Invest in Passion. Support Education. Strengthen Ohio.

Success University Inc. | Business Giving & Sponsorship

A Gift Today. A Path Forward Tomorrow.

Ohio students have ambition. Your business can help them turn it into opportunity. Success University Inc., an Ohio 501(c)(3) nonprofit, connects passion with education and career exploration while supporting the arts through the Hocking Hills Craft Show.

When you sponsor the craft show, you help create a community gathering that celebrates regional artists and supports Ohio student scholarships. When you support students through the Passion program, you help underserved young people explore college or trade-school pathways, consider educational costs, and connect their interests with career possibilities.

This is more than a donation—it is an investment in access, direction, and community. Your support can help students take their next step while demonstrating your business's commitment to the place you call home. Sponsor the Hocking Hills Craft Show, contribute to student support, or combine both approaches.

Key Benefits of Giving and Sponsorship

- **On-site visibility:** Have your business listed as a sponsor on event banners, connecting your name with the Hocking Hills Craft Show and its educational mission.
- **Website recognition:** Receive sponsor acknowledgment on event and organization websites, helping more people discover your business's community involvement.
- **Live crowd acknowledgments:** Have your business recognized by musicians during craft show events, bringing your support directly to the attention of attendees.
- **Move your brand forward:** Build awareness of your business while showing that your commitment to the community goes beyond words.
- **Make a meaningful contribution:** Support the arts and help underserved Ohio students pursue college or trade-school opportunities through Success University Inc.

Sponsorship Levels & Benefits

Proposed packages for approval: The amounts and recognition commitments below are suggested, not established rates. Craft show packages cover one event weekend. Confirm availability, recognition schedules, and production deadlines before offering them to sponsors. Every level supports Success University Inc.'s arts and education mission.

Sponsorship Level	Suggested Contribution	Proposed Recognition Benefits
Community Supporter	**$250**	Business name on the shared sponsor banner and event and organization sponsor webpages; inclusion in a collective sponsor thank-you read by musicians at least once during the event weekend.
Bronze — Opportunity Builder	**$500**	Business logo on the shared sponsor banner and sponsor webpages; inclusion in a collective sponsor thank-you read by musicians each event day.
Silver — Passion Partner	**$1,000**	Bronze benefits, with larger logo placement in the Silver sponsor grouping and one individual business-name acknowledgment by musicians each event day.
Gold — Education Champion	**$2,500**	Silver benefits, with prominent logo placement in the Gold sponsor grouping, a featured website acknowledgment of your community support, and two individual business-name acknowledgments by musicians each event day.
Presenting — Legacy Partner	**$5,000**	Gold benefits, with lead logo placement on the shared sponsor banner and sponsor webpages, "Presented with support from [Business Name]" recognition, and acknowledgment at the opening of each scheduled musician performance. Proposed limit: one presenting sponsor per event weekend.

Passion Program — Student Opportunity Partner

Suggested gifts: $500, $1,000, $2,500, $5,000, or a custom amount. Support eligible college or trade-school educational assistance and program guidance. Proposed benefits include acknowledgment on the organization's sponsor webpage, optional public recognition or anonymous giving, and an annual aggregate program update that protects student privacy. These amounts are giving options—not estimates of a student's full educational costs. Event banner and musician recognition apply only when separately included in a craft show sponsorship agreement.

Make your support fit your goals. Ask about combining event sponsorship with a Passion program contribution or arranging a custom package. Confirm the use of funds and all recognition benefits in writing. Student-support gifts remain under Success University Inc.'s control and recipient-selection process; they do not reserve a named student or guarantee a future employee. Provide your business name and approved logo at least 30 days before the event, subject to confirmed production deadlines. Recognition highlights community support without promising sales, audience size, or employment outcomes.

Business Sponsorship FAQ

Why should my business support Success University Inc.?

You can put your community values into action by supporting educational opportunity and regional creativity. Giving helps connect underserved Ohio students with guidance and scholarship opportunities while supporting a community event that showcases artists. For businesses that care about the future workforce, supporting education is a practical way to contribute—without buying a hiring commitment or promising a particular employment outcome.

Why sponsor the Hocking Hills Craft Show?

The craft show brings arts and education together. Sponsorship helps make the event possible, provides a platform for regional artisans, and supports its scholarship mission. Success University Inc. states that all ticket sales go toward an Ohio student scholarship. It is a tangible way to support a local event with a purpose beyond the event itself.

What does supporting a student through the Passion program accomplish?

The Passion program helps students explore educational and career directions, consider schools and budgets, and seek sponsorship or scholarship opportunities. Success University describes ongoing guidance through the educational journey and help connecting students with organizations as they approach completion. A contribution can support this mission for students pursuing college or trade school; ask which expenses and pathways are eligible before designating your gift.

How does personality assessment fit into the program?

