



Adopt - A - School Program

Empowering Kids & Teachers With Resources

Connect Your Brand to
35,000 Schools and
245,000 Students/Educators/Parents
Through a Multi-Media After School
Programs

"Please help me change the world, starting with your world"

Don Miguel Ruiz - Author of *The Four Agreements*

"Anytime a program is predicating on giving hope and providing positive options for them mentally, I will always support."

John Amos- Actor & Member of Gang of Hope

"If we give the students hope, we raise our attendance, we raise our graduation rates."

Michael Moss -

Counselor & activities director at Vallev High School. Santa Ana

Connect Your Brand to Over 245,000 Children/Educators and Parents with Purchasing Power!

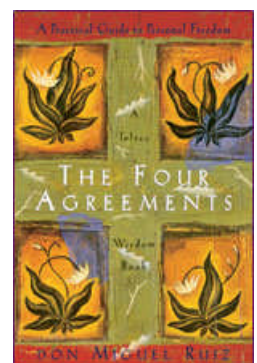
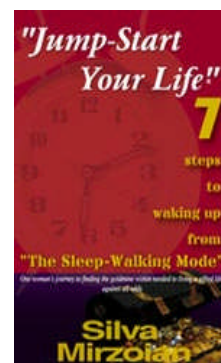
Top 10 Reasons to Sponsor Adopt-A-School program

1. **Name recognition** association with onsite/online educational and empowerment multi media programs. They will reach highly **targeted children between 9-18, their parents and teachers** with tremendous consumer needs and purchasing power.
2. Branding of your products or service to over **245,000 kids and their families through 35 local schools to start.**
3. **Corporate recognitions** in Schools and Colleges through contests, live events/speaking circuit.
4. Pre-marketing for the **Adopt-A-School Fundraising**, reaching over 1,000,000 people including celebrity role models, parents and business leaders. Event marketing is the best way to connect with children.
5. Take advantage of the **brand equity** online educational multi media programs & videos through their media and established following.
6. Enhance your **cause-related marketing** by participating in events that benefit the community and empower children.
7. **Provide you financial return on your investment by raising awareness** of your products/services through promotional campaign which includes **television, radio, print and internet.**
8. Increased word of mouth referrals through **product placement** on the training materials and handouts throughout schools, with the characters "Natalie & Jake".
9. **Cross promotion** with our members, vendors and celebrities.
10. Prestigious Award will be presented to sponsor participant at the Passions & Dreams Funding, Inc's **"Education Rocks" Concert January 2010** fund raising event.
Priority promotional sponsorship options for this event will be offered.

Present & Past Sponsors



Mama Hill Youth Center



Ultimate Marketing Plan – “Adopt-A-School” Fundraising programs

As your marketing partner, our goal is to ensure that your product name and information reaches the hands of student consumers, teachers and their parents who are looking to purchase your product or service.

Goals for Sponsors

Connect your Brand to students, parents and teachers who influence purchasing power, by educating them about your company, which will **increase** sales and grow your customer base. Annual expenditures by families on consumer goods for kids will reach **approximately \$143 billion by 2010.**

Donate % or \$1.00 from the one day sale of your products to Passions & Dreams Funding, Inc. This will help promote your product and provide the necessary training/education to today's students!

Together we can make a difference!



Adopt-A-School & National Speaking Tour

- Wellness after-school programs in local **schools. (for parent/teacher and students)** focused on personal development, financial literacy, career development, life-skills to overcoming challenges and healthy living.
- Onsite & online multi media programs through gangofhope.com where teachers and students are given access to positive role models who share their step by step plan to success, tools and resources that can transform their lives.
- Live events at schools, colleges, universities and expos
- Multimedia campaign; Blogtalkradio, TV, radio, print, internet reaching over **1,000,000** people
- Personal/professional development conferences/retreats and expos.
- ****Future opportunities for 'Education Rocks' musical concert - 2010**

Sponsorship: Year-Round Multi-Benefit Packages

Golden Star Sponsor - \$1,000/ year

Benefits: Visibility - Access - Various opportunities during the Speaking Tour

Year Long Multi-Benefit Package:

