

4TH ANNUAL
Guiding Light Mentoring
GALA

OCT 16TH | VIP RECEPTION - 6PM
DINNER - 7PM
THE PHOENIX
812 Race St, Cincinnati, OH 45202

SPONSORSHIP OPPORTUNITIES





FROM THE CEO

Founder and CEO of Guiding Light Mentoring, Latisha Owens, has over 15 years of experience working with youth in the mental health field. Ms. Owens is a graduate of Xavier University holding two degrees in Criminal Justice. Ms. Owens has contributed a lot to her community and as a result, is a recent 2020 National Mentoring Summit Fellow, a 2019 Forty Under 40 Honoree, and has received the 2017 Community Health Advocate Award.



Ms. Owens founded Guiding Light Mentoring in 2014 because she recognized the benefits of a caring and trusted adult who aids youth in personal development. Now more than ever, youth development and leadership programs are the centerpieces in addressing some of our nation's most pressing crisis: poverty, drug exploitation, and self-efficacy. The damage inflicted on individuals, families, and communities by these crisis has reached epidemic proportions and is continuing to grow substantially.

Guiding Light Mentoring's work, providing youth with guidance, encouragement and support to make positive decisions that lead to a successful life, has never been more needed. Going forward in 2020, we are working diligently to strengthen our communities and deliver results for our families as well as our organization. Ms. Owens knows without a doubt that in the right circumstances-loving, secure and united-youth can flourish to produce full and prosperous lives.

As we engage in this important work together, we need your support at our 4th Annual Guiding Light Mentoring Gala & Silent Auction taking place on October 16, 2020. We have Korey Wise, of the Central Park 5, as our Keynote Speaker for the event. A powerful advocate for criminal justice reform, Mr. Wise recently founded *The Korey Wise Innocence Project* at the University of Colorado. Additionally, we have Courtis J. Fuller, as the Master of Ceremonies for the event. Mr. Fuller's broadcasting career has spanned more than 30 years with most of that time spent as a news anchor in Cincinnati for the NBC affiliate WLWT-TV.

We want to thank all our partners, sponsors, and mentors for supporting our cause by investing in the future and well-being of our youth. We look forward to continuing our work in 2020, inspiring more young people toward a brighter future.

Kindest Regards

Latisha Owens, CEO
Guiding Light Mentoring



2020 HONORARY CHAIR



The year is 2020, a new decade filled with bright promise for Guiding Light Mentoring (GLM). The Guiding Light Mentoring family is pleased to have as our 2020 Annual Gala & Silent Auction Honorary Chair, Gwen L. Robinson, who after 24 years, recently retired as President and CEO of the Cincinnati Hamilton County Community Action Agency (CAA). During that time, she successfully evolved the Agency into a one of the city's premiere human services and economic development provider that serves nearly 35,000 individuals and families annually throughout the entire county. Ms. Robinson is leading a team of civic, community and corporate leaders who are dedicated to supporting the mission and vision of Guiding Light Mentoring.

Post retirement, Ms. Robinson is extremely busy and still deeply involved in the community. She is strategic with her time and the organizations and/or projects she supports. For the past five years, Guiding Light Mentoring has lived up to its mission of providing our youth with guidance, support, and encouragement to make positive decisions that lead to a successful life.

According to Ms. Robinson, "the work of Guiding Light Mentoring is very much in alignment with my life-long commitment and support of families, and young people in particular. I encourage you to become a sponsor of this event and support this organization and its mission."

Ms. Gwen Robinson

This "Gala With A Purpose" is the major annual fundraiser for Guiding Light Mentoring. A highlight of the evening will be the presentation of the 2020 Mentee of the Year Award, the 2020 Mentor of the Year Award and the 2020 President's Community Service Award.



WHY SHOULD YOU SUPPORT?

WHY SUPPORT?

