



## 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!

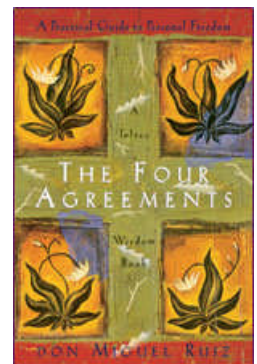
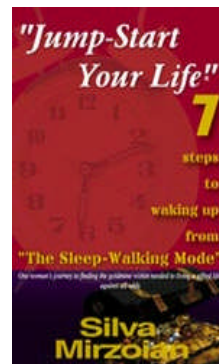
### Top 10 Reasons to Sponsor Adopt-A-School program

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** 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 opportunities, teaching life-skills overcoming challenges and healthy living.
- Onsite & online multi media programs through [gangofhope.com](http://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; TV, radio, print, internet reaching over **1,000,000** people
- Personal/professional development conferences/retreats and expos.
- **\*\*Future opportunities for 'Education Rocks' musical concert & Retreat in 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](http://www.passionsdreams.org) & [www.gangofhope.com](http://www.gangofhope.com) with over 150,000 hits per month
- **VIP** passes for 2 staff and 1 special client to events
- Sponsor production of one (1) video of a role model for [gangofhope.com](http://gangofhope.com), a contest, printing, web-hosting of [gangofhope.com](http://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 Star Sponsor benefits plus:

- **Logo presence on [www.passionsdreams.org](http://www.passionsdreams.org) & [www.gangofhope.com](http://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](http://gangofhope.com) life training videos or **a role model**
- **4 VIP passes to all Passions & Dreams Funding, Inc.'s events**
- Sponsor 1 local school training

### 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 **California**
- **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](http://Gangofhope.com) in the multi-media programs & on all training handout materials
- 30 second **promo** video on rotating basis on [gangofhope.com](http://gangofhope.com) & [www.passionsdreams.org](http://www.passionsdreams.org)
- **Brought to you by Logo** presence on the [gangofhope.com](http://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 & a retreat in 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](mailto:info@gangofhope.com) or Call Shirley Parsley at 310 273 1019

**Charitable Partner: Passions & Dreams Funding Inc.**

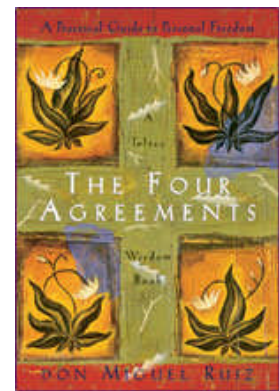
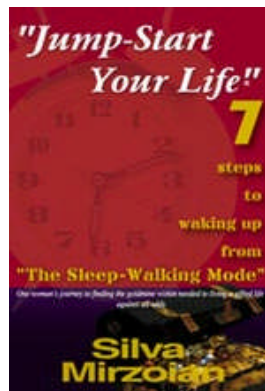


Part of the proceeds from these events and fees will be donated to our charitable partner, Passions & Dreams Funding, Inc. - a 501c(3) non-profit organization founded in 1998 with the primary mission to empower at-risk children through training programs, financial resources, scholarship program and internship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