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“Sustainability through Creativity”

The Urban Youth Summit Sponsorship Drive

Total Sponsorship Needs= \$40,000.00

We are excited to announce the first annual Urban Youth Summit (UYS) April 29, 2016 at Johnson & Wales University—Denver Campus. The UYS will provide a safe space and place for urban youth between the ages of 16-21 to share their voice, ideas, innovations, and critical thinking in areas related to creating and maintaining sustainable urban environments inclusive of environmental and social justice. The thematic areas for the UYS are: ecology and environment; geography; economics; politics; culture; and social organization (including health and nutrition). The UYS is divided into two parts: Part I “Brainstorming what is and should be” and Part 2 “Where do we go from here: Action Plans and Steps.” Urban youth will walk away from the UYS with the tools needed to become a strong positive voice in urban society and community. This daylong event is hosted by Johnson & Wales University, Denver Campus. The UYS is a collaborative effort between Johnson & Wales University’s College of Arts & Sciences’ Urban Studies Program and several organizations throughout the Denver Metropolitan area. These include Groundwork Denver, the City of Denver and Denver Public Schools.

Sponsorship is vital to the successful fulfillment of the UYS. There are numerous ways to sponsor and benefit from the UYS.

Gold Sponsorship— Gold Sponsorship supports the Food Budget for UYS. A Gold Sponsorship includes prominent location of sponsor title on all UYS communication materials including, but not limited to, flyers, t-shirts, banners, posters, advertisements, etc. Mention of sponsors throughout the program and on all agenda items including brochures, media buttons etc.

\$45-\$50 per person: includes 3 meals and 3 snacks, Chart Wells (JWU-Denver Campus Food service) would be donating the Hydration Stations. The only things that would be additional are rental things like tables, linen, etc. and labor.

With an estimated attendance of 500, at least 5 Gold Sponsorships are needed beginning at \$5,000.00 each.

Total Gold sponsorship need is: \$25,000.00

Blue Sponsorship Blue Sponsorship supports the Multi-Media marketing and advertisement campaign and the Youth Competition Awards. In addition, a blue sponsor can opt to sponsor a specific competition category! A Blue Sponsorship includes location of sponsor title on all UYS award prizes and secondary location on all communication materials including, but not limited to, flyers, t-shirts, banners, posters, advertisements, etc. Mention of sponsors throughout the program and on all agenda items including brochures, media buttons etc.

Multi-media: Includes development of the Urban Youth Summit logo/graphic. Budget for the development of logo/graphic by an urban youth artist at the Denver Art Institute is \$2500.00

Marketing and advertisement: flyers, poster and t-shirts: \$6500.00

The competition awards are distributed by groups existing of up to ten members.

1st prize \$3000.00 cash award; 2nd prize \$2000.00 cash award; 3rd prize \$1000.00 cash award

At least five Blue Sponsorships are need beginning at \$5,000.00 dollars.

Total Blue Sponsorship need is \$15,000.00

Green Sponsorship—Green Sponsorship supports the development of the Urban Studies Scholarship Fund to support JWU—Denver campus urban studies majors and high school students applying for admission into the Urban Studies Program committed to social justice in the seven county region of Denver (including Aurora) and along the Front Range of Colorado.

Johnson & Wales University—Denver campus is providing for all Urban Studies accepted students, fall 2016 a \$20,000 per year renewable for four year scholarship, totaling \$80,000.00 over four years. If a student is full Pell Grant eligible under this year's tuition their bill would look like this.

\$29,226
-20,000 JWU scholarships
-5,500 Pell Grant
\$3,726 remaining balance

A Green Sponsorship includes the name of the sponsor on the scholarship. All Scholarship sponsors can choose to match the JWU scholarship of \$20,000.00 or sponsor the remaining balance of \$3,276.00 for 1 or more individual students.