- **Signage** and exhibitor opportunities at live events
- **On-site recognition** as Golden Star Sponsor
- Logo link to your website from www.passionsdreams.org & www.gangofhope.com with over 150,000 hits per month
- **VIP** passes for 2 staff and 1 special client to events
- **Sponsor 2 after school courses at local school or youth center** and the production of one (1) video of a role model for gangofhope.com, a contest, printing, web-hosting of gangofhope.com

Silver Black-Board Sponsor - \$5,000/ year

Benefit: Visibility - Access - Connections - Direct Response - Various opportunities during Speaking Tour

Year Long Multi-Benefit Package:

Golden Start Sponsor benefits plus:

- **Logo presence on www.passionsdreams.org & www.gangofhope.com site**
- **Branding** to students/teachers which have a database of over 300,000
- Sponsor contest
- **On-site recognition** as Silver Black-Board Sponsor and opportunity for a brief presentation
- **Sponsor 2 schools on the National Speaking Tour** - Starting September 2009
- **Sponsor 2 productions** of gangofhope.com life training videos or **a role model**
- **4 VIP passes to all Passions & Dreams Funding, Inc.'s events**
- **Sponsor Full Training Program for 1 local school or Youth Center.**

Presenting Platinum Apple Sponsor \$ 20,000 year

Benefit: Visibility - Access - Connections - Impressions - Direct Responses - Extended Reach - Spokesperson - Media - National Platform - Various opportunities during Speaking Tour

Year Long Multi-Benefits Package:

White Gold Recess Sponsor benefits plus:

- **Underwriting** of life development training After-school programs in 35 schools in **Los Angeles**
- **Personal introductions** to celebrities, elected officials, honored guests and musical performers during events by Silva Mirzoian, Founder & Producer
- **Naming Rights** as presenting sponsor of Gang of Hope.com global **online videos** and speaking tour (schools/colleges) & Media Tour
- **Product placement** on Gangofhope.com in the multi-media programs & on all training handout materials
- 30 second **promo** video on rotating basis on gangofhope.com & www.passionsdreams.org
- **Brought to you by Logo** presence on the gangofhope.com **National Speaking Tour**
- National media release campaign **promoting** your company as brand-friendly to kids
- Promotional product **giveaways** of your products and/services at educational or TV industry presentations
- **Direct mail** campaign to 300,000 proprietary database list
- **Branding** in the national media including print, radio, internet and television
- Name recognition association with children's education and empowerment
- Signage at shooting locations
- Priority opportunity to sponsor "**Education Rocks**" fundraising Live Concert - 2010

____ Yes I/We want to Connect Our Brand to Children Influencing Purchasing Power!

We are passionate about helping kids discover their possibilities in life!

____ Golden Star Level ____ Silver Black-Board Level ____
____ Presenting Platinum Apple Level ____ Donate from your sales

The Schools are waiting for these programs, please

Email this page to info@gangofhope.com or Call Shirley Parsley at 310 273 1019

Charitable Partner: Passions & Dreams Funding Inc.

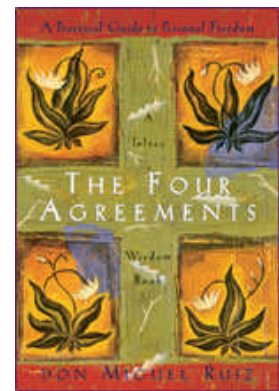
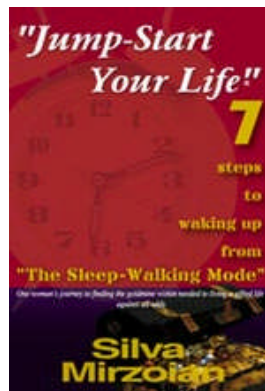


Part of the proceeds from these events and fees will be donated to our charitable partner, Passions & Dreams Funding, Inc. - a 501c(3) non-profit organization founded in 1998 with the primary mission to empower at-risk children through training programs, financial resources, scholarship program and internship resources to generate personal & financial independence. Sponsorship fees may be tax-deductible as charitable donations.

Present & Past Sponsors



Mama Hill Youth Center



"It is a win-win situation. When the person you help out is a child that has a full life ahead of them the results of your efforts can return to society exponential rewards."

Orrin C. Hudson - Author, Coach of BeSomeone.org