Guiding Light Mentoring (GLM) is dedicated to serving youth ages 8-18 in the Greater Cincinnati area by providing positive role models, teaching relationship skills, and developing moral character. Guiding Light Mentoring embraces youth from diverse backgrounds and provides the tools necessary to improve decision making, increase confidence and attain the resilience to bounce back from difficult situations. We take pride in empowering our youth as they acquire personal development and leadership skills, and journey with us *as we create sustainable partnerships in their communities.*

ROI

What is your Return on Investment when supporting Guiding Light Mentoring?

- GLM supports, empowers, and protects our youth...*your future workforce*
- GLM programs and services focus on developing whole, healthy individuals... *the future workforce*
- Through its volunteer program, GLM provides our youth with opportunities to serve and give back to their communities...*our future leaders*

Guiding Light Mentoring is rapidly becoming one of the city's premiere youth mentoring organization. Seeing the maturation of youth based upon our direct involvement and impact provides a sense of belonging and self-abnegation.

PROGRAMS AND SERVICES

Our mission is to provide youth with guidance, support, and encouragement to make positive decisions that lead to a successful life.

YOUTH EDUCATION PROGRAM is focused on increasing the number of under served youth through community based education. We create mentee-mentor relationships with a focus on employment readiness and improving family environments.

YOUTH WELLNESS PROGRAM is dedicated to improving the health and wellness of youth with a priority on social, cultural, and emotional intelligence of youth. This program is all about "Getting Up and Getting Out."

"I AM ME" SUMMER LEADERSHIP PROGRAM & YOUTH SUMMIT is committed to creating future leaders. These programs support youth by establishing 3 key principles: 1). Growing Talent and Self Empowerment 2). Collaboration, and 3). Making A Difference in the Lives of Others.



EVENT BRANDING AND SPONSOR OPPORTUNITIES

EVENT TITLE SPONSOR
\$10,000

- 20 guests/2 tables with Title Sponsor-Preferred seating
- 20 Tickets to the VIP Reception (By Invitation)
- Complimentary Valet Parking
- Opportunity for Photo-Op with Keynote Speaker
- Full Page Back Cover Ad of the Gala Program Book
- Sponsor's Name on Gala Invitation
- Remarks by Sponsor Representative
- Sponsor Logo on video loop during the Gala
- Sponsor Logo and Name Mentions of Television and Radio
- Sponsor Logo Image - Email Blast - Digital Marketing - Print Marketing
- Sponsor Logo Prominently Posted as a Stationary Display during the Gala
- Sponsor Name will also be included on appropriate external event marketing/promotional materials



D'Nyshia (pictured left) loves to travel, enjoys cooking and watching scary movies. Though it may seem as if she's always been this positive and delightful young lady, this has not always been the case for D'Nyshia. Around this time last year, D'Nyshia was struggling with multiple life challenges. From depression and grief, to anger and rebellion; she was not motivated to do much of anything due to her lack of self-confidence. She felt hopeless. Since D'Nyshia met her mentor Claire from Guiding Light Mentoring as an added support to her wellness team, she has done a complete turnaround. Now maintaining A-B average grades and constantly working on ways to become a better being for her future, D'Nyshia is a great example that with consistent motivation and mentorship, every child has a chance to truly live a happy life. Formal picture above is of D'Nyshia and Claire, GLM Mentor (pictured right).

For more information on Sponsor Opportunities, please Contact Latisha Owens at 513.541.9777 or via Email: latisha.owens@guidinglightmentoring.org.



