



Dear Potential Sponsor:

I would like to invite you to partner with Excellence Matters Most, Inc. as a sponsor of our 2nd Annual Conference entitled, "**Express Yourself! 3**" The event will take place on Saturday, November 12, 2011 at the University of Michigan Dearborn. It will consist of workshops that emphasize the importance of reading, writing and public speaking literacy. The workshops will focus on the **Art of...**public speaking, hip hop dancing, art, mime expression and science. Last year we had over 100 youth to attend the conference and we look forward to increasing our numbers of attendees this year. We are delighted to have Anquette Sarfoh, News Anchor on Fox 2 Morning News as our guest speaker!

Together we can set a standard of excellence for the youth throughout the region, and for this reason, it would be greatly appreciated if you would contribute a monetary donation of any amount to allow us to provide this conference to hundreds of boys and girls. Based on your level of support, we will provide exposure for your company in a variety of ways. A brief summary of our program is enclosed for your review. Please advise me of your contribution by providing me with a prompt response as soon as possible. I can be reached at 586.713.5614 or @ carmen @ excellencemattersmost.org. if you have any additional questions or concerns. Please check out our website @ www.excellencemattersmost.org.

Excellence Matters Most, Inc. is a nonprofit 501C3 organization. All donations are tax-deductible under section 170 of the IRS code. Please accept our sincerest gratitude for helping young boys and girls develop the literacy skills needed to become successful. We look forward to your support!

Sincerely,

Carmen Willingham

Carmen Willingham

Chief Executive Officer/Founder



Excellence Matters Most, Inc. is an educational initiative, which provides top-quality tutoring and mentoring for boys and girls of all ages. Through mentoring, tutoring and workshops, we are "enhancing lives" while "enlightening minds."

PROGRAM GOALS

- To provide boys and girls with opportunities to improve their reading, writing and public speaking skills.
- To give disadvantaged youth the ability to succeed regardless of their background.
- To bring awareness to the importance of literacy while incorporating fun, hands-on activities.

PROGRAM OBJECTIVES

- To provide boys & girls with the resources needed to improve his/her literacy skills.
- To expose boys and girls to activities and experiences that increase awareness of reading, writing and public speaking.
- To prepare boys and girls to master their confidence through reading, writing and public speaking.

DEMOGRAPHICS OF CLIENTS

Excellence Matters Most, Inc. offers tutoring and mentoring programs for low income, at-risk and disadvantaged boys and girls in Wayne and Oakland Counties. We look to expand our services to several other surrounding areas.

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Best Regards,

Carmen Willingham



Excellence Matters Most, Inc.

tutoring . mentoring
education workshops . presenters
reading . writing . public speaking
literacy improvement

SPONSORSHIP

Presenting Sponsor

\$4,000 or more

- Recognition plaque at opening session
- Company mention in all radio advertising
- Logo printed on electronic marketing materials (if confirmed by 9/17/11)
- Full page advertisement in conference program
- 1-2 items in conference book bag

Gold Sponsor

\$2000 or more

- Recognition from podium at opening session
- Four mentions in radio advertising
- Logo printed on electronic marketing materials (if confirmed by 9/17/11)
- 1/2 page advertisement in conference program
- 1 item inserted in conference book bag

Silver Sponsor

\$500 or more

- Logo printed on electronic marketing materials (if confirmed by 9/17/11)
- 3/4 page advertisement in conference program

Refreshment Sponsor

\$1000

- Exclusive company recognition at the refreshment table
- Recognition from podium at opening session
- Logo printed on electronic marketing materials (if confirmed by 9/17/11)



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IN-KIND DONATIONS

Book bag

- Pens
- Notebook or Journals
- Bookmarks
- Magazines
- Books
- Water Bottles

Printing

- Commemorative T-shirts
- Commemorative Poster
- Conference Program Books
- Name Badges
- Signage

Door Prizes

- Products
- Gift Certificates/Gift Cards
- Complimentary Services



INVEST IN OUR YOUTH!

WHY DONATE TO THE “EXPRESS YOURSELF!”³ CONFERENCE?

1. **Marketing for Your Organization-** Depending upon your level of support, your organization’s logo can appear on a variety of conference advertisements, including e-blasts, flyers, t-shirts, event booklets and posters. This means increased advertising to numerous households around the Metro Detroit and surrounding suburbs that lead to increased sales. This corporate partnership with Excellence Matters Most, Inc. will give your organization tremendous visibility, while demonstrating your commitment to supporting community organizations working to empower youth.
2. **Creating a Giving Image-** Sponsoring Excellence Matters Most, Inc. helps to expand the organization's educational and enlightening programs focused on reading, writing & public speaking literacy. Excellence Matters Most, Inc. will assist and ensure that they recognize that your organization cares about the success of youth and the greater community at large. Your generous support will help Excellence Matters Most, Inc. to continue to present quality programs for youth.
3. **Competitive Edge-** Business competitors are constantly finding different ways to advertise to reach consumers. Through an Excellence Matters Most, Inc. sponsorship, your company is advertising in a unique way. Your organization would have exclusive marketing rights and access to one of the fastest growing consumers: boys and girls. In addition, you would be provided with an electronic version of the attendance database for additional marketing efforts. This is another way to dominate the market to ensure consumers are seeing your name, not your competitors. Repetition helps consumers remember your business and support it.
4. **You can’t afford NOT to Invest in Our Youth!**