

13th Annual Steps of Success 5K

September 9, 2023

Shelby Park - Nashville, TN



TRANSFORMATION LIFE CENTER
»»» IGNITE . INSPIRE . TRANSFORM .

2023
Sponsorship Opportunities



MORE THAN A RACE... PATHWAY TO SUCCESS

OUR MISSION:

IGNITE (PURPOSE), INSPIRE (SUCCESS) AND TRANSFORM THE LIVES OF AFRICAN-AMERICAN COLLEGIATE STUDENTS AND YOUTH LIVING IN UNDERSERVED COMMUNITITES

TRANSFORMATION LIFE CENTER
 >>> IGNITE . INSPIRE . TRANSFORM .
 Cultivating Tomorrows Leaders, Today!

Pathway to Success Initiative (P2SI)

Pathway To Success Leadership Academy is a transformational experience that enhances the preparedness of future leaders in the African American/Black community. P2SI is designed to assist, support and empower collegiate/high school and champion professional development of the next generation of leaders.

Steps of Success 5k

The Steps of Success 5k Run/Walk fundraiser helps fuel the mission, programs and services of Transformation Life Center. Funds from the 5k run/walk also provide scholarships to students in need of financial support to help fund their education.

Talent Pipeline

TLC's mission is to produce a pipeline of successful future leaders in the African American/Black community who are career and job ready. P2SI high-performing students are offered internship and full time job opportunities along with unique mentoring opportunities with our Ignite Network partners. .



Black Men Run/Brown Boys Read

This program focuses on Literacy, Leadership and Health/Wellness of black and brown boys who are reading below the third grade reading level. Male role models read books to inspire the love of reading. After reading, the boys go out for a healthy walk/run with men in the Black Men Run Nashville Chapter.

Community Service

Students in our programs are required to "Pay It Forward" through FREE service learning projects throughout the year centered around positively impacting underserved communities.

Ignite Network

Through this robust network, industry and community leaders, as well as organizations, share their expert knowledge and benchmarked practices by facilitating workshops, serving as mentors or advisors to our students and/or non-profit organization.

"Cultivating future leaders to positively impact their community and the world!"

OUR VISION





OUR STORY

Over a decade has passed, since he walked across the stage as the first in his immediate family to complete the process of obtaining a college degree. To this day, Transformation Life Center CEO, Demetrius Short reflects on how his real-world experience did not come without struggles and obstacles stemming from his matriculation in the early 90's.

While pursuing his undergraduate degree from Fisk University, Demetrius witnessed first-hand the barriers that led to an increase in college student dropout rates. He didn't have a scholarship or transportation, and occasionally found himself with little food -- sleeping between the dorm director's office and the couch of a friend. Despite reaching one of the lowest points in his life, Demetrius refused to quit and become a dropout statistic. He secured internships and walked from campus to downtown Nashville in a business suit carrying a briefcase.

Years later, Demetrius returned to campus to nostalgically walk the same route he no longer had to travel. While walking, he had a divine intervention with God. Reflecting with tears in his eyes, he asked God, "Why did I have to go through this pain and struggle?" God responded to him and said, "Every step you took was a step toward your success." It was at that moment, he conceptualized a God-sized dream, hunger and responsibility to help students overcome their own barriers in life and reach success. With a vow to run a 3.1-mile 5K in a full suit and sneakers to commemorate his struggle, Steps of Success 5K was born along with a personal and professional development initiative named Pathway to Success Leadership Academy.

Never before has the need for African-American leadership been more apparent to Demetrius and Transformation Life Center. Today's current environment requires us to double our efforts to serve the collegiate students and youth who desperately need our support. We intend to do more to help the young people reach success, but we have to have the resources and community support to do it. You can help fuel our mission by becoming a sponsor, donor or participant of the 13th Annual Steps of Success 5K!





EVENT DETAILS

EVENT TIMELINE

13th Annual Steps of Success 5K and 1 Mile Family Fun Run/Walk

Saturday, September 9, 2023

Shelby Park, Nashville - Tennessee

6:30 AM - Registration Open

7:30 AM - Pre-Race Warmup

8:00 AM - 5K Start

8:05 AM - 1 Mile Fun Run Start

9:15 AM - Awards Ceremony

10:30 AM - Event Closes

** 6:00 PM - "More Than A Race" After Party



Expected Attendance:

800 - 1000 Participants + Spectators and Volunteers

Now more than ever we need your support to help Transformation Life Center expand our capacity to serve more students in 2023.

Help us create a "Pathway To Success" by investing in the Steps of Success 5k as a sponsor partner. By doing so, you fuel our mission to Ignite, Inspire and Transform the lives of collegiate students and youth living in underserved communities!





