on poetry, vocabulary building and written and oral communication.

#### PHYSICAL HEALTH:

America SCORES participants engage in 6-8 hours of vigorous physical exercise each week and develop a life-long appreciation of sports and health-enhancing behaviors.

#### SERVICE-LEARNING:

Elementary-age youth research, plan, and carry out service-learning projects and develop an understanding of their potential to be positive change agents in their communities.

# SPONSORSHIP SUMMARY



**Sponsor Benefits Summary**

**Title Sponsor \$100,000**

**Platinum Sponsor \$50,000**

**Gold Sponsor \$25,000**

**Poet Angel \$10,000**

**Poet Laureate \$5,000**

**Poet Champion \$2,500**

## MARKETING BENEFITS

### SPONSORSHIP RIGHTS INCLUDE :

Exclusive Rights	National Poetry SLAM!	Cocktail Reception at Apollo Theater	VIP Sponsor Banquet or Dessert Reception			
National Poetry SLAM! (Mon.) and VIP Sponsor Banquet (Sun.) (value)	14 VIP Tickets 8 Seats (\$2,700)	12 VIP Tickets 6 Seats (\$2,400)	10 VIP Tickets 4 Seats (\$1,900)	8 VIP Tickets 2 Seats (\$1,400)	6 VIP Tickets 2 Seats (\$1,100)	4 VIP Tickets 2 Seats (\$800)
Advertisement Space in Event Program 500 printed	Full Page	1/2 Page	1/4 Page	Name Listing	Name Listing	Name Listing
Advertisement space in <i>KICKER!</i> 10,000 in circulation	Full Page	1/2 Page	1/4 Page			
Recognition on stage or opportunity to present 400 audience members	X	X	X			
Recognition in press and media releases	Title Recognition	X	X	X		
Logo on screen 400 audience members	X	X	X	X	X	
Handout in Registration Bags 500 distributed	X	X	X	X	X	X
Listed in Promotional Materials 144,00 website visitors 26,000 e-subscribers 10,000 social media fans	Logo	Logo	Logo	Name Listing	Name Listing	Name Listing

To sponsor the Poetry SLAM! contact Michelle Wong, 212 868 9510 x305  
To learn more visit [www.AmericaSCORES.org](http://www.AmericaSCORES.org)

Please submit all artwork by February 28, 2012 to maximize your inclusion in all National SLAM! promotional materials



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# NATIONAL POETRY SLAM!

## TITLE SPONSORSHIP



### AMERICA SCORES NATIONAL POETRY SLAM! TITLE SPONSORSHIP - \$100,000

As the Title Sponsor of the 2012 America SCORES National Poetry SLAM! your company will join us on April 16th, with our elite SCORES poets from the around the country. In addition, we would be proud to invite a member of your company to say a few words during the program. This is an exclusive opportunity.

Your company will also have Title Sponsor recognition in all press and program-related materials, receive tickets to our VIP Sponsor Banquet and National Poetry SLAM! program, and receive a full page in **Kicker!**, our by kids for kids magazine, distributed to over 10,000 households.

We see the Title Sponsor of this year's National Poetry SLAM! as a launching pad for a relationship that will extend far beyond the walls of the Apollo Theater. America SCORES will customize an integrated platform that may include elements such as employee engagement opportunities, co-sponsored cause-marketing campaigns, and communications for internal and external circulation to demonstrate your company's involvement in this philanthropic initiative.

At America SCORES, our corporate partner relationships are comprehensive. A Title Sponsorship is a mutual commitment and we intend to work together to ensure a mutually beneficial partnership.

#### TITLE SPONSORSHIP (Includes but not limited to)

- Name recognition as the Title Sponsor on all event-related materials
- 14 tickets to the SLAM!
- 6 seats at VIP Sponsor Banquet
- On-stage recognition during the SLAM!
- Title Sponsor recognition in all press
- Full page in program
- Full page in **Kicker!** Magazine
- Customized partnership opportunities independent of the event

To sponsor the Poetry SLAM! contact Michelle Wong, 212 868 9510 x305  
To learn more visit [www.AmericaSCORES.org](http://www.AmericaSCORES.org)



# NATIONAL POETRY SLAM!



## PLATINUM SPONSORSHIP



### AMERICA SCORES NATIONAL POETRY SLAM!

#### PLATINUM SPONSORSHIP - \$50,000

one exclusive sponsor of the Cocktail Reception – Apollo Theater

Hosted at the Apollo Theater, your company will be the exclusive sponsor of our Annual SLAM! Cocktail Reception. At this reception, we will kick off our silent auction. We would be honored if a representative from your company would speak to our list of distinguished guests from the theater stage.

