

**The Life Preparatory school for boys**

est.2021

sponsorship, **partnership**, &  
fund development **guide**

**2022-2023**



let **US** make man

Genesis 1:26

THE LIFE PREPARATORY SCHOOL FOR BOYS &  
THE X CARES FOUNDATION ARE 501(c)3 ORGANIZATIONS



Always had  
been pleased  
with how the kids  
respond to King.  
They respect him  
& look up  
to him.

***From our Mothers***



# The X For Boys life preparatory

THE X CARES FOUNDATION

**MISSION:** TEACHING BOYS THE TRUE MEANING OF  
MANHOOD & TO BE PROTECTORS AND PROVIDERS  
FOR THEIR COMMUNITIES.

THE X FOR BOYS LIFE PREPARATORY SCHOOL AND THE X CARES FOUNDATION ARE 501(c)3 ORGANIZATIONS





# PROGRAMS

WE PROVIDE YOUTH MALE DEVELOPMENT FOCUSED PROGRAMS THAT ARE UNIQUE TO THE NEEDS OF THE YOUNG MEN IN THE ALBANY, GA AREA AND IMMEDIATE SOUTHWEST GEORGIA COMMUNITIES. FOCUSING ON THEIR INTERESTS WHILE PROVIDING THEM WITH SKILLS IN GENERAL AUTOMOTIVE REPAIR, GENERAL CONTRACTING, LAWN CARE & LANDSCAPING, PROFESSIONAL DEVELOPMENT, FIREARMS EDUCATION & TRAINING, LEADERSHIP DEVELOPMENT & MORE, WE ARE ABLE TO ACHIEVE SELF-DISCOVERY & INCREASED CONFIDENCE WITHIN OUR BOYS & THEIR ABILITIES TO LEAD.



# OUR IMPACT

86%

Increase in  
Reading  
Comprehension

91%

Improvement  
in Grades

82%

Proficient in  
General  
Contracting

93%

Proficient in  
Automotive  
Repair

.01

Recidivism  
Rate

97%

Proficiency in  
Firearms Eductaion  
& Training



2019-2021



let **US** make man  
Genesis 1:26

WE REACH AVG.  
5,000 BOYS & MEN  
NATIONWIDE PER  
YEAR THROUGH  
PROGRAMMING,  
WORKSHOPS,  
EVENTS,  
PARTNERSHIPS, &  
SPONSORSHIPS.



97%

Boys Ages  
11-17  
(3% Ages 9-10)

150-225

Boys Served  
Per Year

77.8%

Live in  
Single-Parent  
Homes

## *Demographics*

77.8%

Black African/America

11.1%

Hispanic/Latinx

22.2%

White/Caucasian

11.1%

Multiracial/Biracial




let **US** make man  
Genesis 1:26





# sponsorship | **OPPORTUNITIES**

food | **travel** | boarding | **uniforms** | grooming | **supplies** school  
expenses | **other resources**



through generous donors, sponsorships, & enthusiastic volunteers, we are able to keep our program 100% free for our students.

# sponsor **OPPORTUNITIES**

Through these opportunities for sponsorship our goal is for companies to build passive brand loyalty as part of a charity-based initiative rooted in honor, courage, commitment, transparency, consistency, accountability, & discipline.

## **first FRIDAYS \$1,000** (8-10 Available)

Held the 1st Friday of selected months, prospective students & their parents can participate in an engaging informational session complete with a tour of the campus and Q & A with our founder and a few current students. Sponsors can expect brand placement during presentations, sign-up confirmations, & printed materials exclusive to First Friday events.

## **parent WEEKENDS \$750** (8-10 Available)

We welcome the families of our current students to come visit their sons throughout the school year. Parent weekends are packed with activities, presentations, good food, & performances by our students to entertain their families. As sponsors, you help provide an unmatched level of hospitality that our students are excited to present, and our parents look forward to attending.

## **annual EVENTS varies**

Every year, THE X CARES FOUNDATION, The Life Preparatory School for Boys, & The X for Boys host various events throughout the year. Information about each event's sponsorship tiers are released separately.





# sponsor **OPPORTUNITIES**

## sponsor "A" INITIATIVE

Sponsor A Son Academic Year **\$15,000** (52 Available)

Sponsor A Son Semester **\$7,500** (104 Available)

Sponsor A Son Summer **\$3,750** (75 Available)

Sponsor A Son Beautillion **\$300** (50 Available)

Sponsor A Daughter Debutante **\$300** (50 Available)

The Sponsor "A" Campaign is a continuous fundraiser that directly funds our students and participants. Sponsors directly fund a student or participant to cover their tuition and fees, meals, boarding, program supplies, & more.