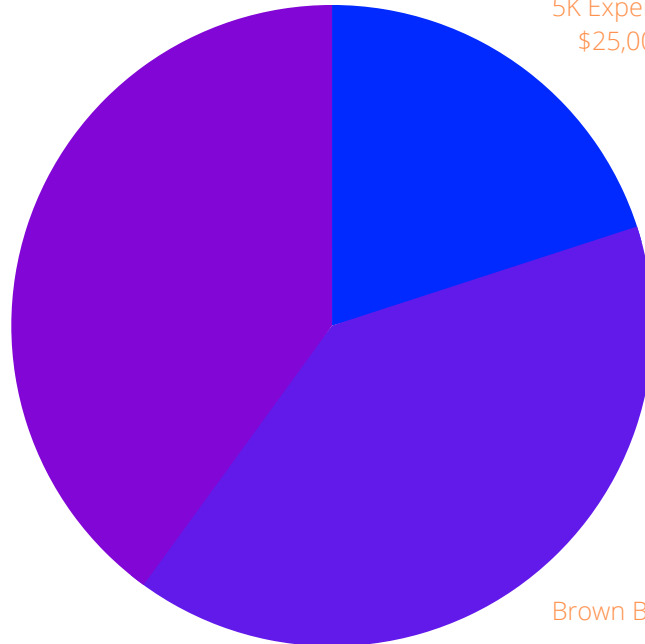
OUR GOALS

5K FUNDRAISING GOAL - 2023

\$125,000

HELP US REACH OUR GOAL!

P2SI Leadership Academy
\$50,000



5K Expenses
\$25,000

Brown Boys Read Initiative
\$50,000



\$25,000 - TITLE SPONSOR

EXCLUSIVE NAMING RIGHTS "STEPS OF SUCCESS 5K PRESENTED BY [YOUR COMPANY]

- Speaking opportunity and verbal recognition on race day
- [Your Company] on large Steps of Success 5K Scholarship checks presented on race day
- Company logo included on 5K:
 - Most prominent display on t-shirt
 - Runner bibs
 - Email and social media posts
 - Event webpage with link to your company website for one year
- Vendor Booth prominently located in the vendor pavilion
- Banner space at start/finish line
- Company volunteer opportunities at 5k
- Post-race opportunity to facilitate Pathway To Success Initiative (P2SI) Leadership Academy workshop with collegiate students
- 20 complimentary race entries

\$15,000 - 1 MILE FUN RUN/WALK PRESENTING SPONSOR

EXCLUSIVE NAMING RIGHTS "STEPS OF SUCCESS 5K PRESENTED BY [YOUR COMPANY]

- Speaking opportunity and verbal recognition on race day
- [Your Company] on large Steps of Success 5K Scholarship checks presented on race day
- Company logo included on 5K:
 - 2nd most prominent display on t-shirt
 - Runner bibs
 - Email and social media posts
 - Event webpage with link to your company website for one year
- Vendor Booth prominently located in the vendor pavilion
- Banner space at start/finish line
- Company volunteer opportunities at 5k
- 15 complimentary race entries

\$10,000 - "MORE THAN A RACE" AFTER PARTY SPONSOR

EXCLUSIVE NAMING RIGHTS "MORE THAN A RACE" AFTER PARTY PRESENTED BY [YOUR COMPANY]

- Host for the special event at Analog at Hutton Hotel
- Prominent branding of your company name and logo at venue
- Speaking opportunity on stage and name recognition throughout the event
- 10 complimentary tickets to after party event for your company to distribute
- Company logo included on 5K:
 - 3rd most prominent display on t-shirt
 - Sponsor banner
 - Email and social media posts
 - Event webpage with link to your company website
- Vendor Booth located in the vendor pavilion
- Company volunteer opportunities at 5k
- 10 complimentary race entries



\$8,000 - "PATHWAY TO SUCCESS" TRAINING SPONSOR

EXCLUSIVE NAMING RIGHTS "PATHWAY TO SUCCESS" SPONSOR PRESENTED BY [YOUR COMPANY]

- Company logo included on 5K:
 - T-shirt
 - Email and social media posts
 - Sponsor banner
 - Event webpage with link to your company website for one year
- Vendor Booth located in the vendor pavilion
- Company volunteer opportunities at 5k
- 8 complimentary race entries

\$6,000 - FINISHER MEDAL SPONSOR

EXCLUSIVE NAMING RIGHTS "FINISHER MEDAL" PRESENTED BY [YOUR COMPANY]

- Company logo included on 5K:
 - Finisher Medal
 - T-shirt
 - Email and social media posts
 - Sponsor banner
 - Event webpage
- Vendor Booth located in the vendor pavilion
- Company volunteer opportunities at 5k
- 6 complimentary race entries

