

SHOULDER TO SHOULDER

Going The Distance *Together*

"a walk for fatherless young men"

Sponsor Packet

Dear Prospective Sponsor,

Shoulder To Shoulder (STS) is focused on seeing at-risk, fatherless young men prepared for life, becoming servant leaders in their community and inspiring others to follow in their footsteps.

In November 2007 STS launched Freedom Hall with 20 at-risk fatherless young men in 7th grade at Martin Luther King Jr. Technology Academy (MLK) in the Del Paso Heights area of Sacramento.

Here, two mature men exemplifying high moral character are teamed as mentors with five or six fatherless young men to mentor them year-round from the 7th grade through high school graduation (6 years). In addition, we encourage and assist them in setting educational goals of graduating from high school and college or a trade school.

STS meanwhile provides care for their single mothers over the same period of time.

STS's desire is that Freedom Hall young men be prepared for what men of integrity would look like at 25 to 30 years old and are determined to break the cycle of generational fatherlessness:

- Men who, if married, honor their wedding vows and commitment to their wife
- If they have children, are dedicated to raising their children
- Know how to hold down a good job
- Are dependable, honest, and trustworthy

In addition, we encourage and assist them in setting educational goals of graduating from high school and college or a trade school.

At the end of Freedom Hall's first two full years' moms, teachers, and coaches commented on the positive character changes on young men in Freedom Hall and improvement in respecting other people at school and in their homes ... as well as their academic improvement.

We look forward to partnering with you and others in the community to help continue to make these young boys' futures bright.

Very truly yours,



Don Male
Director of Development

VISION

Our vision is to see at-risk fatherless young men prepared for life, becoming servant leaders in their community and inspiring others to follow in their footsteps.

MISSION

Our mission is to mentor at-risk fatherless young men from the 7th grade through high school graduation, and provide care for the single mothers raising these young men.





Sponsor Packet

STS Proudly announces its 1st Annual 24-Hour Walk for the Fatherless

Sponsors are being sought for the Going The Distance Together to provide in kind or cash to cover event costs estimated to be \$12,500. Sponsor endorsements and participation will assist in reaching the greater Sacramento community about this very important social concern.

We are asking community-minded individuals, service organizations, businesses to support this great cause by becoming an inaugural sponsor partner and help us break the cycle of generational fatherlessness in fatherless young men in the Del Paso Heights/ North Sacramento area.

WALK TEAMS are expected to be formed by individuals who will seek to reach their friends in businesses, colleges, churches, schools, and service organizations to complete their WALK TEAM, to help get the word out into the greater Sacramento region about the impact of fatherlessness in an inner city community and encourage people to support their WALK TEAM financially.

A gathering staged in the middle and around the track at MLK will include booths, food, games, music, radio station broadcasting, controlled entry, speakers, and may include motorcycle clubs, car clubs, more.

Please see www.goingthedistancetogether.com or www.teamsts.org for further information and statistics about the impact generational fatherless has on inner city youth. Or if you have any questions specifically about becoming a sponsor please feel free to contact Don Male at (916) 508-1394 or at donm@surewest.net.

We hope you will help us with our inaugural annual event!

EVENT LOCATION

Martin Luther King, Jr. Technology Academy (athletic field)
3051 Fairfield Street
Sacramento, CA 95815.

EVENT DATE & TIME

Start: September 18th, 5:00 pm
End: September 19th, 5:00 pm

REGISTER

September 18th 2:00 pm

INFORMATION ON BEING A SPONSOR

Don Male
(916) 508-1394
donm@surewest.net

INFORMATION ABOUT FORMING A WALK TEAM

John Shiner
(916) 705-1818
johnshiner@hotmail.com

INFORMATION ON BOOTH SPACE OR BEING A VOLUNTEER AT THE WALK

Julie Smith
(916) 390-5286
julie_smith@surewest.net

GENERAL INFORMATION CALL CALL THE WALK HOTLINE

(916) 773-3311



Sponsor Packet

2009 Sponsorship Program

Company Name _____

Sponsorship Level _____ Date _____

Contact Person _____

Address _____

City _____ Zip _____

E-mail _____ Fax _____

Please indicate below how you would like your business name listed:

Checks made payable to Shoulder To Shoulder and mail to:

Shoulder To Shoulder
3051 Fairfield St. Room 60
Sacramento CA, 95815

Please review and sign the attached release enabling STS to place your company's logo and name on Going The Distance Together promotion material.

Logo and official name should be emailed in electronic format to paulabere@mac.com
Electronic file format for Logo includes: EPS, TIFF, PDF, or JPEG.
For JPEG and TIFF please make sure the file was built at 300 dpi.

For additional information, call Don Male at (916) 508-1394
or e-mail donm@surewest.net

Shoulder To Shoulder was founded in 1996 to serve men located in the greater Sacramento region. It was incorporated in 2000 as a community sponsored faith based non profit corporation under the Federal Tax Code 501(c)3 and it's Tax ID is 94-3343868.

\$2,000 Presenting Sponsor

- Name on commemorative shirt
- Recognition on promotional materials, web site and press releases*
- Featured Presenting sponsorship signage at event

\$1,000 Platinum Sponsor

- Name on commemorative shirt
- Recognition on promotional materials, web site and press releases*
- Platinum sponsorship signage at event

\$500 Gold Sponsor

- Recognition on promotional materials, web site and press releases*
- Gold sponsorship signage at event

\$250 Silver Sponsor

- Silver sponsorship signage at event

In-kind sponsorships will be valued at 50% for purposes of determining the appropriate sponsor level.

*Inclusion on promotional materials will begin once we received the sponsorship program application, release form and fee.



Sponsor Packet

Release Form

USE OF TRADEMARK/LOGO AGREEMENT The undersigned hereby grants Shoulder To Shoulder (STS) the non-transferable and exclusive right to use all or part of the trademark/logo of the Sponsor, listed below, for use in STS's "Going The Distance Together" First Annual Walk for the Fatherless which will be held on September 18th and 19th of 2009. The grant is limited to a one time use to effectuate banners, posters, limited STS website use, and flyers for promotion and public relations of the event.

STS/Sponsor agrees to indemnify and hold the other harmless from and against any and all claims, damages and liabilities whatsoever, asserted by any person or entity, arising from any action of infringement in relation to any trade mark, patent, copyright or action for passing off resulting directly or indirectly from any breach by STS/Sponsor or any of its respective employees or agents. Such indemnification shall include the payment of all reasonable attorneys' fees and other costs incurred by the STS/Sponsor in defending any such claim. STS/Sponsor shall promptly inform the STS/Sponsor in writing of any such claim, demand or suit and shall fully cooperate in the defense thereof. STS/Sponsor will not agree to the settlement

of any such claim, demand or suit prior to the final judgment thereon without the consent of STS/Sponsor, whose consent will not be unreasonably withheld. STS/Sponsor shall not, by any act or omission, admit liability or otherwise prejudice or jeopardize STS/Sponsor actual or potential defense to any claim. The said indemnity is subject to STS/Sponsor's duty to mitigate all of its said costs, expenses, damages or liabilities.

Shoulder to Shoulder understands and agrees that all trade names and logos shall remain in the exclusive ownership of the party with which it originates.

Sponsor/Company Name

Trademark/Logo

IN WITNESS WHEREOF, the parties hereby place their signatures,

Sponsor/Company

Date

Sponsor/Company Name

Trademark/Logo

Shoulder To Shoulder:

Sponsor/Company Name

Trademark/Logo

Sponsor/Company Name

FAX THE SIGNED AND COMPLETED FORM TO DON MALE AT (916) 333-1531