



Building Youth, One Boat at a Time.

Urban Boatbuilders empowers youth to build the skills they need to succeed in school, work and life. The organization employs the medium of wooden boatbuilding to pursue its mission through two signature programs, the Partnership Program and the Apprenticeship Program, which together serve more than 550 Twin Cities youth each year.

Partnership Program



- Urban Boatbuilders works with local middle schools, high schools, and community organizations to deliver academically enhanced boatbuilding instruction.
- An average of 70 hours of tailored instruction caters to the needs of students at each organization.
- When the project is complete, students launch the boat on the water so they can truly experience their success.

Apprenticeship Program

- A paid employment training program for 16-19 year old underserved youth in the Twin Cities.
- Youth work together in a cohort to build boats, practicing 21st century skills such as problem solving and collaboration along the way.
- They participate in weekly workshops focusing on topics from financial literacy to mock interviews, and train on-water in the summertime in preparation for Boundary Waters trips.



Sponsorship of an event will not only increase your business's visibility in the community, but will also allow Urban Boatbuilders to continue empowering youth to build successful futures.

In this packet you will find details about sponsorship opportunities. To take advantage of these opportunities, or if you would like additional information, please contact Marc Hosmer, Executive Director, at (651) 644-9225 or marc@urbanboatbuilders.org.

Thank you very much for your consideration.

Sponsor an Apprentice

This is a chance for your business to provide the resources necessary for a 4-month boatbuilding apprenticeship and employment training to one 16-19 year old youth in the Twin Cities. Through the Apprenticeship Program, youth are provided with an opportunity to change or improve the trajectory of their lives through a positive energy outlet, adult role models, a modest stipend, and work-readiness training. Through this, youth with barriers to employment have the chance to build the skills they need to succeed in school, work, and life.

Apprentice Sponsor – \$3,500 (18 available)

Recognition:

- Clickable logo on the Urban Boatbuilders website (18,000 annual visitors)
- 1+ Facebook/Twitter posts (3,000 followers)
- Feature mention in Urban Boatbuilders' monthly e-newsletter (4,000 subscribers)

Unique Opportunities for Apprentice Sponsor:

- Have the Apprentice lead you in a three-hour build for up to 5 employees
- Receive a short biography and photograph of the Apprentice(s), as well as a letter at the conclusion of their Apprenticeship sharing how it has impacted them
- Connect with Apprentices through their weekly Apprenticeship blog



2016 Minnesota State Fair
(August 25 – September 5, 2016)

For the past two years, Urban Boatbuilders has partnered with the Department of Natural Resources to conduct an exhibit and live demonstration of our work and organization. During the 12 days of the Great Minnesota Get-Together, Apprentices conduct a live boat build, volunteers lead a hands-on lashing activity for fairgoers, and more than 1.7 million fair attendees have the opportunity to learn about Urban Boatbuilders and its sponsoring organization.



Mayors Chris Coleman and Betsy Hodges join Apprentices and staff at the 2015 State Fair

State Fair Presenting Sponsor – Blue Ribbon Level – \$15,000 (1 filled)

- Signage with logo displayed during the fair
- Large logo on 15,000 postcards handed out to visitors at the fair
- Clickable logo on the Urban Boatbuilders website (18,000 annual visitors)
- 5+ Facebook/Twitter posts (3,000 followers)
- Feature mention in all Fair-related stories in Urban Boatbuilders’ monthly e-newsletter (4,000 subscribers)
- Brass plaque on the finished boat with “Built by Urban Boatbuilders youth thanks to the generous support of support of your name here ”
- Press releases
- Volunteer opportunities for employees at the Fair

Unique Opportunity for Blue Ribbon Level Sponsor:

- The finished boat will be presented to your company and can be displayed publically to highlight your commitment to the community, raffled to employees, or used in any other way you choose.



