

# SPONSORSHIPS



RESOURCE CENTER

1401 S. Grand Traverse  
Flint, MI 48503

[www.rescen.org](http://www.rescen.org)  
[www.volhere.org](http://www.volhere.org)

## A new day. A new future. A new Genesee County.

We envision **Leadership Genesee** and **Greater Flint Youth Leadership** participants and alumni serving as catalysts to affect deep, transformative change in our community. They will challenge themselves and others to active, compelling, and strategic civic engagement in order to create a new hope and a new future for our region in the 21st century.

## Invest. Inspire. Revitalize.

The Resource Center, a 501(c)(3) nonprofit organization, invites organizations and individuals interested in revitalizing Genesee County to invest in these two leadership programs.

### Leadership Genesee Sponsorships

There are four levels of sponsorship for Leadership Genesee:

- Platinum Sponsorship (\$5000)
- Gold Sponsorship (\$2500)
- Silver Sponsorship (\$1000)
- Bronze Sponsorship (\$500)

Platinum and Gold Sponsorships result in sponsor benefits and visibility for the entire program; Silver and Bronze are partial sponsorships. (See chart on next page for sponsorship benefits).



### Greater Flint Youth Leadership Sponsorships

Working with 60-70 high school students from throughout Genesee County, GFYL develops students through service learning, leadership exercises, and community engagement. Imagine a new generation of students that contagiously and enthusiastically commit to changing their world. Tuition fees are limited to ensure affordability for students. This requires additional fund raising through grants, donations, and sponsorships. Organizations are encouraged to sponsor the entire program or individual sessions. Sponsors will receive visibility through placement on agendas, program materials, and graduation recognition.



### New Leaders Dinner (Graduation) Sponsorships

We believe that leadership development and civic engagement should be celebrated. In May, both Leadership Genesee and Greater Flint Youth Leadership programs will celebrate with our New Leaders Dinner and Graduation. Organizations can sponsor a table, entertainment, keynote speaker, promotional materials, and awards.

### Contact Us to Invest in Leadership

For more information on how to sponsor Leadership Genesee, Greater Flint Youth Leadership, or the New Leaders Dinner, contact John Waldo, Director of Leadership Programs at 810.232.6425 or [jwaldo@rescen.org](mailto:jwaldo@rescen.org).



**Sponsorship  
Investment  
Benefits**

Contact:

John Waldo, M.A.,  
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**SPONSORSHIPS**

| BENEFIT  | PLATINUM (\$5,000) | GOLD (\$2,500) | SILVER (\$1,000) | BRONZE (\$500) |
|--|--------------------|----------------|------------------|----------------|
| Tuition discount for one LG program participant                          | ✓ (FULL)           | ✓ (50%)        |                  |                |
| Logo and tag line on all session agendas                                 | ✓                  | ✓              |                  |                |
| Logo on participant name cards, name tags                                | ✓                  | ✓              |                  |                |
| Logo on cover of participant notebooks                                   | ✓                  | ✓              |                  |                |
| Logo and tag line on notebook divider pages                              | ✓                  |                |                  |                |
| Logo and tag line on sponsor page inside participant notebook            | ✓                  | ✓              |                  |                |
| Logo only on sponsor page (no tag line)                                  |                    |                | ✓                |                |
| Acknowledgement on sponsors page in participant notebook                 | ✓                  | ✓              | ✓                | ✓              |
| Tag line on all Leadership Genesee or GFYL media materials               | ✓                  | ✓              |                  |                |
| Acknowledgement on select Leadership Genesee or GFYL media materials     | ✓                  | ✓              | ✓                |                |
| Acknowledgement on session agendas                                       | ✓                  | ✓              | +                | *              |
| Logo and tag line on cover of graduation program                         | ✓                  | ✓              |                  |                |
| Name on signage at graduation ceremony                                   | ✓                  | ✓              |                  |                |
| Verbal acknowledgment with sponsor option to address graduation audience | ✓                  |                |                  |                |
| Verbal acknowledgment at graduation                                      | ✓                  | ✓              | ✓                | ✓              |
| Acknowledgement in graduation program                                    | ✓                  | ✓              | ✓                | ✓              |
| Acknowledgement in quarterly Resource Center newsletter                  | ✓                  | ✓              | ✓                | ✓              |
| Complimentary tickets to graduation ceremony (\$35 value each)           | 8                  | 4              | 2                |                |

+ Acknowledgement on Leadership Genesee session agenda for one all day session, OR two half-day sessions OR all lunch sessions in participant notebook; GFYL agendas

\*Acknowledgement on agenda for one half-day session OR two lunch sessions in participant notebook

*Note: Inclusion of logos and tag lines on notebook covers, divider pages will be dependent on print deadlines.*