



The Life Preparatory school for boys

THE X CARES FOUNDATION

Sponsorship, Partnership, & Fund Development Guide 2022-2023

The Life Preparatory School for Boys is a 501(c)3 charitable organization with a mission to teach boys the true meaning of manhood & to be protectors and providers for their communities.

Through 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. Sponsorship and donations are how we keep our program free for our students and that fosters a worry-free learning experience that our boys thrive in.

General Sponsorship Opportunities

General Sponsorship Opportunities are honored for one calendar year from the date an official sponsorship agreement is signed. The opportunity to renew sponsorships will be presented one calendar week prior to the current contract's end date.

First Fridays - \$1,000 (8-10 Available)

Held on the first 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.

Sponsor Benefits: 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.

Sponsor Commitment: Sponsors 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 Program** host various events throughout the year, Information about each event's sponsorship tiers are released separately.

Sponsor Benefits: Sponsors can expect unique brand placement, increased social media and website engagements, and opportunities promo and increase sales.

Sponsor "A" Initiative - \$300 - \$15,000

The **Sponsor "A" Campaign** is a continuous fundraiser that directly benefits our students and program participants to cover their tuition and fees, room and board, program supplies, uniforms, & more.

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)**

Sponsor Commitment: Sponsors help provide a stress-free learning environment for our students and parents.

Scholarship Fund - **GOAL: \$100,000/Year**

GRADUATION | COLLEGE | TRADE SCHOOL | MILITARY

Through The Life Preparatory School for Boys Scholarship Fund, donors can choose to pledge any desired amount as frequently as they choose. Ten thousand dollars will be used for the annual honors day and **graduation ceremonies***. The remaining funds will be distributed among the students of that year's graduating class.

****The first graduating class is tentative Spring 2029***

Sponsor Benefits: Donors Name or Company listed as a class donor in that year's annual report booklet and yearbook.

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, teachers, and parents during family events and students during national appreciation holidays such as Volunteer Appreciation Week and Teacher Appreciation Week. The opportunities for merchandise sponsorship are virtually limitless!

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.

Outdoor Advertising - **\$75-\$250**

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

\$75/Day
\$100/Week
\$175/Weekend
\$250/Month

Services Sponsor - **Varies**

Services sponsors include those that wish to provide services directly from their businesses or companies.

Sponsor Benefits: Vary based on the dollar amount of the services sponsored.

Current Services Needed: Flooring (Carpet, Restroom/Bathroom Renovation), HVAC Repair, School Buss Repair and Wrapping, Electrical, and more. Please email partner@thexforboys.org for more information.

Corporate Sponsorship Opportunities

The opportunity to renew sponsorships will be presented one calendar week prior to the current contract's end date.

Commercial Sponsor - \$5,000 (2 Available)

Our organization commits to producing two professional commercials per year.

Sponsor Benefits:

Episode sponsors can expect:

- Recognition as presenting sponsor of an organization commercial.
- Brand Placement:
 - On thexforboys.org website and our **Life Prep School Website***
 - Homepage (Scrolling Logo)
 - Sponsor Page (Logo with an optional link to your website)
 - Social Media
 - Marketing on the official The Life Prep School for Boys\The X For Boys Facebook and Instagram accounts
 - Logo placed at the end of the commercial
 - Logo placed on **related*** graphic flyers
 - Company's provided social media handles tagged related posts on our Facebook and Instagram Accounts
 - Promotional-based marketing – 2 per month for one calendar year
 - Potential cross-posting on King Randall's official Facebook, Instagram, and Twitter Accounts
 - Brand placement on King Randall, I. YouTube Channel in the commercial description.
 - Email Marketing
 - Recognition as episode sponsor in weekly email recap.
 - Outdoor Advertising
 - Static Ad on our digital outdoor sign (20 episodes or more)

Sponsor Commitment:

Corporate financial sponsorship will provide:

- Production costs per commercial.

Episode Sponsor - \$1,000-\$45,000 (Up to 45 Available)

Conflict Corner: Conflict Corner is a candid weekly discussion with King Randall and the Boys, giving them a safe space to express themselves & their feelings. Guest speakers are periodically invited to share wisdom with the Boys about various topics.

