



Red Carpet  
**Poetry  
Slam**

**2022 RED CARPET POETRY SLAM  
SPONSORSHIP OPPORTUNITIES**

Thursday, April 7, 2022  
Adler Planetarium  
Chicago, Illinois  
6:30 - 10 p.m.



600 W. Cermak, Suite 204  
Chicago, IL 60616



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[www.chicagoscores.org](http://www.chicagoscores.org)



# ABOUT US

Julie Kennedy, a former teacher at Marie Reed Learning Center in Washington, D.C., invented this complementary combination of activities in 1994 when she began working with a group of 15 girls with little to do after school. Ms. Kennedy learned that the team-centered relationships built on the soccer field translated into poetry workshops, and the development of teamwork and leadership prepared students to act as agents of change in their communities through service-learning projects.

The program quickly expanded throughout DC, and in 1999 America SCORES was founded as a 501(c)(3) organization. The program expanded to cities across the United States and Canada, including the Bay Area, Boston, Chicago, Cleveland, Los Angeles, Milwaukee, New York, Portland, St. Louis, Seattle, and Vancouver. SCORES now serves more than 20,000 students at more than 300 public and charter schools by providing soccer, poetry and service-learning in an after school setting.



## WRITE.

## PLAY.

## ACHIEVE.

Just like soccer, poetry and service-learning are also team sports. Students all have individual strengths and passions. As individuals, students are all very strong on their own but when you empower them to work together as a team, bringing together all of their own unique strengths and passions into a collective unit, they can be even more powerful.



### WHO WE SERVE

- K-8th grade students living in Humboldt Park, Garfield Park, North Lawndale, Little Village, Pilsen, Back of the Yards, and Chicago Lawn - 90% of whom live below the poverty line.
- Our balanced demographic is the key: SCORES creates a platform to promote positive racial, cultural and gender relations across teams, schools, and communities.



### OUR APPROACH

- Engage youth through team sport, play, and literacy to build relationships that last through high school and beyond.
- Enlist support from diverse networks of families, schools, and community members.
- Evaluate our programs to ensure continual learning and skill development.
- Expand young peoples' views of their world and ability to impact their community.



### OUR OBJECTIVES

1. Improve participants' literacy skills and habits.
2. Improve students' eating and fitness habits, and aerobic capacity.
3. Achieve character development and social/emotional learning.
4. Increase students' level of civic engagement.



# WHO WE ARE

America SCORES Chicago is proud to be part of a national SCORES network, with chapters in 12 cities across the country. As leaders and innovators in the field of Sports Based Youth Development, our chapters share a common goal and commitment to continuous program quality and improvement. In Chicago, we currently work in thirteen, K-8th grade schools across the west and southwest sides of the city.

## OUR MISSION

The mission of America SCORES Chicago is to inspire youth to lead healthy lives, be engaged students, and have the confidence and character to make a difference in the world. We achieve this mission through daily after school and summer programming that combines soccer, poetry, and service-learning.

## OUR VISION

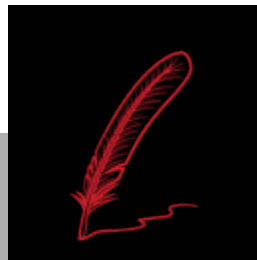
America SCORES Chicago envisions a world where all youth find their voice, achieve their goals, and unleash their full potential.



### **SOCCER**

#### **Active Bodies**

Beyond its global power to break down barriers and unite the world, soccer has a uniquely holistic impact on children. It emphasizes physical fitness, builds leadership and inspires teamwork. Our programs are aligned with the 6 National Standards for Physical Education (National Association for Sport and Physical Education).



### **POETRY**

#### **Active Minds**

Bringing the team spirit from the soccer field into the classroom, we use poetry, creative expression, hip hop and presentation. These activities build literacy skills, develop student voice, encourage creativity, and adhere to the four touchstones of language acquisition—reading, writing, speaking and listening.



