

Are you interested in Creating a New Haven for our Children by being a 2023 LEAP Year Event Sponsor?



Please [click the link here](#) or scan the QR code to sign up to be a sponsor!



LEAP YEAR EVENT 2023

SPONSOR LEVELS



For 28 years, LEAP Year Event has been an evening of stimulating conversations, community connections, and rich culture. LEAP Year Event 2023 will have both in-person and virtual options for everyone's comfort and accessibility. We have come up with creative new ways to advertise your sponsorship once you commit!

LEAP Year Event will be on **Thursday, February 23, 2023** and is expected to attract over **600** philanthropic donors, business professionals, and community leaders from the Greater New Haven area and beyond. We will advertise your sponsorship to our **5,000** donors through our newsletter, direct mailings, website, social media, save the date, and invitation. A unique benefit to the event's virtual elements is the additional virtual advertisements during the event. **Once you commit to being a LEAP Year Event sponsor, we will make sure the entire LEAP community knows about your commitment to New Haven's children.**

HERO
\$25,000

- Ad space at an unmatched size in all of our media and mailings leading up to the event.
- Recognition throughout the virtual program.
- Premier acknowledgment of sponsorship in the LEAP newsletter with large business logo, in the save the date, and in the invitation, which will be mailed to 5,000 individuals, businesses, corporations, and foundations in the Greater New Haven area.
- Sponsorship listed with a large logo at the virtual event (~600 attendees).
- Sponsorship is announced during program remarks and at each breakout room. The opportunity to distribute your business/organization's promotional materials. The option to have a sponsor representative speak at the reception.
- Longest feature (40 seconds) in our new "Why I Support LEAP" Sponsor video!
- Premier Sponsorship is listed with a large logo and a direct link to your business on the LEAP website and in emails sent to 5000+ name digital mailing list.
- Sponsorship is listed in an exclusive social media post with a direct link/tag to your business.
- Sponsorship is advertised in a special press release with extensive media outreach.
- 12 tickets to LEAP Year Event 2023.

LEADER
\$15,000

- Acknowledgment of sponsorship in the LEAP newsletter with large business logo, in the save the date, and in the invitation which will be mailed to 5,000 individuals, businesses, corporations, and foundations in the Greater New Haven area.
- Sponsorship listed with a large logo at the virtual event (~600 attendees).
- Sponsorship announced during program remarks. The opportunity to distribute your business/organization's promotional materials.
- Sponsorship is listed with a large logo and a direct link to your business on the LEAP website and in emails sent to 5000+ name digital mailing list.
- 30-second feature in our new "Why I Support LEAP" Sponsor video!
- Sponsorship is listed in an exclusive social media post with a direct link/tag to your business.
- Sponsorship advertised in a special press release with extensive media outreach.
- 10 tickets to LEAP Year Event 2023.

MENTOR
\$10,000

- Acknowledgement of sponsorship in the LEAP newsletter with large business logo, in the save the date, and in the invitation, which will be mailed to 5,000 individuals, businesses, corporations and foundations in the Greater New Haven area.
- Sponsorship listed with large logo at the virtual event (~600 attendees). Sponsorship announced during program remarks.
- Sponsorship listed with large logo and a direct link to your business on the LEAP website and in emails sent to 5000+ name digital mailing list.
- 20-second feature in our new "Why I Support LEAP" Sponsor video!
- Sponsorship is listed in an exclusive social media post with a direct link/tag to your business.
- 8 tickets to LEAP Year Event 2023.

EDUCATOR \$7,500

- Acknowledgment of sponsorship in the LEAP newsletter with business logo, in the save the date, and in the invitation, which will be mailed to 5,000 individuals, businesses, corporations, and foundations in the Greater New Haven area.
- Sponsorship listed with a large logo on a group display at the virtual event with an expected ~600 attendees.
- Sponsorship listed with logo and a direct link to your business on the LEAP website and in emails sent to 5000+ name digital mailing list.
- 10-second feature in our new "Why I Support LEAP" Sponsor video!
- Sponsorship is listed in an exclusive social media post with a direct link/tag to your business.
- 6 tickets to LEAP Year Event 2023.

