

A group of four young people, two women and two men, are smiling and posing together in what appears to be a school hallway. The woman on the left has long dark hair and wears glasses and a red and white striped shirt. The man behind her has short dark hair and is wearing a white shirt. The woman in the center has dark hair pulled back and is wearing a blue turtleneck sweater. The woman on the right has dark hair and is wearing a blue jacket and a grey and white striped scarf. They are all looking towards the camera with pleasant expressions.

# ON THE ROAD COLLABORATIVE

## 2018 - SPONSORSHIP PROGRAM

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EMPOWERING YOUNG PEOPLE TO FULFILL THEIR PROMISE

# ON THE ROAD COLLABORATIVE

## 2018 - SPONSORSHIP PROGRAM

Dear Business Leader,

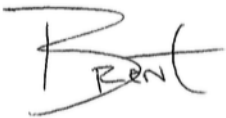
We are pleased to present our 2018 Corporate Sponsorship Program. This guide outlines the major sponsorships and promotional opportunities that are available to local companies.

By becoming an On the Road Collaborative Corporate Sponsor, you will become a partner in connecting local underserved middle and high school youth with career enrichment experiences and caring adults during the out-of-school hours at a critical time in their life.

Our Corporate Sponsorship Program is unique in that unlike most events, our program and the promotional opportunities last throughout the entire year. We believe our corporate sponsors are true partners and we take great pride in celebrating your commitment to the community.

We invite you to join us in setting local youth on the road to college and career and building a stronger community for us all!

In Service,



Brent Holsinger  
President & Founder



**Working Together to  
Empower Young People to  
Fulfill Their Promise**

**CONTACT US TODAY!**  
**On the Road Collaborative**

Brent Holsinger,  
President & Founder  
[brent@ontheroadcollaborative.com](mailto:brent@ontheroadcollaborative.com)

**540-360-1123**

The Hub Coworking  
128 West Bruce Street  
Harrisonburg, VA 22801

[ONTHEROADCOLLABORATIVE.COM](http://ONTHEROADCOLLABORATIVE.COM)

# SPONSORSHIP LEVELS

Here's how we look forward to celebrating your partnership:

	<b>Presenting</b> \$5,000	<b>Champion</b> \$2,500	<b>Scholar</b> \$1,500	<b>Career</b> \$1,000	<b>Leader</b> \$500	<b>Village</b> \$250
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## ONLINE PRESENCE

<b>Website</b> (19,750+ annual unique visitors)	Linked logo on 'Home', 'Our Partners', 'Learning Showcase' and 'High School' webpages	Linked logo on 'Home', 'Our Partners' & 'Learning Showcase' webpages	Linked logo on 'Our Partners' webpage	Linked logo on 'Our Partners' webpage	Linked Logo on 'Our Partners' webpage (fall only)	Name on 'Our Partners' webpage (fall only)
<b>Email</b> (650+ individuals)	Linked logo in 4 OTRC e-blasts	Linked logo in 3 OTRC e-blasts	Linked logo in 2 OTRC e-blasts	Name in 2 OTRC e-blasts	Name in 1 OTRC e-blast	
<b>Facebook</b> (1,000+ likes)	Recognized in 3 Boosted Posts	Recognized in 2 Boosted Posts	Recognized in 2 Boosted Posts	Recognized in 2 Boosted Posts	Recognized in 1 Boosted Post	

**PROMOTIONAL BROCHURE:** Annual OTRC Promotional Brochure; Minimum 500 brochures printed & distributed

	Recognized by logo	Recognized by logo	Recognized by name			
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**LEARNING SHOWCASE EVENTS:** December and May events at Skyline Middle School (-150 guests /Showcase)

	Champion level benefits at middle school + Prominently featured at all high school Learning Showcase events	Logo on front page of event program; Logo included in running slideshow before event begins; Recognized from stage	Name listed in event program; Logo Included in running slideshow before event begins	Name Included in running slideshow before event begins		
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## OTHER PROMOTIONAL BENEFITS

<b>Press Release</b>	Recognized in a press release to be sent in fall 2018 to local media outlets	Recognized in a press release to be sent in fall 2018 to local media outlets				
<b>Annual Report</b>	Recognized by logo					

**\*\$1,000+ Sponsors** will have the opportunity to Adopt-A-Career Enrichment Project of interest during the 2018-2019 program year and receive a special invitation to stop by one afternoon to see the class in action and attend the culminating Learning Showcase.

**\*\*NAP Credits** may be available upon request. The sponsorship tier is determined by the amount of gift after the tax credit is awarded. For example, a \$5K donation with a 50% tax credit will be recognized at Champion level sponsorship. Or \$2,000 gift at 50% tax credit level will be recognized at \$1,000 Career level sponsorship.

# SPONSORSHIP RESERVATION FORM

Join Us In Empowering Local Youth to Fulfill Their Promise:

Company Name: \_\_\_\_\_

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

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

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

**Yes, I want to be an ON THE ROAD COLLABORATIVE Corporate Sponsor!**

**\$5,000 Presenting Sponsorship**

Presenting Sponsors serve as organizational partners in empowering local youth to fulfill their promise. Your funds provide major support for our middle school programming AND continued expansion of services at the high school so that we can continue building the road to college & career for the young people we serve.

**\$2,500 Champion Sponsorship**

Represents major support for the On the Road Collaborative middle school program. Your investment directly funds an entire youth for a year of program as well as a 10-week Career Enrichment Project for a group of 12-15 middle school youth.

**\$1,500 Scholar Sponsorship**

You will fund a middle school youth for an entire year of our afterschool program. This means you will provide a year's worth of career enrichment learning, academic support, leadership development and caring adult relationships for a youth during a critical time in their life.

**\$1,000 Career Sponsorship**

You will fund a 10-week real-world Career Enrichment Project for a small group (12-15) of middle school youth. Your gift will expose youth to new career opportunities, build real-world skills and learn alongside local volunteer professionals known as Community Teachers.

**\$500 Leader Sponsorship**

You will fund a summer learning experience for one middle school youth. Summer is a time when many of our youth fall behind. With your gift, you will help a youth attend a summer learning experience, helping them to stay on the road to college & career.

**\$250 Village Sponsorship**

You will fund a field trip for a Career Enrichment Project that helps to extend learning beyond the classroom walls and into the community.

**Please complete and return this form to ON THE ROAD COLLABORATIVE (attn: Brent Holsinger) via email ([brent@ontheroadcollaborative.com](mailto:brent@ontheroadcollaborative.com)) or mail (P. O. Box 1393 Harrisonburg, VA 22803).**

Sponsorship payment may be made via check or online at  
[ONTHEROADCOLLABORATIVE.COM/DONATE](http://ONTHEROADCOLLABORATIVE.COM/DONATE).



**Brent Holsinger, President & Founder**  
[brent@ontheroadcollaborative.com](mailto:brent@ontheroadcollaborative.com)

**540-246-9210**

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128 West Bruce Street Harrisonburg, VA

**YOU HAVE THE POWER TO CHANGE THE LIFE OF A YOUNG PERSON FOREVER.**