



AMERICA SCORES
National Poetry
SLAM!



SPONSORSHIP OPPORTUNITIES

AMERICA SCORES presents
7th ANNUAL NATIONAL POETRY SLAM!
APR 08, 2013 NYSE 2 BROAD ST NEW YORK

JOIN US IN CELEBRATING THE ACHIEVEMENTS OF

About America SCORES

America SCORES inspires urban youth to lead healthy lives, be engaged students, and have the confidence and character to make a difference in the world. We achieve this mission through innovative afterschool and summer programming which combine soccer, poetry, and service-learning every day for over 24 weeks each year.

Our holistic approach of arts, athletics, and academics instills in participating youth increased levels of academic achievement, physical fitness, and a sense of teamwork and belonging.

A national non-profit, America SCORES serves 8,000 students at 150 schools through fourteen affiliates located in major urban centers across the country.

The National Poetry SLAM!

Every year, America SCORES students compose over 20,000 original literary works, publish hundreds of poems in local press and national publications, and perform their masterpieces before live and televised audiences.

In the winter, every poet-athlete takes center stage at a regional poetry SLAM! for the opportunity to perform on a national stage. Motivating 8,000 young people to be their best every day, the National Poetry SLAM! invites one boy and one girl from each city on an all-expenses paid trip to New York City.

A red-carpet and star-studded event, the National Poetry SLAM! showcases the power of soccer and poetry to improve health and literacy while celebrating the achievements of these outstanding elementary school youth.

LITERACY

America SCORES is very effective in improving early literacy and teaching basic grammar skills, such as vocabulary development, word form and sentence structure. Literacy is the single greatest predictor of graduation and incarceration rates.

THE SCHOOL DAY

Children have a four times greater chance of being the victim of or committing a crime during after school hours. America SCORES offers a place for students to feel both safe and engaged after school, with positive activities and adult role models on a daily basis.

SOCCER

America SCORES students engage in up to eight hours of vigorous exercise each week and develop a life-long appreciation of sports and health-enhancing behaviors. Extensive research demonstrates the link between health and academic achievement.

RECENT PRESS

- Reached over 4.5 million impressions via 33 media outlets for World Record attempt including FOX, CBS & NBC.
- Recognized on PBS with national segment on American Graduate Day.
- Received special invitation to the White House to participate in First Lady Michelle Obama's *Let's Move* event.

AMERICA SCORES POET-ATHLETES NATIONWIDE

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NYSE Euronext

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LETTER FROM THE BOARD

It is with great pleasure that we present the 7th Annual National Poetry SLAM!, a celebration of the teamwork, leadership, and commitment demonstrated by America SCORES poet-athletes and their coaches every day.

Corporate and individual supporters allow America SCORES to award 28 of our finest poet-athletes from around the country an unforgettable weekend in New York & offers all the program's participants an opportunity they aspire toward.

For these celebrated young people, the National Poetry SLAM! is the first time they see America SCORES beyond their team, their school, and their city. For all of us, the SLAM! serves as a reminder that kids everywhere need something to do after school.

America SCORES relies on your help so that we may not only continue to provide our free and fun afterschool program to 8,000 students each year, but also grow to serve every child deserving of a team who does not have one.

We hope you'll join us for an eventful evening on the Trading Floor of the New York Stock Exchange as well as throughout the national movement to leverage the power of sports to change the lives and shape the values of our next generation.

With gratitude,

Benjamin Chrnlich
National Board Chair

Fred Popp
Event Chair

PAST SPONSORS

Akin Gump
CS Technology
Debevoise & Plimpton
Eurosport
FOX Soccer
Insperity
Interbrand
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NYSE Euronext
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PAST SPECIAL GUESTS

Kathy Carter
Rick Davis
John Harkes
Chris Heck
The Great Unknown
Don Garber
Sunil Gulati
Alexi Lalas
NY Red Bulls team
Heather O'Reilly

Psalm One
Martha Reeves
Robin Williams

TITLE SPONSORSHIP

\$50,000 - 1 available



Title Sponsorship of the 7th Annual National Poetry SLAM! offers your company the opportunity to showcase your dedication to arts, academics, and athletics, highlight your commitment to underserved youth, and truly make a difference in the lives of our young people.