As a Platinum Sponsor, your company will be prominently featured in all press and program-related materials, receive tickets to the VIP Sponsor Banquet and National Poetry SLAM! program, and receive a half page in our **Kicker!** publication, distributed to more than 10,000 households.

We will also work with your company to customize this partnership to include other engagement opportunities.

#### SUMMARY OF PLATINUM SPONSORSHIP

(Includes but not limited to)

- Exclusive sponsor of cocktail reception with prominent branding
- 12 tickets to the SLAM!
- 6 seats at VIP Sponsor Banquet
- Opportunity to speak at honoree presentation
- Prominent inclusion in all press
- 1/2 page in program
- 1/2 page in **Kicker!** magazine
- Customized partnership opportunities independent of the event



To sponsor the Poetry SLAM! contact Michelle Wong, 212 868 9510 x305  
To learn more visit [www.AmericaSCORES.org](http://www.AmericaSCORES.org)



# NATIONAL POETRY SLAM!

## GOLD SPONSORSHIP



### AMERICA SCORES NATIONAL POETRY SLAM!

#### **GOLD SPONSORSHIP - \$25,000**

one exclusive sponsor of the VIP Sponsor Banquet OR one exclusive sponsor of Dessert Reception

America SCORES will host a VIP Sponsor Banquet on April 15, 2012 to recognize VIP supporters and provide the opportunity to meet our poet-athletes. This intimate gathering acts as an excellent forum for our corporate guests to network in a comfortable environment.

Immediately following the National Poetry SLAM! program on April 16, 2012, all guests are invited to attend a Dessert Reception and silent auction at the Apollo Theater. This fun gathering allows guests an opportunity to network and congratulate performers.

As a Gold Sponsor, your company will be featured in all press and on program-related materials, receive tickets to the VIP Sponsor Banquet, tickets to the National Poetry SLAM! program, and receive a quarter page in our **Kicker!** publication, distributed to over 10,000 households.

#### SUMMARY OF GOLD SPONSORSHIP

(Includes but not limited to)

- One exclusive sponsor of VIP Banquet Dinner or one exclusive sponsor of Dessert Reception (immediately following the SLAM! event)
- 10 tickets to the poetry SLAM!
- 4 seats at the VIP Banquet Dinner
- Recognition on all marketing collateral
- 1/4 page in program
- 1/4 page in **Kicker!** magazine
- Customized partnership opportunities independent of the event

#### Untitled

Roses are red as a heart.  
The sky is like an ocean.  
An orange is like the sun.  
A cherry is like a bouncy ball.  
A broccoli is like a tree.  
A pear is like a green apple.  
A banana is like the moon.  
Ice cream is like snow.  
A peach is like a clock.  
A tomato is like a red ball.

*Johana R., age 10  
Hillcrest Elementary  
Bay Area*



# NATIONAL POETRY SLAM!

# SPONSORSHIP COMMITMENT

ON BEHALF OF THE 7,500 YOUTH WE SERVE, THANK YOU.

## ABOUT THE SPONSOR

Please submit this sponsorship commitment form. To maximize inclusion in National Poetry SLAM! promotional materials, please submit payment & artwork to America SCORES by February 28, 2012.

Organization or Sponsorship Name: \_\_\_\_\_ URL: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ City: \_\_\_\_\_

Fax Number: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## SPONSORSHIP PACKAGES

- |   |   |   |   |
|---|---|---|---|
| <input type="checkbox"/> Title Sponsor<br>\$100,000   | <input type="checkbox"/> Gold Sponsor - VIP Sponsor Banquet<br>\$25,000 | <input type="checkbox"/> Poet Angel<br>\$10,000   | <input type="checkbox"/> Poet Champion<br>\$2,500 |
| <input type="checkbox"/> Platinum Sponsor<br>\$50,000 | <input type="checkbox"/> Gold Sponsor - Dessert Reception<br>\$25,000   | <input type="checkbox"/> Poet Laureate<br>\$5,000 |   |

## PAYMENT INFORMATION

Please select your preferred method of payment.

- Check:** Please make checks payable to America SCORES. Mail check with this completed form to: America SCORES  
c/o Poetry SLAM! Sponsorship  
520 8th Avenue, Suite 201C  
New York, NY 10018

- Credit Card Payment:** Name on Card: \_\_\_\_\_ Expiration: \_\_\_\_\_
- #: \_\_\_\_\_ Code: \_\_\_\_\_

- America SCORES should **Invoice** to (Check One):  Different address (specify): Attn: \_\_\_\_\_
- Same address as above. Address: \_\_\_\_\_
- City: \_\_\_\_\_
- State: \_\_\_\_\_ Zip: \_\_\_\_\_