

HAVE A UNIQUE MARKETING IDEA?

Let us know! In addition to the opportunities provided in this brochure, we are also open to new and exciting ways to partner.



TO BECOME A SPONSOR OF THE ROCK:

Please contact us to set up your sponsorship:

The ROCK Center for Youth Development
989-835-2542 | rockon@therockc4yd.org



THE ROCK
CENTER FOR YOUTH DEVELOPMENT



ROCK MISSION

To build hope and resilience in youth based on a foundation of acceptance, support, and respect that results in positive life choices.

ROCK VISION

All youth have the opportunity to live their potential.

THE ROCK CENTER FOR YOUTH DEVELOPMENT

is an impact organization that helps teens succeed and thrive.

We are an independent, inclusive, non-profit who provides multiple programs under three umbrellas:

DISCOVER YOU

Developmental education programs

GROUNDLED

After school programs

UNPLUGGED

Activities, events, and summer programs

FOR MORE INFORMATION

989-835-2542
PO Box 2143, Midland, MI 48641
(Offices located at GMCC)
rockon@therockc4yd.org
www.therockc4yd.org



SPONSORSHIP OPPORTUNITIES

FUNDRAISING DINNER

Annual semi-formal and structured spring event
Welcoming over 500 guests



MARKETING BENEFITS

Each level includes:

Sponsor listing in event program, recognition on The ROCK's website, a thank you in a local newspaper, a thank you certificate, and a social media announcement

Special benefits per level:

Excellence: Honorable mention from podium, spot in The ROCK newsletter for 1 year

Hope: Spot in the newsletter for 6 months

Confidence: Spot in the newsletter for 3 months

Respect: Spot in the newsletter for 1 month

Excellence: \$10,000

Hope: \$5,000

Confidence: \$2,500

Respect: \$1,000

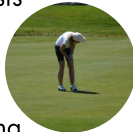
Friend of The ROCK (Under \$1,000)

GOLF OUTING

Annual spring golf event
Welcoming approximately 100 guests

MARKETING BENEFITS

Each level includes:



Recognition on event-related marketing and promotional materials, sponsor listing in event program, recognition on The ROCK's website, a thank you in a local newspaper, a thank you certificate, and a social media announcement

Special benefits per level:

Eagle: A spot in The ROCK newsletter for 6 months, 2 complimentary foursomes, 4 tee sign ads, company recognition at awards presentation

Birdie: 1 complimentary foursome, a spot in the newsletter for 3 months, and 3 tee sign ads

Par: A spot in the newsletter for 1 month and 2 tee sign ads

Tee: 1 tee sign ad

Eagle \$5,000

Birdie: \$2,500

Par: \$1,000

Tee: \$250

PROGRAMS

ROCK GROUNDED

After school programs
3 locations, tens of thousands of visits

ROCK Grounded is productive after-school programs that instill confidence and a sense of belonging, provide mentorship, tutors, games, activities, food, and a safe place for teens.

Locations include Jefferson and Northeast Middle Schools as well as The Underground, inside GMCC.

ROCK UNPLUGGED

Out of school and summer events and activities
Many locations, thousands of visits

ROCK Unplugged is a collection of community-based teen events that encourage healthy life choices and relationships, create a sense of community awareness, and allows teens to engage in safe, supportive social activities.

Unplugged includes activities such as: summer camps, lock-in, pool parties, and more.

ROCK DISCOVER YOU

Developmental education programs
In the classroom, thousands of students

ROCK Discover You is a proven program that provides developmental educational programs that foster character, build tangible life skills, provide relevant tools, and empower young people to create a vision and plan for their future.

Discover You includes programs such as: Forging Futures, Creating Me, Positive Alternatives, etc.

ROCKit

Fueling your Future

ROCKit is an afterschool and summer program that enables youth to explore their interest in Science, Technology, Engineering, and Math – collectively known as STEM.

ROCKit includes guest speakers, educational programs, and fun experiments and projects.

MARKETING BENEFITS

Each level includes:

Recognition on The ROCK's website, a thank you in a local newspaper, a thank you certificate, and a social media announcement

Special benefits per level:

\$5,000: A spot in the ROCK newsletter for 12 months and a sign at The Underground for 12 months

\$2,500: A spot in The ROCK newsletter for 6 months

\$1,000: A spot in The ROCK newsletter for 1 month



\$5,000

\$2,500

\$1,000