The Passion program uses personality exploration as a starting point for discussing educational and career interests. Myers-Briggs Type Indicator (MBTI) preferences can inform self-reflection, but they do not measure ability or determine which career a student can pursue. They should not be used to select employees or restrict students to particular fields. The purpose is exploration—not labeling students or guaranteeing graduation, job performance, or retention.

Can our business support students interested in our industry?

Discuss a field-focused scholarship or program contribution with Success University Inc.—for example, support for students exploring accounting, finance, or skilled trades. Any arrangement should serve the nonprofit's charitable mission, preserve its control over funds and recipient selection, and respect student choice. A charitable gift should not be presented as purchasing a future employee, guaranteeing service to your business, or reserving support for a particular personality type.

Will our business receive recognition?

Craft show sponsors receive recognition on event banners and websites, along with live acknowledgments by musicians to craft show crowds during events. These opportunities help build awareness of your brand and highlight your commitment to arts, education, and the community. Arrange sponsorship at least 30 days before the event and confirm the applicable recognition benefits and deadlines with Success University Inc. Sponsorship does not guarantee attendance, sales, or customer leads.

Is a donation or sponsorship tax-deductible?

Contributions to an eligible 501(c)(3) organization may be deductible, subject to applicable tax rules and the donor's circumstances. Sponsorship benefits can affect tax treatment; acknowledgment and advertising are not the same. Gifts earmarked for a specific individual generally are not deductible charitable contributions. Before giving, confirm the organization's eligibility, request written documentation

of your gift and any benefits received, and consult your tax adviser. This information is not tax or legal advice.

How can we understand the impact of our gift?

Before committing, ask Success University Inc. to outline the intended use of funds, eligible expenses, recipient-selection process, and available reporting. Discuss whether updates can include students served, scholarship dollars awarded, or educational milestones, with appropriate student privacy protections. Agree on reporting expectations rather than relying on unverified promises about reduced dropout rates or employee retention.

Choose Your Way to Make a Difference

- **Sponsor the Hocking Hills Craft Show:** Help make a community arts event possible while supporting its scholarship mission.
- **Support students through the Passion program:** Contribute toward eligible educational support and guidance for students exploring college or trade school.
- **Give where support is needed most:** Make a general contribution to Success University Inc.'s arts and education mission.

Help an Ohio student turn "What comes next?" into a plan. Contact Success University Inc. to discuss a contribution that fits your business's giving goals and the program's needs. Together, we can connect passion with opportunity.

Success University Inc.
Visit passioninyou.org
Call (740) 251-4433
PO Box 83, Logan, Ohio 43138

Sponsor Response Form

Success University Inc. | Hocking Hills Craft Show & Passion Program
Complete this form to express your sponsorship interest. Packages, availability, recognition benefits, and payment arrangements will be confirmed with you before final acceptance.

1. Your Contact Information

Business / Donor Name: _____
Contact Name / Title: _____
Mailing Address: _____
City / State / ZIP: _____
Phone: _____ Email: _____
Business Website: _____

2. Choose Your Support

Craft Show Sponsorship — select one proposed level:
☐ Community Supporter — $250 ☐ Bronze — $500
☐ Silver — $1,000 ☐ Gold — $2,500 ☐ Presenting — $5,000
Preferred event weekend / date: _____
Additional or alternative support:
☐ Passion Program student support — Amount: $_____
☐ General mission contribution — Amount: $_____
☐ Contact me about a custom package or in-kind contribution.
Total proposed contribution: $_____

3. Recognition & Next Steps

☐ Recognize our business using this name: _____
☐ Keep our contribution anonymous; do not provide public recognition.
☐ Contact me to arrange payment. ☐ Send an invoice / payment instructions.
☐ Contact me about submitting our approved logo.
Questions / special requests: _____
_____
Authorized Contact Signature: _____ Date: _____

This form is an expression of interest, not a final sponsorship agreement. Event recognition depends on the confirmed package and production deadlines; submit your name and logo at least 30 days before the event, subject to confirmation. Student-support funds remain under the nonprofit's control and recipient-selection process. Please do not include credit card or bank account details.

4. Payment & Mailing Instructions

Pay online: Visit www.passioninyou.org for online donation and payment options. When submitting your contribution, identify your business name and selected sponsorship level or Passion program support.

Paying by check: Make your check payable to **Success University Inc.** Include your completed sponsor response form and note your business name and selected sponsorship or program contribution with your payment.

Mail your form and payment to:
Success University Inc.
PO Box 83
Logan, Ohio 43138

For an invoice or other payment arrangements, call (740) 251-4433. Please do not mail cash or include credit card or bank account information on this form.

Return to: Success University Inc., PO Box 83, Logan, Ohio 43138
Questions: (740) 251-4433 | passioninyou.org
Thank you for connecting passion with opportunity.