### **SERVICE**

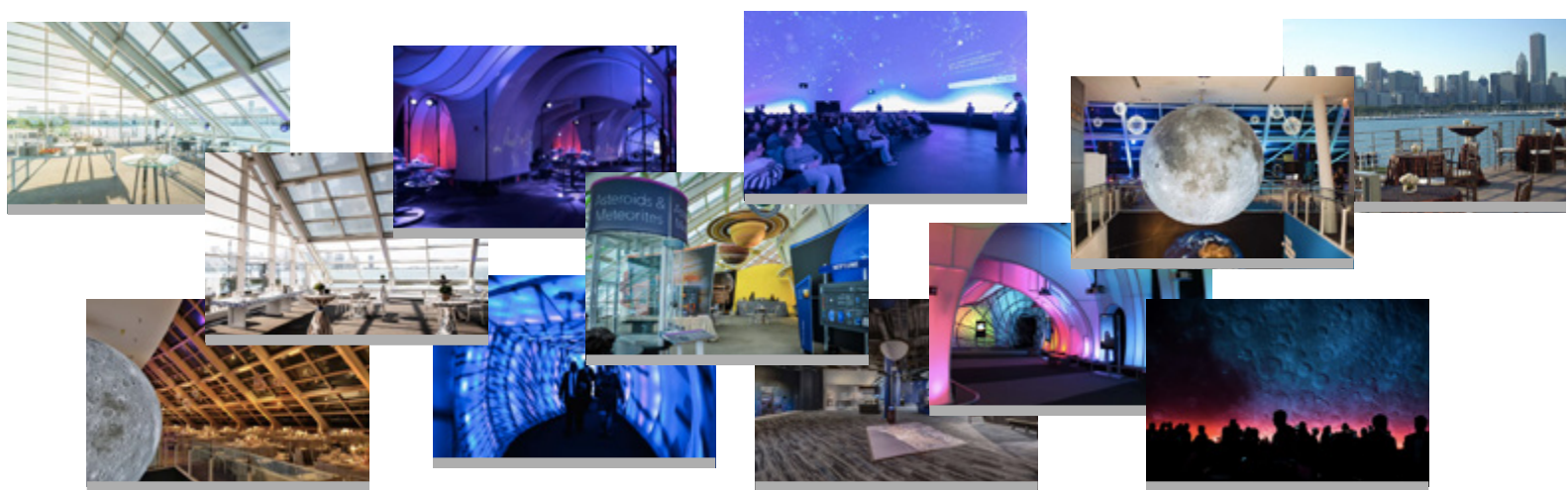
#### **Active Community Members**

Service-learning combines knowledge, critical thinking and good judgment with teamwork, to address community needs. And just like soccer, it rewards our Poet-Athletes for working as one—during the spring season, they design and implement a project to address an issue they see in their community.

# ADLER PLANETARIUM

For the first time in the organization's history, the Red Carpet Poetry SLAM will be held at the historic Adler Planetarium. Located in Chicago's Museum Campus with breathtaking skyline views, the Adler Planetarium will provide a unique and exciting experience well suited for the return of SCORES's signature event. Attendees will enjoy a space that includes the Clark Family Welcome Gallery, Daniel F. and Ada L. Rice Solarium, Nancy A. Petrovich Skyline Terrace, and Grainger Sky Theatre. The evening's signature program and performance piece will be held at the famed Grainger Sky Theatre. Under the soaring 36-foot domed ceiling of the Adler's premier theatre, attendees will be completely immersed in the performances of our poet-athletes.

Event space details can be found [HERE](#).



# EVENT HIGHLIGHTS

On Thursday, April 7th, America SCORES Chicago will host the 14th Annual Red Carpet Poetry SLAM at the Adler Planetarium. This premier event will include more than 300 guests, poetry enthusiasts, community leaders, and even a few local celebrities. Guests will enjoy delicious hors d'oeuvres, cocktails, and a unique silent and live auction!

## THE EVENT

The Red Carpet Poetry SLAM is America SCORES Chicago's largest fundraising event of the year. The Red Carpet SLAM celebrates the year's success while raising much needed funds, which allows SCORES to continue offering its free after-school programming to underserved students in Chicago.

[2020 Video Highlights](#)

## THE POETRY

Red Carpet Poetry SLAM features original performances by select 3rd-8th grade poet-athletes, chosen based on their performance at SCORES Community Poetry SLAM along with their commitment throughout the year.



**As a Red Carpet Poetry SLAM Sponsor, the exclusive opportunity includes:**

Reserved tables for all sponsors. This cocktail-style event has general seating, tables are reserved strictly for sponsors only.

Access to more than 300 guests including America SCORES Chicago board members, donors, corporate and foundation partners, and top-tier members of the Chicago soccer community.

Your company's name and/or logo on event collateral which may include e-blasts to a database of more than 2,000, the America SCORES Chicago website, Facebook, Twitter, event signage, slideshows, and much more.

# PACKAGES

## LEADERSHIP

### MARKETING & EXPOSURE

- Name/logo placement on SCORES homepage
- Name/logo on Red Carpet Poetry SLAM Soiree webpage (linked from the SCORES homepage)
- Name/logo on all paid and complimentary Red Carpet Poetry SLAM Soiree advertising (print and electronic)
- Name/logo on print and electronic invitations, sent to a database of more than 2,000 unique addresses
- Name/logo on signage throughout the event
- Name/logo on event banner and scrolling slideshow at event
- Name/logo on post-event thank you email and social media platforms
- Red Carpet Poetry SLAM Soiree, presented by Leadership Sponsor

### ADDITIONAL BENEFITS

- One full-page advertisement on back cover of program book
- Additional full-page advertisement in program book
- Opportunity to speak during event program
- Mention in all media advisories and press releases
- Opportunity for two dedicated e-blasts to the SCORES database (2,000 unique addresses)
- Naming rights as a sponsor of the live auction and/or raffle
- SCORES to highlight company involvement with the event
- Two reserved tables of eight (reserved tables are only available to event sponsors at this cocktail-style event)
- Red Carpet Poetry SLAM Soiree Award and onstage recognition during program
- Ticket sponsorship for two SCORES families (\$1,000)
- 25 complimentary tickets to the event with reserved tables (value \$3,125)