ATHLETE \$5,000

- Acknowledgment of sponsorship in the LEAP newsletter with business logo, in the save the date, and in the invitation, which will be mailed to 5,000 individuals, businesses, corporations, and foundations in the Greater New Haven area.
- Sponsorship listed with medium-sized logo on a group display at the virtual event with an expected ~600 attendees.
- Sponsorship listed with logo and a direct link to your business on the LEAP website and in emails sent to 5000+ name digital mailing list.
- Sponsorship is listed on social media posts with a direct link/tag to your business.
- 6 tickets to LEAP Year Event 2023.

PARTNER \$2,500

- Acknowledgment of sponsorship in the LEAP newsletter, save the date, and invitation, which will be mailed to 5,000 individuals, businesses, corporations, and foundations in the Greater New Haven area.
- Sponsorship is listed with a small logo on a group display at the virtual event with an expected ~600 attendees.
- Sponsorship listed with logo on the LEAP website, social media posts, and in emails sent to 5000+ name digital mailing list.
- 4 tickets to LEAP Year Event 2023.

FRIEND \$1,000

- Acknowledgment of sponsorship in the LEAP newsletter and the invitation, which will be mailed to 5,000 individuals, businesses, corporations, and foundations in the Greater New Haven area.
- Sponsorship is listed on a group display at the virtual event with an expected ~600 attendees.
- Sponsorship is listed on the LEAP website and in emails sent to 5000+ name digital mailing list.
- 2 tickets to LEAP Year Event 2023.

NEIGHBOR \$500

- Acknowledgment of sponsorship in the LEAP newsletter and the invitation, which will be mailed to 5,000 individuals, businesses, corporations, and foundations in the Greater New Haven area.
- Sponsorship is listed on a group display at the virtual event with an expected ~600 attendees.
- Sponsorship is listed on the LEAP website and in emails sent to 5000+ name digital mailing list.
- 2 tickets to LEAP Year Event 2023 Reception.

LEAP YEAR EVENT MARKETING REACH

LYE Save the Date and Invitation	Circulation: >5,000	Direct Mailings	Circulation: >5,000
LYE Event	Participants: ~600	Facebook	Followers: 1,870
Local Media	Viewers: >170,000	Instagram	Followers: 1,220
Newsletter	Circulation: >5,000	Twitter	Followers: 1,497
eNewsletter	Circulation: >5,000	Website	Unique visits per month: >2,581

About LEAP Year Event

The 28th annual LEAP Year Event is an evening of stimulating conversations, community connection, and rich learning and culture. Its purpose is to raise money to support LEAP's nationally recognized after-school and summer mentoring programs for children and youth living in New Haven's high poverty neighborhoods. Generous LEAP supporters in the Greater New Haven area open their doors to host intimate dinner parties in their lovely homes. A notable Guest of Honor joins each dinner party, providing a special theme for each gathering.

This year's event will take place on Thursday, February 23, 2023. After successfully hosting both virtual and in person options for LEAP Year Event in 2022, which raised nearly \$360,000 and attracted over 600 attendees, this year's event will also have both in-person and virtual options for guests' comfort and accessibility. The evening will commence with a virtual reception including a welcome from Henry Fernandez, LEAP's Executive Director, and an opportunity to hear from LEAP counselors. Guests will then join their dinners – in person or virtual – with their choice of topic and Guests of Honor.

LEAP Year Event is LEAP's most successful fundraiser with over 600 philanthropic donors, business professionals, and community leaders from the Greater New Haven area attending. Even during these trying times, with your partnership, we will continue to Create a New Haven for Our Children.