All Episodes: 1-Calendar Year – **\$40,000-\$45,000 (40-45 Episodes)**

Academic Year Episodes: AUG-MAY - **\$30,000-\$35,000 (30-35 Episodes)**

Summer Episodes: JUNE-JULY - **\$8,000-\$10,000 (8-10 Episodes)**

A-La-Carte Episodes: **\$1,200/Episode**

Sponsor Benefits:

Episode sponsors can expect:

- Recognition as an **official*** sponsor of a Conflict Corner episode.
- Brand Placement:
 - On thexforboys.org website and our **Life Prep School Website***
 - Homepage (Scrolling Logo)
 - Sponsor Page (Logo with an optional link to your website)
 - Social Media
 - Marketing on the official The Life Prep School for Boys\The X For Boys Facebook and Instagram accounts
 - Logo posted on the Conflict Corner Facebook Watch page
 - Logo placed on **related*** graphic flyers
 - Company's provided social media handles tagged related posts on our Facebook and Instagram Accounts
 - Promotional-based marketing – 2 per month for one calendar year (for 10 episodes or more)
 - Potential cross-posting on King Randall's official Facebook, Instagram, and Twitter Accounts
 - Brand placement on King Randall, I. YouTube Channel in the episode description.
 - Email Marketing
 - Opportunity to send promotional emails to our 7,000+ web-based subscribers – 2 per month
 - Outdoor Advertising
 - Static Ad on our digital outdoor sign (20 episodes or more)

Sponsor Commitment:

Corporate financial sponsorship will provide:

- Production costs per episode.

Lounge Sponsor - \$50,000 (4 Available)

As we prepare for our Inaugural Class of Gentlemen, The Life Preparatory School for Boys is seeking corporate sponsorship for three lounge areas in our school facility. Those four lounges are:

1. Student Lounge
2. Teacher's Lounge
3. Visitor's Lounge
4. Conference Room

Each lounge area will serve a unique purpose that will advance the mission and vision of The Life Preparatory School for Boys.

Student Lounge:

After an impactful day of academics, life skills, and hard work, the Student Lounge will provide an area for our students to unwind, kick back, and reflect on their day. Additionally, establishing healthy mentally stimulating environments for our students is a top priority of our school and organization. A lounge area dedicated solely to them will foster restorative wellness, significantly increase classroom engagement and interactive rates, benefit overall academic achievement, increase preparedness rates in graduates after completing grade school, and lower rates of bad behavior and school suspension.

A student-dedicated space provides students a sense of belonging and the feeling of being a collective partner with their school resulting in the adoption of the school's mission, vision, and culture. As a corporate sponsor of a student-dedicated space, your company can build passive brand loyalty, wealthy avenues of corporate social responsibility, and an opportunity to be a part of a charity-based initiative rooted in honor, courage, commitment, transparency, discipline, accountability, and discipline.

Sponsor Benefits:

The student lounge sponsor can expect:

- Exclusive right to the one and only **official*** sponsor of the Life Prep Student Lounge
- The student lounge named after the corporate sponsor or recognition as the presented sponsor
 - **Example:** *"The Life Prep Student Lounge presented by,"* or *"The (company name here) Student Lounge"*
- Vendor spot at monthly prospective student visit events
- Brand Placement:
 - On thexforboys.org website and our **Life Prep School Website***
 - Homepage (Scrolling Logo)
 - Sponsor Page (Logo with an optional link to your website)
 - Social Media
 - Marketing on the official The Life Prep School for Boys\The X For Boys Facebook and Instagram accounts
 - Logo placed on The Life Prep School for Boys Facebook cover photo
 - Logo placed on **related*** graphic flyers
 - Company's provided social media handles tagged related posts on our Facebook and Instagram Accounts
 - Promotional-based marketing – 2 per month for one calendar year
 - Cross-posting on King Randall's official Facebook, Instagram, and Twitter Accounts

- Brand placement on King Randall, I. YouTube Channel in the channel description
- Email Marketing
 - Opportunity to send promotional emails to our 7,000+ web-based subscribers – 2 per month
- Print Marketing
 - Logo placement on the visitor packet materials
 - Logo placement in our annual information brochure
 - Full-page ad in The Annual I Am A Man March & Convention Program Book
- Outdoor Advertising
 - Static Ad on our digital outdoor sign
- Facility Advertising
 - Logo or company branding placed on the interior wall of the student lounge
 - Logo or company branding placed on the exterior doors of the student lounge