# \$15K





# PACKAGES



## PLATINUM

### MARKETING & EXPOSURE

- Name/logo on Red Carpet Poetry SLAM Soiree webpage (linked from the SCORES homepage)
- Name/logo on print and electronic invitations, sent to database of more than 2,000 unique addresses
- Name/logo on signage throughout the event
- Name/logo on event banner and scrolling slideshow at the event
- Name/logo on post-event thank you email and social media platforms

### ADDITIONAL BENEFITS

- Two full-page program book advertisement
- Mention in all media advisories and press releases
- Opportunity for one dedicated e-blast to the SCORES database (2,000 unique addresses)
- SCORES to highlight company involvement with the event
- Ticket sponsorship for SCORES family (\$500)
- 20 complimentary tickets to the event with reserved tables (value \$2,500)

**\$10K**



# PACKAGES

## GOLD

### MARKETING & EXPOSURE

- Name/logo on Red Carpet Poetry SLAM Soiree webpage (linked from the SCORES homepage)
- Name/logo on print and electronic invitations, sent to a database of more than 2,000 unique addresses
- Name/logo on signage throughout the event
- Name/logo on post-event thank you email and social media platforms

### ADDITIONAL BENEFITS

- One full-page program book advertisement
- Mention in all media advisories and press releases
- SCORES to highlight company involvement with the event
- 15 complimentary tickets to the event with reserved tables (value \$1,875)

**\$5K**





# PACKAGES



## SILVER

### MARKETING

- Name/logo on Red Carpet Poetry SLAM Soiree webpage (linked from the SCORES homepage)
- Name/logo on print and electronic invitations, sent to a database of more than 2,000 unique addresses
- Name/logo on event signage
- Name/logo on post-event thank you email and social media platforms

### ADDITIONAL BENEFITS

- One half-page program book advertisement
- Listing as a Silver Sponsor in the program book
- 10 complimentary tickets to the event with reserved tables (value \$1,250)

**\$2.5K**

## BRONZE

### MARKETING

- Name/logo on Red Carpet Poetry SLAM Soiree webpage (linked from the SCORES homepage)
- Name/logo on print and electronic invitations, sent to a database of more than 2,000 unique addresses
- Name/logo on event signage
- Name/logo on post-event thank you email and social media platforms

### ADDITIONAL BENEFITS

- One quarter-page program book advertisement
- Listing as Bronze Sponsor in the program book
- 5 complimentary tickets to the event with reserved tables (value \$600)

**\$1K**

# PACKAGES

## COMMUNITY SPONSOR (Underwriting Opportunities)

Underwriters are dedicated to maintaining a sustainable event for America SCORES Chicago by covering the expenses of essential elements. If you and your company are not able to participate in the event but would like to support SCORES through the Red Carpet Poetry SLAM event, these opportunities could be the perfect option for you!

By committing to underwriting a specific portion of the event, you will receive name recognition on the event website and in the event program book. Additional recognition benefits are listed below.

Underwriting Opportunity	Amount	Additional Benefits
Appetizer Sponsor	\$1,500	Company logo prominently displayed on all food tables.
Beverage Sponsor	\$1,250	Additional event day signage with your corporate logo displayed at event bar.
Coffee & Dessert Sponsor	\$1,000	Additional event day signage with your corporate logo at the Coffee & Dessert table.
Late Night Snack Sponsor	\$750	Company logo displayed at Late Night Snack table.
Valet Sponsor	\$500	Company logo used at valet check-in.
Poet Dinner Sponsor	\$300	Company logo displayed at poet autograph table.
Program Sponsor	\$200	Company listed as the printing sponsor on all event program.



# PAST PARTNERS

We recognize that our ability to go out and impact the lives of the young people stems from the support we receive from generous sponsors here in Chicago. Thanks to their support, we are able to consistently provide top of class programming to our poet-athletes.





















# REGISTRATION

To register as a 2022 sponsor, please complete this form and return to Ethan Armstrong.

Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Company Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please Select Your Sponsorship Level:

Leadership

Silver

Platinum

Bronze

Gold

Company Name as it should appear in event collateral:

\_\_\_\_\_

Special Instructions for billing: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Thank you for registering for the Red Carpet Poetry SLAM!

You may send this form via mail or email using the contact information below.

- To pay via credit card or ACH, please contact Ethan Armstrong
- Please submit your logo in vector form to [ejarmstrong@chicagoscores.org](mailto:ejarmstrong@chicagoscores.org)
- Questions? Call 312.561.6237 or email us at [ejarmstrong@chicagoscores.org](mailto:ejarmstrong@chicagoscores.org)

America SCORES Chicago  
600 W. Cermak Rd, Suite #204  
Phone: (312) 666-0496

America SCORES Chicago is a 501(c)(3) organization, your sponsorship/registration fee is deductible to the full extent of the law. 100% of your tax-deductible sponsorship benefits the poet-athletes in America SCORES Chicago's sports-based youth development programs.