## scholarship FUND GOAL: \$100,000/Year

### **GRADUATION | COLLEGE | TRADE SCHOOL | MILITARY**

Through The Life Prep School for Boys Scholarship Fund, donors can choose to pledge any desired amount as frequently as they choose. \$10,000 will be used for the annual honors day and graduation ceremonies\*. The remaining funds will be distributed amongst the students of that year's graduating class.

The first graduating class is tentative Spring 2029

## merchandise SPONSOR varies

Gifts and giveaways are a great way to help advance your brand while supporting a great cause. Help us celebrate our volunteers during Volunteer Appreciation, our Parents during family events, and more! The opportunities are virtually limitless.



# episode SPONSOR

**\$1,000-\$45,000** Up To 45 Available  
All - Minimum 40 Episodes for 1 Calendar Year Sponsorship  
Academic Year Episodes - 30-35 Episodes (AUG-MAY)  
Summer Episodes - 8-10 Episodes (JUNE-JULY)  
A-La-Carte Episodes - \$1,200/Episode

## Sponsor BENEFITS

Recognition as an **official\*** presenting sponsor of a Conflict Corner episode.

Brand Placement:  
Website\*  
Social Media  
Email Marketing  
Outdoor Advertising



## Sponsor COMMITMENT

Corporate financial sponsorship will provide:  
Production costs per episode.

# corporate SPONSORSHIP



114,795+  
MONTHLY REACH  
7K+ WEBSITE SUBSCRIBERS



1M+  
MONTHLY REACH



422K+  
MONTHLY REACH



2.3M+  
MONTHLY REACH



8.37K  
SUBSCRIBERS

Conflict Corner has  
34.5K+ Followers between  
YouTube, Facebook, & Instagram.

**Conflict Corner is a candid weekly discussion session with King Randall and the Boys, giving them the safe space to express themselves & their feelings.**



# LIFE PREP FACILITY PROJECTS

auditorium renovation

**sponsor**  
**opportunity**  
**\$300,000** value



**SPONSOR COMMITMENT:**  
FLOORS, DOORS, HVAC,  
SEATING, PAINT, LABOR,  
WINDOW REPLACEMENT,  
REMODELING, DEMO,  
AV SYSTEM, LIGHTING, DECOR

WEBSITE, SOCIAL MEDIA, EMAIL, PRINT, OUTDOOR ADVERTISING, &  
FACILITY SPONSOR BENEFITS. DETAILS AT [THEXFORBOYS.ORG/PARTNER](https://thexforboys.org/partner)

EMAIL [PARTNER@THEXFORBOYS.ORG](mailto:PARTNER@THEXFORBOYS.ORG) | 478.300.7357 (TEXT ONLY)

ALL OFFICIAL DONATIONS WILL FALL UNDER 501(C)3 TAX EXEMPT STATUS



# LIFE PREP FACILITY PROJECTS

multi-purpose **gymnasium** renovation

**sponsor  
opportunity  
\$500,000** value



**SPONSOR COMMITMENT:**  
FLOORS, DOORS, HVAC,  
SEATING, PAINT, LABOR,  
SCOREBOARD, SOUND SYSTEM,  
FIRE SYSTEM UPDATES,  
LOCKEROOM UPDATES,  
PE EQUIPMENT

WEBSITE, SOCIAL MEDIA, EMAIL, PRINT, OUTDOOR ADVERTISING, &  
FACILITY SPONSOR BENEFITS. DETAILS AT [THEXFORBOYS.ORG/PARTNER](http://THEXFORBOYS.ORG/PARTNER)

EMAIL [PARTNER@THEXFORBOYS.ORG](mailto:PARTNER@THEXFORBOYS.ORG) | 478.300.7357 (TEXT ONLY)

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# commercial **SPONSOR**

**\$5,000** 2 Available

## Sponsor **BENEFITS**

Recognition as an **official\*** presenting sponsor for a  
The X for Boys/The Life Preparatory School for Boys.

Brand Placement:

**Website\***

Social Media

Commercial

Email Marketing

Outdoor Advertising

## Sponsor **COMMITMENT**

Corporate financial sponsorship will provide:  
Production costs.

# corporate **SPONSORSHIP**



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MONTHLY REACH  
7K+ WEBSITE SUBSCRIBERS



**1M+**  
MONTHLY REACH



**422K+**  
MONTHLY REACH



**2.3M+**  
MONTHLY REACH



**8.37K**  
SUBSCRIBERS



# lounge SPONSOR

**\$50,000** 4 Available

Student Lounge

Staff Lounge

Visitors' Lounge

Main Conference Room

5-Year Commitment  
\$20,000 initial donation  
(covers year - 1 & 2)  
\$10,000 for year 3-5

## Sponsor **BENEFITS**

Exclusive right to be the one and only official\* sponsor of a Life Prep Lounge.

The student lounge named after the corporate sponsor or recognition as the presented sponsor.

Vendor spot at monthly prospective student visit events.