EVENT BRANDING AND SPONSOR OPPORTUNITIES

Diamond Sponsor
\$7,500
VIP Reception

- 10 guests/1 tables with Title Sponsor-Preferred seating
- 10 Tickets to the VIP Reception (By Invitation)
- Complimentary Valet Parking
- Opportunity for Photo-Op with Keynote Speaker
- Full Page Ad of the Gala Program Book
- Sponsor's Name on Gala Invitation
- Sponsor Logo on video loop during the Gala
- Sponsor Logo and Name Mentions of Television and Radio
- Sponsor Logo Image - Email Blast - Digital Marketing - Print Marketing
- Sponsor Logo Prominently Posted as a Stationary Display during the Gala

Gold Sponsor
\$5,000

- 10 guests/1 tables with Title Sponsor-Preferred seating
- 6 Tickets to the VIP Reception (By Invitation)
- Complimentary Valet Parking
- Opportunity for Photo-Op with Keynote Speaker
- Half Page Ad of the Gala Program Book
- Sponsor's Name on Gala Invitation
- Sponsor Logo on video loop during the Gala
- Sponsor Logo and Name Mentions of Television and Radio
- Sponsor Logo Image - Email Blast - Digital Marketing - Print Marketing
- Sponsor Logo Prominently Posted as a Stationary Display during the Gala



EVENT BRANDING AND SPONSOR OPPORTUNITIES

Silver Sponsor
\$3,000

- 10 guests/1 tables - Reserved Seating
- 4 Tickets to the VIP Reception (By Invitation)
- Complimentary Valet Parking
- Opportunity for Photo-Op with Keynote Speaker
- Half Page Ad of the Gala Program Book
- Sponsor Logo on video loop during the Gala
- Sponsor Name will also be included on appropriate external event marketing/promotional materials
- Sponsor Logo Prominently Posted as a Stationary Display during the Gala

Bronze Sponsor
\$1,500

- 10 guests/1 tables with Title Sponsor-Preferred seating
- 2 Tickets to the VIP Reception (By Invitation)
- Complimentary Valet Parking
- Opportunity for Photo-Op with Keynote Speaker
- Half Page Ad of the Gala Program Book
- Sponsor Logo on video loop during the Gala

As a Guiding Light Mentee, (Mariauna pictured right) has had the opportunity to experience different productions at the Aronoff Center, attend sport games and most importantly, interact with other mentees involved in the Guiding Light Mentoring program. Mariauna is a good person who helps a lot with her 4 siblings in the home. For some time, Mariauna had a hard time expressing herself appropriately. When Mariauna started the Guiding Light Mentoring program, she expressed that depending on the situation, at times she is able to control her emotions and other times she is not. Since being with her mentor Sue, Mariauna's ability to express herself has improved tremendously. Mariauna now expresses her feelings more. Mariauna opens up a lot more, is more respectful toward others and thinks before she reacts in situations. Mariauna's mother attributes her daughter's success to her mentor Sue (pictured left).





GALA PROGRAM BOOK AD SPECS

Program Book Size: 10 x 7 (Publication Trim)

Program Deadline: September 25, 2020



Full Page AD

Corporate Pricing

\$500.00

Non-Profit/Small Businesses

\$300.00

Half Page AD

Corporate Pricing

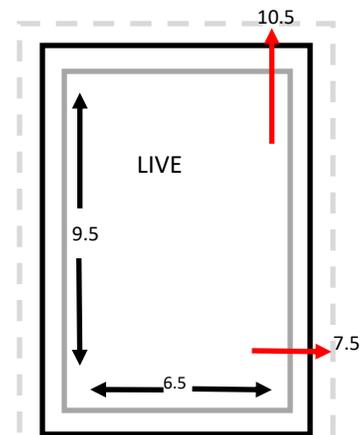
\$300.00

Non-Profit/Small Businesses

\$175.00

Full Page Ad

- Dimensions: Live Area - 9.5 x 6.5
Bleed - 10.5 x 7.5 with bleed
- File Type: PDF or JPEG (No Animation)
- File Format: Camera Ready (Photos 600 dpi or higher)
- Orientation: Portrait



Half Page Ad

5 x 7 (Publication Trim)

- Dimensions: Live Area - 4.5 x 6.5
Bleed - 5.5 x 7.5 with bleed
- File Type: PDF or JPEG (No Animation)
- File Format: Camera Ready (Photos 600 dpi or higher)
- Orientation: Landscape

