



Corporate Sponsorship Of Black Star In The Carolinas

You can be part of the solution. Help us change the status quo and give our kids a fighting chance. Partner with Black★Star by sponsoring a program, donating the innovative educational technology their programs utilize, or by helping to underwrite an outreach event that helps Black★Star garner the community attention and support necessary to succeed in North Carolina.

Corporate Partner Case Study: The Toyota/ Black★Star Parent University Program

The Toyota/ Black★Star Parent University is a training center for parents, giving them the skills to be better parents and to help their kids succeed. Black Star organizes classes for 15-25 parents a session. Classes are held in schools, community centers, libraries, churches, park districts and other parent-friendly locations. Parenting certificates are awarded after the completion of five classes in one year.

Parent University featured forty sessions during the 2004-05 school year, and more than doubled to over 100 sessions for the 2005-2006 school year. Topics range from educating parents about resolving their children's conflicts to developing their children's financial literacy, and new classes are added based on parents' requests. Professors for these courses include top parent advocates and professionals, social service and youth development experts, educators and academics.

Current Toyota/Black Star Parent University Topics:

- Boys to Men: How Single Mothers Can Raise Them
- The Money Game: Managing Household Budgets and Teaching Children to Earn, Save & Invest
- Rearing Drug and Substance Free Youth
- How to Make Your Child a Better Reader
- About Sex: Talking to Your Teenager Successfully
- Destination College: Ensuring that Your Child has the Academic Readiness and Financial Resources for College Success

Toyota's Benefits:

Toyota partnered with Black★Star by underwriting this program and in return, Black★Star features Toyota through editorial placements and in full-page ads in their monthly magazine, *Proud Parents Journal*, as well as in their website. The extensive press coverage of this partnership netted Toyota more than 25 mentions in major media outlets, including the *Washington Post*, *Chicago Tribune* and others. Further, Toyota has been consistently showcased in Black Star's fundraising and community events from the inception of the program to present. One Black Star member even purchased a new Toyota as a way of saying thank you!

Other corporate sponsors, including Commonwealth Edison, URS Corporation and US Cellular have gained prominent, frequent mention for their support in the hundreds of news media stories and Black Star appearances in recent years. For corporate sponsor references, or to discuss specific sponsorship opportunities, please call Ian Bryan at 773-344-2110.



Black Star's Corporate & Foundation Partners

Chernoff Family Fund	Northern Trust Company Charitable Trust
Chicagoland Association of Realtors	Quaker/PepsiCo Beverages & Food
ComEd (An Excelon Company)	Robert Morris College
Divane Brothers Electric Co.	Schott Family Foundation
Environmental Design International, Inc.	Sodexo Globetrotters
Foley & Lardner LLP	State Senator Jacqueline Collins
HSBC-North America	State Senator Kimberly A. Lightford
Kenneth & Harle Montgomery Foundation	Toyota Motor Sales USA
Ted Oppenheimer, Oppenheimer Family Foundation	URS Corporation
	U.S. Cellular

Current Corporate Partnership Opportunities

Black★Star is launching its programs in North & South Carolina with a special event to be held at the Raleigh Sheraton on April 4, 2006. This event is a perfect media and marketing opportunity, as we anticipate heavy media attention, including television coverage.

Corporate partners will be listed in event-related advertising and media outreach, including printed & electronic invitations, emails, & on Black★Star's website. Ads will be placed in *The Raleigh News & Observer*, the *Triangle Business Journal*, the *Independent Weekly* and the *Rocky Mount Telegram*.

Partnership Levels

Friend (\$500)	Recognition includes named table for 8 at the April 4th event
Supporter (\$1,000)	Recognition as above plus logo listing in newspaper advertising ⁴
Sponsor (\$2,000)	Recognition as above plus Adopt-A-School Partnership: Covers all costs of Black★Star programs for one year.
Guardian (\$3,000)	Recognition as above plus brief speaker introduction option (limited to availability)
Champion (\$6,000)	Recognition as above plus Adopt-A-Classroom Partnership: Covers costs of bringing interactive technology to one classroom plus Black★Star programs for one year.
Other Partnership (\$10,000 or more)	Create your own specialized partnership, donate in-kind services or technology, volunteer, or offer a gift certificate to be auctioned.

These are examples of different ways you can get involved. Any level of support is welcome and will be acknowledged publicly (unless you wish to remain anonymous). To discuss specific opportunities not listed here, please call Ian Bryan at 773-344-2110.

⁴ The Carolinian (aud. circ 17,700 weekly), The News & Observer (aud. circ 211,231 Sunday), The Rocky Mount Telegram and Triangle Business Journal (aud. Circ 41,364 weekly)