Brand Placement:

Website\*

Social Media

Email Marketing

Print Marketing

Outdoor Advertising

Facility Advertising

## Sponsor **COMMITMENT**

Corporate financial sponsorship will provide:

Lounge furniture, Lounge flooring, Lounge lighting and ceiling repair, Gaming consoles & electronics, Interior paint and decorating, Student podcast/studio equipment

corporate SPONSORSHIP



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MONTHLY REACH  
7K+ WEBSITE SUBSCRIBERS



1M+  
MONTHLY REACH



422K+  
MONTHLY REACH



2.3M+  
MONTHLY REACH



8.37K  
SUBSCRIBERS





# uniform **SPONSOR**

**\$2,000** Students (52 Available)

**\$1,000** Junior Instructors (5 Available)

**\$750** Instructors (15 Available)

**\$500** Staff (20 Available)

## Sponsor **BENEFITS**

Recognition as an **official\*** presenting sponsor for a  
The X for Boys/The Life Preparatory School for Boys.

Brand Placement:

**Website\***

Social Media

Commercial

Email Marketing

Outdoor Advertising

Merchandise

## Sponsor **COMMITMENT**

Corporate financial sponsorship will provide:

Production costs for all uniform pieces required  
for our students, staff, instructors, & junior  
instructors to have.

corporate **SPONSORSHIP**



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**1M+**  
MONTHLY REACH



**422K+**  
MONTHLY REACH



**2.3M+**  
MONTHLY REACH



**8.37K**  
SUBSCRIBERS

Tuxedo  
Power Suit  
Tie  
Bow-Tie  
Lapel Pin  
Belt  
Polos  
Buttndown Shirt  
Khakis  
Black Slacks  
Martial Arts Uniform  
Pullover  
Sweats  
Swim Trunks  
Pajamas  
Backpack  
Travel Bag  
Black Dress Shoes



# sponsor **OPPORTUNITIES**

## outdoor **ADVERTISING**

**Outdoor Digital Sign Display**  
**\$25,000** (1 Available)

### Sponsor **BENEFITS**

Exclusive right to be the one **lifetime\*** sponsor of the Life Prep School for Boys Outdoor Digital Sign Display.

Brand Placement:

**Website\***

Social Media

Email Marketing

Print Marketing

Outdoor Advertising

Facility Advertising

### Sponsor **COMMITMENT**

Corporate financial sponsorship will provide:

Funding for all the digital sign equipment & installation.





# sponsor **OPPORTUNITIES**

outdoor **ADVERTISING**

**Digital Sign Static Ads Space**

**\$75/** Day

**\$100/** Week

**\$175/** Weekend

**\$250/** Month

Patrons can purchase static ad space to regularly run on our outdoor digital display sign.

meal **SPONSOR** varies

Provide breakfast, lunch, or dinner, or coordinate a nutritious snack for our students, staff, instructors, & after school participants. Provide meals for our monthly events or one of our community initiatives like the Community Breakfast Project that takes place every fall. Meal sponsorships are a great way for companies to help support ratifying food desert and food insecurities our students and community commonly faces.

percentage night **SPONSOR** varies

Provide a percentage of sales for desired length of time to the school.





**\$75,000** 2 Available

## Sponsor **BENEFITS**

Recognition as a transportation sponsor for The Life Preparatory School for Boys.

Brand Placement:

**Website\***

Social Media

Email Marketing

Print Marketing

Outdoor Advertising

Facility Advertising

Bus Advertising

## Sponsor **COMMITMENT**

Corporate financial sponsorship will provide:

Air conditioning and window repair,  
maintenance & upkeep, seat repairs and  
replacements, bus wrap advertising, &  
contribution to fuel fund.

# transportation SPONSORSHIP



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7K+ WEBSITE SUBSCRIBERS



**1M+**  
MONTHLY REACH



**422K+**  
MONTHLY REACH



**2.3M+**  
MONTHLY REACH



**8.37K**  
SUBSCRIBERS





the **COMMITMENT**  
parent | student | community

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**HONOR** | courage | **COMMITMENT**  
consistency | **TRANSPARENCY** | discipline



**PARENT** advisory **COUNCIL**

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community **INVOLVEMENT**

**VOLUNTEER** opportunities

fundraising | **THE LPSFB EXPERIENCE**

**EVENTS**



## stay **connected**



@thexforboys | @newemergingking



@thexforboys | @newemergingking



@NewEmergingKing



King Randall, I.

**thexforboys.org**

**general inquiries| admin@thexforboys.org**

enroll@thexforboys.org

partner@thexforboys.org

phone | 478.300.7357

school address



714 W. Broad Ave

Albany, GA 31701

Make checks payable to:

The Life Preparatory School for Boys

P.O. Box 24

Albany, GA 31701

Donation Acknowledgement Letters can be requested  
at [thexforboys.org/donate](https://thexforboys.org/donate)