\$5,000 - OFFICIAL T-SHIRT SPONSOR

EXCLUSIVE NAMING RIGHTS FOR T-SHIRT SPONSOR PRESENTED BY [YOUR COMPANY]

- Company logo included on 5K:
 - T-shirt
 - Email and social media posts
 - Sponsor banner
 - Event webpage
- Vendor Booth located in the vendor pavilion
- Company volunteer opportunities at 5k
- 5 complimentary race entries

\$5,000 - "TRANSFORM" PRE-RACE SPONSOR

EXCLUSIVE NAMING RIGHTS FOR PRE-RACE WARM-UP PRESENTED BY [YOUR COMPANY]

- Host for the pre-race 5k warmup
- Company logo included on 5K:
 - T-shirt
 - Email and social media posts
 - Sponsor banner
 - Event webpage
- Vendor Booth located in the vendor pavilion
- Company volunteer opportunities at 5k
- 5 complimentary race entries

\$2,000 - "INSPIRE" WATER STATION SPONSOR (2 AVAIL.)

WATER STATION PRESENTED BY [YOUR COMPANY]

- Company signage at water station
- Company logo included on 5K:
 - T-shirt
 - Social media post
 - Sponsor banner
 - Event webpage
- Vendor Booth located in the vendor pavilion
- Company volunteer opportunities at 5k
- 2 complimentary race entries

\$1,000 - "IGNITE" MILE MARKER SPONSOR (3 AVAIL.)

MILE MARKER 1, 2 AND/OR 3 PRESENTED BY [YOUR COMPANY]

- Company signage at 1, 2 or 3 mile markers on the race course
- Company logo included on 5K:
 - T-shirt
 - Social media post
 - Sponsor banner
 - Event webpage
- Vendor Booth located in the vendor pavilion
- Company volunteer opportunities at 5k
- 2 complimentary race entries

\$500 - "PATHWAY" SPONSOR

SHOWCASE YOUR BUSINESS ON A YARD SIGN LOCATED ON THE PATHWAY TO THE START/FINISH LINE

- Company logo included on 5K:
 - Yard Sign
 - T-shirt
- Vendor Booth located in the vendor pavilion
- Company volunteer opportunities at 5k

\$250- VENDOR BOOTH

SHOWCASE YOUR BUSINESS, PRODUCTS AND SERVICES

- 10 x 10 booth space in the vendor pavilion (Note: You must provide your own table + tent)
- Opportunity to put collateral in race goodie bags

**We cannot sponsor the 5k at this time, but
would like to make a one-time gift:**

SPONSOR A STUDENT TO RUN/WALK

INVESTMENT

50 students – Gold

\$1,750.00

25 students – Bronze

\$875.00

10 students – Silver

\$350.00

Please accept my donation of:

\$_____

**Tax deductible 501c3 – 26-3906467*

THANK YOU!

**Because of our generous sponsors, donors and
runners, we are able to provide opportunities for
more students to attend our programs FREE!**





PRINT THIS PAGE - FILL OUT INFORMATION - MAIL WITH CHECK TO ADDRESS BELOW

Transformation Life Center thanks YOU for being a sponsor of our 13th Annual Steps of Success 5K Run/Walk Fundraiser!

Proceeds from the run/walk will help fund our:
Black Men Run, Brown Boys Read Initiative
Pathway To Success Initiative (P2SI) Leadership Academy

SELECT YOUR SPONSOR LEVEL:

___ \$25,000 Title Sponsor ___ \$15,000 1 Mile Sponsor ___ \$10,000 "More Than A Race" Sponsor
___ \$8,000 "Pathway To Success" Sponsor ___ \$6,000 Finisher Medal Sponsor ___ \$5,000 T-Shirt Sponsor
___ \$5,000 "Transform" Pre-Race Sponsor ___ \$2,000 "Inspire" Water Station Sponsor
___ \$1,000 "Ignite" Mile Marker Sponsor ___ \$500 "Pathway" Sponsor ___ \$250 Vendor Booth
___ \$1,750 Sponsor Student Gold ___ \$875 Sponsor Student Silver ___ \$350 Sponsor A Student Bronze

PLEASE ACCEPT MY DONATION AMOUNT OF:

Amount: \$ _____

SPONSOR NAME

PRIMARY CONTACT

ADDRESS _____

City _____ **State** _____ **Zip** _____

Phone Number _____ **Email** _____

PLEASE MAKE CHECK PAYABLE TO:

Transformation Life Center
401 Old Pleasant Grove Road
#737
Mount Juliet, TN 37122

TRANSFORMATION LIFE CENTER
»»» IGNITE . INSPIRE . TRANSFORM .

TO MAKE ELECTRONIC PAYMENT:

<http://app.clovergive.com/tlcnash>

Contact Demetrius Short @ 615-997-6841
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