

Apprentice Boat Launch and Graduation

August 17, 2017

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.

Presenting Sponsor – \$3,500

- Top billing on all advertising and promotional material for the event
- Receive a hand-built canoe for your company, and can be displayed publically to highlight your commitment to the community, raffled to employees, or used as you see fit.
- X-large signage with logo displayed during the event
- X-large logo on 1,000+ invitations to guests
- X-large 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 of the finished boat with "Built by Urban Boatbuilders youth thanks to the generous support of support of your name here "



Supporting Sponsor – \$1,000

- Large signage with logo displayed during the event
- Large logo on 2,500 postcards passed out to event attendees
- Large 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)



Building Youth, One Boat at a Time.

2017 Sponsorship Opportunities

Urban Boatbuilders empowers youth to succeed in work and life through woodworking and experiential learning. Through two programs, more than 550 youth each year develop 21st Century skills and technical skills through hands-on learning and the building of wooden boats.

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 to build boats, building and 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 social skill building, and train on-water in the summertime in preparation for voyages in the Boundary Waters.



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.

Sponsor an Apprentice \$2,500

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 outlet, adult role models, paid employment, 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.

- Receive a clickable logo on the Urban Boatbuilders website (18,000 annual visitors)
- Feature mention in Urban Boatbuilders' monthly e-newsletter (4,000 subscribers)
- 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 the Apprenticeship blog
- Receive Urban Boatbuilders signage to display at your work
- 1+ Facebook/Twitter posts (3,000 followers)



Sponsor a Canoe \$3,500

Every cohort of youth builds a 17' Wilderness Traveler canoe. During this construction, youth learn valuable concepts in math, construction, wood species, and canoe terminology. This experience culminates when youth launch the canoe to test their craftsmanship.



- Receive a youth-built canoe with corporate logo printed on the side of the boat
- Corporate team-building and volunteer opportunities
- 1+ Facebook/Twitter posts (3,000 followers)
- Optional: canoe with your logo prominently displayed at Urban Boatbuilders annual events (over 500,000 people annually)

Sponsor the Workshop \$5,000

2017 Shop Sponsor — \$5,000

- X-Large sign in Urban Boatbuilders workshop
- Clickable logo on the Urban Boatbuilders website (18,000 annual visitors)
- Feature mention in Urban Boatbuilders' monthly e-newsletter (4,000 subscribers)
- Corporate team-building and volunteer opportunities
- 1+ Facebook/Twitter posts (3,000 followers)



Sponsor an Event Various Sponsorship Levels

Minneapolis Boat Show
January 20-22

American Craft Council Show
April 6-9

Apprentice Boat Launch and Graduation Ceremony at Lake Como
(Details on back)
August 17

Minnesota State Fair
August 24 - September 4

Untapped Potential Craft Brewery and Beer Tasting Fundraiser
October 7