LEAP Year Event Dinners

In person, our gracious Dinner Hosts will open their homes and provide elegant meals for the evening. Virtually, attendees from near and far will come together online to enjoy an engaging Zoom conversation with dinner options available from local restaurants. There is a Guest of Honor at each event who provides the theme and leads an exciting and thoughtful conversation. Past notable Guests of Honor include:

- Andrew Solomon, writer on politics, culture and psychology. National Book Award Winner and Pulitzer Prize Finalist, and author of several books including *Far from the Tree: Parents, Children, and the Search for Identity*.
- Fareed Zakaria, best-selling author and host of CNN's *Fareed Zakaria GPS*, at the forefront of foreign affairs and domestic policy.
- Linda Greenhouse, Pulitzer Prize-winning legal writer and Supreme Court reporter.
- Sue Chan, film and television production designer.
- Reginald Dwayne Betts, American poet, memoirist, and 2021 MacArthur Fellow.
- Marcella Nunez-Smith, physician and co-chair of President Biden's Health Equity Task Force.

About LEAP

In 1992, LEAP, Inc. was established to provide social and academic enrichment and leadership opportunities for children and youth from high-poverty neighborhoods in New Haven. Over the years, LEAP has served thousands of children through our after-school and summer programs and prepared young adults to become leaders in their communities. The organization serves New Haven children and youth in the Dixwell, Dwight-Kensington, Fair Haven South, Fair Haven North, the Hill, Newhallville, and Quinnipiac Meadows neighborhoods. LEAP also runs enrichment programming for children and teens at the Roslyn Milstein Meyer LEAP Community Center. In 2021, LEAP embarked on a new partnership with the Q House, a historic and newly reconstructed community center serving New Haven's Dixwell neighborhood, expanding our reach across the city to serve over 1200 young people each year.



LEAP FACTS

SEPTEMBER 2021 - AUGUST 2022



1,202

CHILDREN IN LEAP'S
AFTERSCHOOL AND
SUMMER PROGRAMS



150

YOUNG TEENS AS
LEAP LEADERS IN
TRAINING



8

SITES IN 6 NEW
HAVEN
NEIGHBORHOODS



19

BOOKS READ ON
AVERAGE PER
LEAPER DURING
THE SUMMER



211

YOUNG PEOPLE
EMPLOYED AND
TRAINED AT LEAP

31 JEFFERSON ST., NEW HAVEN, CT 06511

DONATE OR CONTACT US AT: (203) 773-0770 | WWW.LEAPFORKIDS.ORG

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@LEAP, INC.



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LEAP Essentials



September 2021-August 2022

Celebrating Our 30th Anniversary

- ▶ LEAP operates eight sites in six New Haven neighborhoods: **Dixwell, Dwight-Kensington, Fair Haven, the Hill, Newhallville, and our newest neighborhood, Quinnipiac Meadows.**
- ▶ LEAP youth are organized into 4 age groups: **Children (ages 7-12), Leaders In Training (ages 13-15), Junior Counselors (ages 16-18), and Senior Counselors (ages 18-24).** Counselors participate in training before the start of each component. All of our counselors are paid members of LEAP staff who mentor our students. Our LITs and counselors receive college preparation resources, financial literacy workshops, and professional development trainings.
- ▶ LEAP operates year-round and is split into three components: fall/winter, spring, and summer. Our after-school program in the fall/winter and spring runs three hours a day, Monday-Thursday. Our summer program is eight hours a day, Monday-Friday. In all three components, children participate in a multi-unit curriculum and enrichment activities such as art, dance, music, yoga, coding, and swimming.
- ▶ Our **\$4.7 million** operating budget enables LEAP to be the largest employer of youth in New Haven. We employ over **200** young adults each year. We also serve over **1,200** children in our after-school and summer programs.
- ▶ LEAP has one community center on Jefferson Street. It's home to the LEAP children's library, our new Reading Corner, swimming pool, computer lab, teaching kitchen, gym, dance studio, and community garden. We have also taken on a role managing the newly renovated Dixwell Q House where community members can take free classes in fitness, yoga, and painting.



Creating a New Haven For Our Children Since 1992

LEAP
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New Haven, CT 06511

Donate or Contact us at:
www.leapforkids.org
(203) 773-0770



@Leapinc



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@Leadership, Education, and Athletics in Partnership, Inc.