As the exclusive Title Sponsor of the National Poetry SLAM!, your company's support will be widely promoted. On April 8, 2013, Title Sponsor guests will:

- join our elite poet-athletes with 16 tickets to the National Poetry SLAM! (a \$4,000 value),
- have the opportunity to speak on-stage,
- have prominent logo placement on screen during performances, on all poet-athlete apparel, and behind the NYSE Bell Podium.

The Title Sponsor will reach beyond the 300 live audience members. Photos and videos from the National Poetry SLAM! are widely shared and

viewed on social media by thousands. America SCORES will recognize your company through several online and print promotions (including our national homepage), generating over 500,000 impressions from our network alone.

Title Sponsorship of the National Poetry SLAM! is a launching pad for a relationship that extends far beyond the walls of the New York Stock Exchange. Corporate partner relationships are comprehensive and we will work with you to tailor an integrated platform that meets your needs: including employee engagement opportunities, cause-marketing campaigns, and widespread distribution of an event press release* that will highlight your involvement in this philanthropic initiative.

* Title Sponsor will receive title recognition in the event press release as distributed through PR Newswire's Basic Multimedia News Release package, including headline in Times Square and PR Newswire's full distribution of over 5,000 media sites and 7,500 websites.



To sponsor the National Poetry SLAM!, please contact Michelle Wong, 212 868 9510 x305. Learn more at AmericaSCORES.org/nps2013. Maximize your inclusion in promotional materials by making your commitments by March 1, 2013,

PLATINUM SPONSORSHIP

\$25,000 - 4 available



AMERICA SCORES
National Poetry
SLAM!

Platinum Sponsorship offers your company the opportunity to host an exclusive meet-and-greet with our poet-athletes, with our corporate sponsors and special guests, or both. Your branding will set the backdrop at one of our four SLAM! Weekend events that best aligns with your philanthropic mission and helps you reach your target audience.

In addition to exclusive naming and promotional rights to the event of your choice, each Platinum Sponsor will also join us with

- 10 tickets to the SLAM! (a \$2,000 value),
- your logo will be featured on the back of all poet-athlete apparel, and
- the opportunity to present on-stage.

Through online and print promotions (including on our national homepage), America SCORES creates over 500,000 brand impressions through our network alone.

We will work with you to customize employee engagement opportunities, such as volunteer days, cause-marketing campaigns, and distribution* of an event press release that will highlight your commitment to our youth.

* Platinum Sponsor will receive mention in the event press release as distributed through PR Newswire's US 1 Premium Photo Distribution to: US media circuit, PR Newswire for Journalist, PR Newswire's online syndication network & distribution to relevant trades.

VIP Sponsor Banquet

On Sunday, April 7th, the sponsor of the annual VIP Sponsor Banquet will host an intimate dinner with a select group of corporate guests, our celebrated poet-athletes, and their families.

National Soccer Team

On Monday, April 8th, help us turn our 28 poet-athletes from fourteen cities into one cohesive National Soccer Team. The sponsor of the National Soccer Team will host the annual soccer match in Central Park with our poet-athletes and their families.

VIP Cocktail Reception

The VIP Cocktail Reception sponsor will welcome and network with up to 100 corporate guests at a VIP happy hour. just before the National Poetry SLAM! You'll have the opportunity to present on stage & catch a glimpse of the kids before they SLAM!.

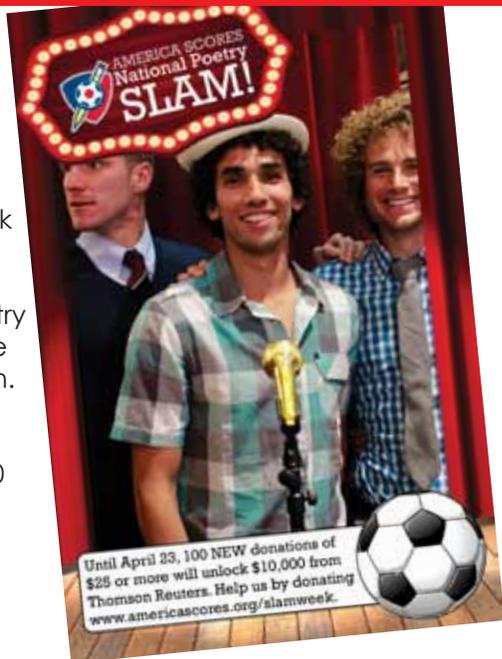
Dessert Reception

Immediately following the SLAM!, all 300 guests will join us on the New York Stock Exchange trading floor for coffee and dessert. This fun gathering allows guests to network and congratulate performers.