Sponsor Commitment:

Corporate financial sponsorship will provide:

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

Staff Lounge:

As with any school facility, staff lounges have always served as a place for teachers to each lunch and/or take breaks from their daily schedules. Our school will be no different. Our teachers, staff, and instructors work tirelessly to advance our goal to reform the minds of and reinvent the wheel for our young men. Like our students' lounge, establishing healthy mentally stimulating environments for our staff is a top priority of our school and organization. A lounge area dedicated solely to them will foster restorative wellness, a healthy and stimulating work environment to promote productivity, performance, and morale, and benefit overall academic achievement.

As a corporate sponsor of a staff-dedicated space, your company can build passive brand loyalty, wealthy avenues of corporate social responsibility, and an opportunity to be a part of a charity-based initiative rooted in honor, courage, commitment, transparency, accountability, and discipline.

Sponsor Benefits:

The staff lounge sponsor can expect:

- Exclusive right to the one and only **official*** sponsor of the Life Prep Staff Lounge
- The staff lounge named after the corporate sponsor or recognition as the presented sponsor
 - **Example:** *"The Life Prep Staff Lounge presented by," or "The (company name here) Staff Lounge"*
- Vendor spot at monthly prospective student visit events
- Brand Placement:
 - On thexforboys.org website and our **Life Prep School Website***
 - Homepage (Scrolling Logo)

- Sponsor Page (Logo with an optional link to your website)
- Social Media
 - Marketing on the official The Life Prep School for Boys\The X For Boys Facebook and Instagram accounts
 - Logo placed on The Life Prep School for Boys Facebook cover photo
 - Logo placed on **related*** graphic flyers
 - Company's provided social media handles tagged related posts on our Facebook and Instagram Accounts
 - Promotional-based marketing – 2 per month for one calendar year
 - Cross-posting on King Randall's official Facebook, Instagram, and Twitter Accounts
 - Brand placement on King Randall, I. YouTube Channel in the channel description
- Email Marketing
 - Opportunity to send promotional emails to our 7,000+ web-based subscribers – 2 per month
- Print Marketing
 - Logo placement on the visitor packet materials
 - Logo placement in our annual information brochure
 - Full-page ad in The Annual I Am A Man March & Convention Program Book
- Outdoor Advertising
 - Static Ad on our digital outdoor sign
- Facility Advertising
 - Logo or company branding placed on the interior wall of the staff lounge
 - Logo or company branding placed on the exterior doors of the staff lounge

Sponsor Commitment:

Corporate financial sponsorship will provide:

- Lounge furniture
- Lounge flooring
- Lounge lighting and ceiling repair
- Lounge restroom renovation
- Lounge window repair/replacement
- Lounge exterior door replacement
- Interior paint and decorating
- 1-2 Televisions
- Refrigerator
- Pantry/Food Storage
- Microwave
- Coffee Station

Visitors' Lounge:

Our visitors' lounge will serve as a multi-purpose conference-style room where visitors and prospective students can participate in an informational piece that is a part of our campus tour. Additionally, the space will be available to rent as a meeting space outside patrons. Lastly, this space is central to the main rotunda of the school and will be subject to the majority of our facility's daily foot traffic and visibility.

As a corporate sponsor of our visitors' lounge, your company can build passive brand loyalty, wealthy avenues of corporate social responsibility, and an opportunity to be a part of a charity-based initiative rooted in honor, courage, commitment, transparency, discipline, accountability, and discipline.

Sponsor Benefits:

The visitors' lounge sponsor can expect:

- Exclusive right to the one and only **official*** sponsor of the Life Prep Visitors Lounge
- The visitors' lounge named after the corporate sponsor or recognition as the presented sponsor
 - **Example:** *"The Life Prep Visitors Lounge presented by,"* or *"The (company name here) Lounge"*
- Vendor spot at monthly prospective student visit events
- Brand Placement:
 - On thexforboys.org website and our **Life Prep School Website***
 - Homepage (Scrolling Logo)
 - Sponsor Page (Logo with an optional link to your website)
 - Social Media
 - Marketing on the official The Life Prep School for Boys\The X For Boys Facebook and Instagram accounts
 - Logo placed on The Life Prep School for Boys Facebook cover photo
 - Logo placed on **related*** graphic flyers
 - Company's provided social media handles tagged related posts on our Facebook and Instagram Accounts
 - Promotional-based marketing – 2 per month for one calendar year
 - Cross-posting on King Randall's official Facebook, Instagram, and Twitter Accounts
 - Brand placement on King Randall, I. YouTube Channel in the channel description
 - Email Marketing
 - Opportunity to send promotional emails to our 7,000+ web-based subscribers – 2 per month
 - Print Marketing
 - Logo placement on the visitor packet materials
 - Logo placement in our annual information brochure
 - Full-page ad in The Annual I Am A Man March & Convention Program Book
 - Outdoor Advertising
 - Static Ad on our digital outdoor sign
 - Facility Advertising
 - Logo or company branding placed on the interior wall of the visitors' lounge
 - Logo or company branding placed on the exterior doors of the visitors' lounge
 - Logo placement on the beverage cooler exterior door

Sponsor Commitment:

Corporate financial sponsorship will provide:

- Lounge furniture
- Lounge flooring
- Lounge lighting and ceiling repair
- Lounge restroom renovation
- Lounge window repair/replacement
- Lounge exterior door replacement
- Interior paint and decorating
- Projector rigging and equipment hookup
- 1-2 Televisions
- Beverage cooler
- Pantry/Food Storage

Official Conference Room:

Our conference room will serve as a multi-purpose conference-style room for our school's official business meetings and think tanks. Additionally, the space will be available to rent as a meeting space outside patrons. Lastly, this space is located on the main entrance hallway and will be subject to the majority of our facility's daily foot traffic and visibility.

As a corporate sponsor of our visitors' lounge, your company can build passive brand loyalty, wealthy avenues of corporate social responsibility, and an opportunity to be a part of a charity-based initiative rooted in honor, courage, commitment, transparency, discipline, accountability, and discipline.

Sponsor Benefits:

The conference room sponsor can expect:

- Exclusive right to the one and only **official*** sponsor of the Life Prep Conference Room
- The conference named after the corporate sponsor or recognition as the presented sponsor
 - **Example:** *"The Life Prep Conference Room presented by," or "The (company name here) Conference"*
- Vendor spot at monthly prospective student visit events
- Brand Placement:
 - On thexforboys.org website and our **Life Prep School Website***
 - Homepage (Scrolling Logo)
 - Sponsor Page (Logo with an optional link to your website)
 - Social Media
 - Marketing on the official The Life Prep School for Boys\The X For Boys Facebook and Instagram accounts
 - Logo placed on The Life Prep School for Boys Facebook cover photo
 - Logo placed on **related*** graphic flyers
 - Company's provided social media handles tagged related posts on our Facebook and Instagram Accounts
 - Promotional-based marketing – 2 per month for one calendar year
 - Cross-posting on King Randall's official Facebook, Instagram, and Twitter Accounts
 - Brand placement on King Randall, I. YouTube Channel in the channel description

- Email Marketing
 - Opportunity to send promotional emails to our 7,000+ web-based subscribers – 2 per month
- Print Marketing
 - Logo placement on the visitor packet materials
 - Logo placement in our annual information brochure
 - Full-page ad in The Annual I Am A Man March & Convention Program Book
- Outdoor Advertising
 - Static Ad on our digital outdoor sign
- Facility Advertising
 - Logo or company branding placed on the interior wall of the main conference room
 - Logo or company branding placed on the exterior doors of the main conference room
 - Logo placement on the beverage cooler exterior door

Sponsor Commitment:

Corporate financial sponsorship will provide:

- Conference room furniture
- Conference room flooring
- Conference room lighting and ceiling repair
- Conference room restroom renovation
- Conference room window repair/replacement
- Conference room exterior door replacement
- Interior paint and decorating
- Projector rigging and equipment hookup
- 1-2 Televisions
- Beverage cooler

Corporate Sponsors that produce beverages, can also opt to only have your beverages served in these spaces if you make the additional commitment to provide the regular supply of those products.

