



SDC Team

President/CEO: Sheldon Day
Administrative Coordinator: Eugena Anderson
Youth Sports Coordinator: Corey Clark
Assistant/Community Liaison: Danielle Cannon
Advisor/Community Liaison: Carol Boyd
Advisor/Law Enforcement Liaison: Shelly Moore

Sheldon's Daylight Camp "SDC" Sponsorship Package

June 24-26, 2021

Founded: 2017
Nonprofit Status (501c3): 2019

The 2021 Sheldon's Daylight Camp (SDC) will provide an opportunity for students to learn football skills from current NFL player Sheldon Day, to be exposed to various STEM activities taught by STEMNASIUM and to learn and apply financial literacy concepts provided by Junior Achievement. Through our partnership with First Financial Bank, SDC will also host a workshop for the parents and guardians on various financial literacy concepts such as, first time home buyers, savings, investing, and budgeting. Sheldon's Daylight Camp believes that our environment does not determine our future. By grinding in the dark we can shine in the light and rise above any situation.

Due to the COVID-19 pandemic, Sheldon's Daylight Camp was able to host its annual camp in 2020. Now entering its 4th year of providing an enriched experience for the students of the Eastside, SDC knows that everything that is done for the students would not be possible without the generosity and support of individuals and local organizations, such as yourself. SDC welcomes you and/or your organization to consider being a sponsor for the 2021 Sheldon's Daylight Camp taking place June 24-26, 2021 at Warren Central High School.

As an Indianapolis native, Sheldon Day, current NFL Defensive Tackle, continues to donate his time and resources to give back to the community that has helped and supported him as a student and as an athlete. With an anticipated 100 youth participating, your sponsorship will help to ensure the success of Sheldon's Daylight Camp. Accompanying this letter, we have provided additional information about this exciting event and its sponsorship levels. Please do not hesitate to contact us with any questions or concerns. Sheldon or his coordinators look forward to speaking with you at your earliest convenience.

760-524-7961	
sheldons.daylight.camp@gmail.com	
https://sheldonday.net	
P.O. Box 29193, Indianapolis, IN 46229	



Sheldon's Daylight Camp "SDC"

Sponsorship Levels

June 24-26, 2021

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Please check the appropriate sponsorship box, provide your company logo, and return the application and payment to Sheldon's Daylight Camp to the address at the bottom of this agreement. Please contact us if you would like to discuss fees and benefits.

Yes! My organization commits to sponsor the following item(s) at the level indicated:

Title Sponsor (\$5,000)

- ☐ Title sponsors are entitled to have their logo, (provided by them, and camera ready) printed on all advertising and information regarding the event (Radio, Flyers, TV, Newspaper, etc). Personalized tweets, photo and celebrity endorsement from Sheldon Day. A spot to sit on the financial literacy challenge judging panel. Football signed by Sheldon Day. Tax deductible letter

Presenting Sponsor (\$2,500)

- ☐ Presenting sponsors are entitled to be recognized as a sponsor on all press release and media materials, flyers, etc. Personalized tweet and photo from Sheldon Day endorsing your business or product. Autograph and picture signed by Sheldon Day. Tax deductible letter.

Individual Sponsor

- ☐ Individual Sponsors are entitled to personalized tweets from Sheldon Day promoting your business. Tax deductible letter.

- Camp T-Shirts
- Lanyards/Name Tags
- Thursday, June 24, 2021 Dinner for Parents & Students
- Friday, June 25, 2021 Breakfast for Students
- Friday, June 25, 2021 Box lunches for Students
- Saturday, June 26, 2021 Snacks for Students
- In-Kind Donation \$ _____

Sheldon's Daylight Camp is a recognized 501(c) (3) not-for-profit organization

Sponsor Information

Business Name _____ Contact Name _____

Address _____ Phone # _____

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JUNE 24-26, 2021



FOOTBALL

STEM

FINANCE

**GRIND IN THE
DARK**



**SO YOU CAN
SHINE IN THE
LIGHT**

CAMP MISSION



ENCOURAGE YOUTH VIA SPORTS

Entering its' 4th year, the Sheldon's Daylight Camp is a co-ed youth football camp designed to utilize football as a tool to engage and educate 4th-6th graders in Indianapolis, Indiana on the importance of education, healthy lifestyles, hope and perseverance through sports.

CAMP OBJECTIVES



- **Teach** young athletes proper technique at various skill levels, and emphasize teamwork, sportsmanship and the positive values associated with football.
- **Expose** youth to the collegiate environment so they can begin to see college attendance as a reality.
- **Actively** engage with community leaders as a community resource.
- **Motivate** parents and students that our environment does not determine our future. By grinding in the dark we can shine in the light and rise above any situation.

CAMP SCHEDULE

Day 1 - Participants will pick up their registration packets which includes a swag bag with sponsor product, PPE kit, two t-shirts (1 for all day STEM and financial literacy camp and 1 for football activities) and camp lanyard.

Parents will have an opportunity to hear an inspiring message from Darrin Gray of All Pro Dad's. Students will engage in physical and education activities to kick off the camp.



CAMP SCHEDULE

Day 2 - Participants will rotate through 6 stations similar to a school day gaining exposure to 4 STEM related activities and 2 Financial Literacy activities.

STEM activities will be provided by STEMNASIUM and will include:

"S" SCIENCE: FIZZ WIZARD

"T" TECHNOLOGY: Come Fly with Me

"E" ENGINEERING: Engineers Boulevard

"M" MATH: Come Slime with Me

Financial Literacy activities material will be provided by Junior Achievement of Central Indiana.

Supplies and meals (breakfast and lunch) will be provided by Sheldon's Daylight Camp.



Junior
Achievement®

CAMP SCHEDULE

Day 3 - With a team of high school football coaches, current NFL players and volunteers, participants will be divided into groups to go over various football skill drills. Friendly speed competitions between teams will determine the fastest camper and awards will be given at the end. Team pictures will be taken for each group. Student groups will also present their projects as part of the STEM/Financial Literacy Competition.



PAST CONTRIBUTORS

THANK YOU

★ SHELDON'S DAYLIGHT CAMP ★

SOC

GRIND IN THE DARK
SO YOU CAN
SHINE IN THE LIGHT



Community
Health Network



~ Special thank you to David Holt, Tom Thornburg, Darrin Gray and Todd Mellob ~





FOR MORE INFORMATION CONTACT
SHELDONS.DAYLIGHT.CAMP@GMAIL.COM