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SLAM! Week Sponsor at least \$10,000 - 1 available



Members of the New York Red Bulls at the 2012 National Poetry SLAM! in the photo booth. Potential to reach their over 200,000 fans on Facebook.

Last year, Thomson Reuters challenged National Poetry SLAM! guests to gather 100 new donations of \$25 or more in seven days after the SLAM! to unlock an additional \$10,000 corporate match from the company.

We invite a new SLAM! Week Sponsor to receive exclusive naming and promotional rights including prominent placement (on all event photos taken in our photobooth). Guests are encouraged to upload these photos to help us win the challenge.

The SLAM! Week Sponsor receives dedicated social media exposure and logo placement in e-mail reminders to 26,000 e-newsletter subscribers.

SPONSOR POET-ATHLETES \$2,500 - 14 cities available

You can give two students the trip of a lifetime. By sponsoring poet-athletes, 100% of your contribution directly supports and enhances their experience in New York City, from the costs of travel and accommodation to food and sight-seeing.

Sponsor one boy and girl from one of 14 cities (Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, DC, LA, Milwaukee, New York, Portland, San Francisco, Saint Louis, Seattle) and make the National Poetry SLAM! a weekend they will never forget.

Poet-athlete sponsors will receive two tickets to the SLAM! and two seats to the VIP Sponsor Banquet. Your name will be listed in the program book beneath the city you chose to sponsor.



I Wished by Eric B. (SLAM! 2012 poet-athlete)

I wished upon a star
That one day I would be famous
I wished upon a star
That one day I would make it

I wanted to be around bright lights
And a lot of people
I wished and wished and wished
That one day I would no longer be equal

A loud applause
An ovation like people standing
Now that my dream has come true
It's like a star landing

I now no longer wish
My life is no longer a bore
With hard work and determination
I made it to New York thanks to
America SCORES

Yeah I was an average kid
I still wish and that won't stop
I never thought I'd make it out of St. Louis
But now that I have I know
I can make it to the top

Instead of wishing I now have goals
This isn't the last time you'll see me
I'll keep pushing and pushing
Because my wishing became a reality



TITLE SPONSOR
\$50,000 (1 available)

PLATINUM SPONSOR
\$25,000 (4 available)

GOLD SPONSOR
\$10,000

POET LAUREATE
\$5,000

POET-ATHLETES
\$2,500 (14 available)

EVENT

BENEFITS SUMMARY

EXCLUSIVE	National Poetry SLAM!	Select 1 of 4 events			
YOUTH CLOTHING 28 youth & photos	Logo on front	Logo on back			
ON-STAGE OPPORTUNITY 300 guests	Speak and present	Present	Name recognition		
LOGO ON SCREEN 300 guests & photos	During SLAM!	Looped at reception(s) if not exclusively sponsored	Looped at reception(s) if not exclusively sponsored		
SLAM! VIP TICKETS \$250 each	16 Tickets \$4,000 value	10 Tickets \$2,500 value	8 Tickets \$2,000 value	6 Tickets \$1,500 value	4 Tickets \$1,000 value
VIP DINNER (Sunday)	8 Seats	6 Seats	4 Seats	2 Seats	2 Seats

PRINT

PRESS RELEASE \$250 value	Title recognition	Mention in press release			
KICKER! MAGAZINE 10,000 in circulation	Full page ad	1/2 page ad	1/4 page ad	Name listing	
PROGRAM 500 in circulation	Logo on cover & Full page ad	1/2 page ad on inside cover	Logo in sponsor section	Name in sponsor section	Name alongside sponsored youth

PROMO MATERIALS

NATIONAL HOMEPAGE 156K annual views	Rotating through 2013 Static through 5/2013	Rotating through 2013			
EMAIL 26,000 e-subscribers	2 announcements & Logo in header	1 announcement & Logo in footer	Logo in footer	Name in footer	Name in footer
SOCIAL MEDIA 10,000 fans	Bi-weekly mention Facebook cover Twitter background through 5/2013	1 announcement Facebook cover Twitter background through 5/2013	Announcement on Twitter & Facebook (highlighted post)	Announcement on Twitter & Facebook	Announcement on Twitter
EVENT WEBSITE Through 2013	Logo	Logo	Name listing	Name listing	Name listing
GIVEAWAYS 300 guests	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited

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