Outdoor Digital Sign Sponsor - \$25,000 (1 Available)

Sponsor Benefits:

- Exclusive rights to be the one and only **lifetime*** sponsor of The Life Prep School for Boys Outdoor Digital Sign Display
- Brand Placement:
 - On thexforboys.org website and our **Life Prep School Website***
 - Homepage (Scrolling Logo)
 - Sponsor Page (Logo with an optional link to your website)
 - Social Media
 - Marketing on the official The Life Prep School for Boys\The X For Boys Facebook and Instagram accounts
 - Logo placed on white space of the sign display
 - Logo placed on **related*** graphic flyers
 - Company's provided social media handles tagged related posts on our Facebook and Instagram Accounts
 - Promotional-based marketing -5 per calendar year for five calendar years
 - Potential cross-posting on King Randall's official Facebook, Instagram, and Twitter Accounts
 - Email Marketing
 - Opportunity to send promotional emails to our 7,000+ web-based subscribers – 5 per calendar year for five calendar years
 - Outdoor Advertising
 - Static Ad on our digital outdoor sign daily for 5 calendar years.

Sponsor Commitment:

Corporate financial sponsorship will provide:

- Funding for all the digital sign equipment & installation.

Transportation Sponsor - \$75,000 (2 Available)

Sponsor Benefits:

Transportation sponsors can expect:

- Recognition as a transportation sponsor for The Life Preparatory School for Boys.
- Brand Placement:
 - On thexforboys.org website and our **Life Prep School Website***
 - Homepage (Scrolling Logo)
 - Sponsor Page (Logo with an optional link to your website)
 - Social Media
 - Marketing on the official The Life Prep School for Boys\The X For Boys Facebook and Instagram accounts
 - Logo placed on **related*** graphic flyers
 - Company's provided social media handles tagged related posts on our Facebook and Instagram Accounts
 - Potential cross-posting on King Randall's official Facebook, Instagram, and Twitter Accounts
 - Email Marketing
 - Opportunity to send promotional emails to our 7,000+ web-based subscribers – 1 per month (for one calendar year)
 - Outdoor Advertising
 - Static Ad on our digital outdoor sign (for one calendar year)
 - Print Marketing
 - Logo placement on select printed materials
 - Logo placement in our annual information brochure
 - Full-page ad in The Annual I Am A Man March & Convention Program Book
 - Facility Advertising
 - Logo placement one gym exterior door
 - Bus Advertising
 - Recognition as transportation sponsor on either the bus wrap, window decal, bus doors, or car magnet

Sponsor Commitment

Corporate financial sponsorship will provide:

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

Uniform Sponsor - \$500-\$2,000 (Up to 92 Available)

Uniform Sponsorships are an extension to our Sponsor “A” initiative.

Student Uniforms - \$2,000 (52 Available)

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

Instructors - \$750 (15 Available)

Staff - \$500 (20 Available)

Sponsor Benefits:

Uniform sponsors can expect:

- Recognition as a uniform sponsor for The Life Preparatory School for Boys.
- Brand Placement:
 - On thexforboys.org website and our **Life Prep School Website***
 - Homepage (Scrolling Logo)
 - Sponsor Page (Logo with an optional link to your website)
 - Social Media
 - Marketing on the official The Life Prep School for Boys\The X For Boys Facebook and Instagram accounts
 - Logo placed on **related*** graphic flyers
 - Company's provided social media handles tagged related posts on our Facebook and Instagram Accounts
 - Promotional-based marketing – 1 per month for one calendar year (for student uniform sponsors only)
 - Potential cross-posting on King Randall's official Facebook, Instagram, and Twitter Accounts
 - Email Marketing
 - Opportunity to send promotional emails to our 7,000+ web-based subscribers – 1 per month (for student, instructor, or junior instructor uniform sponsors only)
 - Outdoor Advertising
 - Static Ad on our digital outdoor sign (for student uniform sponsors only)
 - Merchandise Advertising
 - Logo printed on two pre-selected uniform pieces (for student, instructor, or junior instructor uniform sponsors only)
 - Logo printed on one pre-selected uniform pieces (for staff uniform sponsors only)

Sponsor Commitment:

Corporate financial sponsorship will provide:

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

***Website: The Life Preparatory School for Boys website is currently being created. Those sponsorship with website benefits will be honored once the website publishes to the public.**

***Related refers to if a good, service, vehicle, or space related to the sponsorship is used.**

***Official means that companies with similar goods and services can purchase ad space or sponsor an individual student, but will not be granted the same benefits as an official sponsor.**