

# 2012 Invest In Kids Banquet

## HELP BREAK THE CYCLE OF POVERTY AND DESPAIR IN CINCINNATI!

### Smart Companies Know That the Right Partnership Can Help Them

By partnering with City Gospel Mission, you gain the opportunity to help children living in poverty while promoting your company. You also:

- Gain exposure for your brand with local audiences
- Build goodwill for your brand and company
- Demonstrate a sense of community and a corporate culture which values helping others
- Increase the probability that people will choose your product or service

### What is City Gospel Mission?

Founded in 1924, City Gospel Mission is a 501 (c)(3) dedicated to providing help and hope to Greater Cincinnati's men, women and youth. Innovative, relationship-based programming is at the core of this dynamic organization. Utilizing everything from dirt bikes to rap music to action-packed summer camp experiences, City Gospel Mission serves more than 9,000 children every year.

### Our Mission

Breaking the cycle of poverty and despair... one life at a time.



## 86%

Eighty-six percent of people interviewed in a national survey said that they would be likely to switch brands, all things being equal, if the new brand was associated with a good cause.\*

## 85%

Eighty-five percent of people interviewed in the same national survey said a company's commitment to social issues is important when they decide what companies they want to see doing business in their local community.\*

\*Source: Cone Corporate Citizenship Study, 2004



### City Gospel Mission "Invest in Kids" Banquet

700 attendees expected!

May 10, 2012, 6:00 p.m.

Hyatt Regency Cincinnati  
151 West 5<sup>th</sup> Street  
Cincinnati, OH 45202

**CINCINNATI'S CHILDREN LIVING IN POVERTY**

- **One out of every three children in Cincinnati is living in poverty.** <sup>1</sup>
- Cincinnati ranks 16th in a list of major cities with the highest percentage of residents living in poverty, ahead of L.A., New York, and Chicago.<sup>2</sup>
- 27,000 children living in the city limits of Cincinnati are at-risk.
- **33% of kids in Cincinnati Public Schools read below grade level.**<sup>3</sup>
- 39% of children in Cincinnati Public Schools are not proficient in math.<sup>3</sup>
- 2,200 child abuse cases were filed in Hamilton County in 2006.<sup>4</sup>
- 23% of all students in Cincinnati Public Schools do not graduate from high school.<sup>3</sup>
- **18,400 criminal charges were filed against children** in the Hamilton County Court System in 2006.<sup>4</sup>

**City Gospel Mission IS CREATING BRIGHTER FUTURES FOR CHILDREN**

- A study identified three factors that make a difference in breaking out the cycle of generational poverty: a relationship with caring adult, education, and faith-based experience. City Gospel Mission provides all three of these success factors to children. <sup>5</sup>
- **City Gospel Mission touches the lives of more than 1,100 children each year.**
- Tutored and mentored youth are less likely to begin using illegal drugs (46% less), begin using alcohol (27% less), skip school (52% less), and engage in acts of violence (33% less). <sup>6</sup>
- Tutored and mentored youth are also more likely to have greater self-esteem, have confidence in their schoolwork, get along better with their friends and families, and attend college. <sup>6</sup>
- To make a difference in the lives of children, City Gospel Mission relies on the generosity and support of individuals and businesses. We receive no government funding.
- Each year, City Gospel Mission's Banquet sponsorships exceed the costs of the Banquet. This means that **100% of the donations received at the Banquet go to help Cincinnati's children in need.**

Sources:

1. 2000 U.S. Census
2. 2003 U.S. Census American Community Survey
3. Cincinnati Public Schools 2006-2007 Ohio Report Card
4. Hamilton County Juvenile Court
5. Developmental Assets. Minneapolis: Search Institute
6. Mentoring: A Promising Strategy for Youth Development. Washington: Child Trends

## SPONSORSHIP LEVELS

### Title Sponsor **\$10,000**

- *Title Sponsor* recognition in banquet invitation and program
- Corporate name and logo in four City Gospel Mission newsletters
- Prominent signage at banquet (sponsor provides)
- Half page ad in event program
- Support highlighted during event
- Reserved seating for up to 20 people
- Table signage on two tables at the event
- Company logo and link on City Gospel Mission website



### Investor **\$5,000**

*Investing in kids, changing lives*

- Recognition in banquet program
- Corporate name and logo in four City Gospel Mission newsletters
- Prominent signage at banquet (sponsor provides)
- Half page ad in event program
- Reserved seating for 10 people
- Table signage on one table at the event
- Company logo and link on City Gospel Mission website



### Visionary **\$3,000**

*Envisioning brighter futures for children*

- Recognition in banquet program
- Corporate name and logo in two City Gospel Mission newsletters
- Quarter page ad in event program
- Reserved seating for 4 people
- Signage in Silent Auction area (sponsor provides)

**Over 700 guests  
expected!**

### Builder **\$1,000**

*Building hope, one child at a time*

- Recognition in banquet program
- Corporate name and logo in two City Gospel Mission Newsletters
- Quarter page ad in event program
- Reserved seating for 2 people
- Signage in Ministry Exhibit area (sponsor provides)



### Brick Layer **in-kind gifts >\$1,000**

- Recognition in banquet program
- Name listed in two City Gospel Mission newsletters
- Reserved seating for 2 people

**Change the life  
of a child today!**

### Table Sponsor **\$300**

- Recognition in banquet program
- Name listed in two City Gospel Mission newsletters
- Table signage at the event

***Sponsorship commitments must be received before May 1<sup>st</sup> for inclusion in the program.***