



IGNITING PURPOSE – INSPIRING SUCCESS – TRANSFORMING LIVES

## 2019 PARTNER SPONSORSHIP OPPORTUNITIES



## ABOUT US

Transformation Life Center is a non-profit organization cultivating future leaders to positively impact their communities and give back to underserved youth. Our mission is to **IGNITE (purpose)**, **INSPIRE (success)** and **TRANSFORM (the lives)** of collegiate students through four specific areas: faith, education, leadership, health and wellness. By connecting students to premium resources and instilling in them non-traditional skills, we are providing an undeniable experience that holistically propels students to achieve and assists with a success model that our successors can implement beyond four years.

## OUR PROGRAMS

**The Steps of Success 5K (SOS5K)** is the most anticipated event of the year and serves as the first point of exposure for collegiate students into our success community. The 5K walk/run is an engagement opportunity where all of our constituents (runners, sponsors, business professionals, students and volunteers) come together to meet community needs. Awards are given to race participants, **#IGNITE** scholarships are awarded to college students and **#INSPIRE** and **#TRANSFORM** scholars are recognized.

What makes us different? When students cross our run/walk finish line, they have the opportunity to opt-in to the Pathway to Success Initiative, thus our mantra **“More Than A Race, A Pathway to Success.”**

The **Pathway to Success Initiative (P2SI)** serves as the framework by which our strategy evolves into long-term impact. It consists of four focus areas: Faith, Education, Leadership, and Health & Wellness with two program tracks: traditional and non-traditional. The **traditional track** serves students in four-year institutions. The **non-traditional track** serves high school students and at-risk youth in the same focus areas, with trades as the emphasis.

Each focus area is a transformational experience combining the latest ideas, models, curriculum, skills and tools that **ignite** purpose, **inspire** success and **transform** the lives of not only collegiate students, but also, high schoolers, at risk individuals, underserved youth and young adults. The age range for this Initiative is 15 – 24.



*"The Pathway to Success Initiative helped prepare me to be a step above others in my confidence. The skills taught to me prepared me to land a paid internship position with a top Fortune 500 company. I not only received the job, but also a support system and mentor to guide me. My future looks great!"*  
**-Myles Harris, Fisk University**



*"I am happy to have received the Steps of Success 5K scholarship and I look forward to becoming a consistent part of the Transformation Life Center community."*  
**-Asia Bryanne Greenleaf, Meharry Medical College**



*"In a future office, I want to be able to give my own Oral Health Day to allow those in the community around me to move up in life. I am proud to be a part of a community that encourages others success."*  
**-Alexandra Bilunas, Meharry Medical College**

## WHY SPONSOR?

Becoming a sponsor allows for your organization to build its own pathway to success within the Transformation Life Center community. In partnership with us, you have the unique opportunity to connect with other professionals, give back to your local community, grow your business and have access to an above-average talent pipeline. You can choose a partnership on one day or make a year-long investment. Whatever your choice, we're happy to welcome you to Transformation Life Center.

### Your benefits include:

- + High visibility
- + Exclusivity + Presented by opportunities
- + Strong consumer audience
- + Product sampling / sale opportunities
- + Development and team-building opportunities for your organization and employees
- + Consumer and brand loyalty
- + Community engagement and relations
- + A reflection of your organization's values and vision to other stakeholders
- + Access to exclusive collegiate talent pipeline for internships and/or hiring opportunities



# #TRANSFORM PARTNERSHIP



As a **TRANSFORM PARTNER** you make a **one-year** total investment into our community and become a Transformation Life Center stakeholder with our successors, professionals, runners, volunteers and sponsor partners.

## **PARTNERSHIP INVESTMENT COMMITMENT: \$50,000+**

- Sponsor twenty five (25) students to participate in the Pathway to Success Initiative
- Transform level minimum donation of \$2500 to the Steps of Success 5K Scholarship Fund
- 300 students participate in the Steps of Success 5K or 1 Mile Fun Run/Walk

## **TRANSFORM PARTNER** benefits include:

- **Title Sponsor recognition** at all TLC events and websites.
- **Scholarship naming rights: “Steps of Success 5K TRANSFORM Scholarship Presented by (your company)”** with company name on large presentation checks given at awards ceremony
- Company spotlight on official TLC website and social media
- Venue rights to host P2SI Workshops and TLC professional networking events
- Speaking rights at P2SI workshops in focus areas: Faith, Leadership, Education, Health & Wellness
- Access to VIP Sponsor Lounge, named after your company, at P2SI workshop events
- 6 complimentary tickets to attend P2SI workshops
- Exclusive invite to TLC VIP events
- “Master Class” workshop session exclusively with P2SI successor (students) and your company
- Pipeline to internship and hiring opportunities with top tier collegiate students
- Professional mentoring opportunities with your organization and P2SI successors (students)
- Most prominent booth space at all TLC events
- Sponsor representative 5 min speaking rights at Steps of Success 5K
- Logo or name on official Step & Repeat banner displayed at finish line, post-race photos and main stage
- Company representative in 5K awards ceremony photographs with winners
- Opportunity to distribute collateral at all TLC events
- Complimentary race entry for 25 participants



# 2019 TRANSFORMATION LIFE CENTER PARTNERSHIP AGREEMENT

\_\_\_\_ YES! I would like to support Transformation Life Center as a sponsor

## IGNITE PARTNER

(Steps of Success 5K ONLY)

- |  |  |
|--|--|
| <input type="checkbox"/> \$10,000 5K Title Sponsor             | <input type="checkbox"/> \$2,500 Mile Marker Sponsor     |
| <input type="checkbox"/> \$6,000 1 Mile Presenting Sponsor     | <input type="checkbox"/> \$1,500 Adopt A College Sponsor |
| <input type="checkbox"/> \$5,000 Family Fun Fest Sponsor       | <input type="checkbox"/> \$1,000 Hydration Water Sponsor |
| <input type="checkbox"/> \$5,000 Awards Ceremony Sponsor       | <input type="checkbox"/> \$1,000 Pathway PLUS Sponsor    |
| <input type="checkbox"/> \$5,000 College Fit Challenge Sponsor | <input type="checkbox"/> \$500 Pathway Sponsor           |

If you have questions or are interested in the INSPIRE or TRANSFORM partnership, please indicate below and contact Demetrius Short at [dshort@transformationlifecenter.org](mailto:dshort@transformationlifecenter.org) or 615.997.6841

### INSPIRE PARTNERSHIP

\$15,000+

### TRANSFORM PARTNERSHIP

\$50,000+

- I will support with an IN-KIND donation by providing: \_\_\_\_\_
- I will make a one-time gift to Transformation Life Center in the amount of \$\_\_\_\_\_

**Please submit a high resolution logo in EPS and PNG format to [rwaldon@transformationlifecenter.org](mailto:rwaldon@transformationlifecenter.org) by MONDAY, July 8, 2019**

Sponsor: \_\_\_\_\_ Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

How would you like to make your payment?  Check  Credit Card

Please make check payable to Transformation Life Center (mail check & form to):

P.O. Box 705, Hermitage, TN 37076

Call 615.997.6841 to pay by credit card

Submit via email at: [dshort@transformationlifecenter.org](mailto:dshort@transformationlifecenter.org)

\* Note: Your donation is tax deductible. Tax ID #26-3906467. KEEP COPY OF THIS FORM FOR YOUR RECORDS!