State Fair Lead Sponsor – Red Ribbon Level - \$5,000 (2 available)

- Medium logo printed on 15,000 postcards handed out to visitors at the fair
- Clickable logo on the Urban Boatbuilders website (18,000 annual visitors)
- 3+ Facebook/Twitter posts (3,000 followers)
- Monthly e-newsletter (4,000 subscribers)
- Press releases
- Volunteer opportunities for employees at the Fair

State Fair Sponsor – White Ribbon Level – \$1,000 (3 available)

- Logo printed on 15,000 postcards handed out to fairgoers
- Clickable logo on the Urban Boatbuilders website (18,000 annual visitors)
- Mention in all Fair-related stories in Urban Boatbuilders’ monthly e-newsletter (4,000 subscribers)
- Press releases

Apprentice Boat Launch and Graduation Celebration

August 18, 2016

Once each summer, Urban Boatbuilders supporters, Apprentices, and staff gather for an event at Lake Como in Saint Paul, which draw 100+ attendees to celebrate the Apprentices' graduation and the launch of the boats they built, which they will then take on an adventure into the wilderness. These events have consistently garnered media stories and significant interest from the public.

Boat Launch Presenting Sponsor – Canoe Level – \$2,500 (1 available)

- Signage with logo displayed during the event
- Logo on 1,000 invitation sent to Urban Boatbuilders supporters and general public
- Clickable logo on the Urban Boatbuilders website (18,000 annual visitors)
- 3+ Facebook/Twitter posts (3,000 followers)
- Mention in all related stories in Urban Boatbuilders' monthly e-newsletter (4,000 subscribers)
- Brass plaque on one of the finished boats with "Built by Urban Boatbuilders youth thanks to the generous support of support of your name here "
- Press releases



Unique Opportunity for Canoe Level Sponsor:

- One of the finished boats will be presented to your company once it returns with the youth from their wilderness adventure and can be displayed publically to highlight your commitment to the community, raffled to employees, or used in any other way you choose.

Boat Launch Lead Sponsor – Skiff Level – \$1,000 (2 available)

Signage with logo displayed during the event

- Logo on 1,000 invitation sent to Urban Boatbuilders supporters and general public
- Clickable logo on the Urban Boatbuilders website (18,000 annual visitors)
- 2+ Facebook/Twitter posts (3,000 followers)
- Mention in all related stories in Urban Boatbuilders' monthly e-newsletter (4,000 subscribers)
- Press releases



Boat Launch Sponsor – Kayak Level – \$500 (3 available)

- Signage with logo displayed during the event
- Logo on 1,000 invitation sent to Urban Boatbuilders supporters and general public
- Clickable logo on the Urban Boatbuilders website (18,000 annual visitors)
- Mention in all related stories in Urban Boatbuilders' monthly e-newsletter (4,000 subscribers)
- Press releases

Untapped Potential – Craft Brewery and Beer Tasting Fundraiser October 2016

In the fall, Urban Boatbuilders will team with local breweries to bring a beer-tasting fundraiser to an estimated 250 attendees, with marketing outreach to thousands. Food, local brews, canoes, and a silent auction will be some of the highlights of this great event. More details to come as the event approaches.

Untapped Potential Presenting Sponsor – Golden Ale Level – \$3,500 (1 available)

- Signage with large logo displayed at the event
- Logo (one color) on one side of complimentary tasting glasses provided to attendees
- Large logo on 1,000 printed invitations
- Clickable logo on the Urban Boatbuilders website (18,000 annual visitors)
- 5+ Facebook/Twitter posts (3,000 followers)
- Mention in all related stories in Urban Boatbuilders' monthly e-newsletter (4,000 subscribers)
- Press releases



Unique Opportunities for Golden Ale Level Sponsor:

- A 10'x10' display at the event to promote products and services
- Opportunity to address attendees
- Up to 10 tickets for employees
- Inclusion of sponsor representation on planning committee for event

Untapped Potential Lead Sponsor – Silver Stout Level – \$1,000 (4 available)

- Signage with medium logo displayed at the event
- Medium logo on 1,000 printed invitations
- Clickable logo on the Urban Boatbuilders website (18,000 annual visitors)
- 3+ Facebook/Twitter posts (3,000 followers)
- Mention in all related stories in Urban Boatbuilders' monthly e-newsletter (4,000 subscribers)
- Press releases

Unique Opportunities for Silver Stout Level Sponsor:

- A 10'x10' display at the event to promote products and services
- Up to 5 tickets for employees

Untapped Potential Sponsor – Bronze IPA Level – \$500 (6 available)

- Signage with small logo displayed at the event
- Small logo on 1,000 printed invitations
- Clickable logo on the Urban Boatbuilders website (18,000 annual visitors)
- 1+ Facebook/Twitter posts (3,000 followers)
- Mention in all related stories in Urban Boatbuilders' monthly e-newsletter (4,000 subscribers)
- Press releases