

MassSTAR

Massachusetts Youth Leadership Foundation

AT A GLANCE

Massachusetts Youth Leadership Foundation

The Massachusetts Youth Leadership Foundation (MYLF) is a Massachusetts-based 501(c)3 tax-exempt non-profit organization seeking to recognize, teach, and empower leadership in high school sophomores across the state. The Massachusetts Youth Leadership Foundation provides students with the necessary tools to create positive change in their schools and communities. The Massachusetts Youth Leadership Foundation endeavors to accomplish its mission by:

- Presenting its annual MassSTAR Citizenship Conference
- Directly sponsoring Empowered Citizen Grants which fund service opportunities led by MYLF alumni throughout Massachusetts communities.
- Demonstrating to alumni the value of student leadership through the support of its active alumni association
- Encouraging collaborative service projects

MassSTAR Citizenship Conference

MYLF's flagship program is **MassSTAR (Massachusetts Students Accepting Responsibility)**, a three day leadership conference held on a college campus each year.

MYLF invites every high school in Massachusetts to nominate an outstanding high school sophomore as their school's representative to attend the MassSTAR Conference. At the conference, student delegates have the opportunity to network with other student leaders from across the state of Massachusetts. Through a series of workshops and dynamic speakers, student leaders share information and experiences to apply in their communities.

After the conference, students return to their schools and communities with the enthusiasm to create positive change in their communities through their own service projects. Students are invited to join the alumni association where they continue to share ideas at monthly meetings, network with other alumni, and plan collaborative service projects.



MassSTAR Citizenship Conference

When:
Friday, June 10 to
Sunday, June 12, 2012

Where:
Lasell College
Newton, Massachusetts

www.MassSTAR.org

Massachusetts Youth Leadership Foundation



SPONSORSHIP Opportunities

- IN-KIND DONATIONS
- FINANCIAL DONATIONS
- CONFERENCE SPONSORS
- STUDENT DELEGATE SPONSORS

BENEFITS FOR CONFERENCE SPONSORS

Corporations and community groups are invited to support the Massachusetts Youth Leadership Foundation's MassSTAR Conference with the purchase of sponsor packages.

Sponsor package benefits include recognition before, during, and after the Conference, as well as within related advertising and promotional materials.

Numerous companies demonstrate their commitment to youth leadership with financial support for the conference. In exchange, they are positioned to support student programming, advertise their company on conference web site, and join in our opening and closing ceremonies. There are also opportunities to meet Massachusetts Youth Leadership alumni, volunteers, and current conference delegates.

SPONSORSHIP LEVELS

All sponsors are recognized prominently before, during, and after the MassSTAR Conference as leading supporters of the Massachusetts Youth Leadership Foundation

College Host Partnership (Exclusive Opportunity)

Recognition as the College Host Partner
Official partner of the 2012 MassSTAR Conference.

Conference:

- Recognition and logo on all conference marketing materials
- Logo on Conference Website Sponsor Page, on Official Conference Program, and on all Registration materials
- Custom marketing opportunities available
- Opportunity for representative to make short remarks during opening ceremony
- Opportunity for college representative to welcome parents and families (3rd day)
- Admissions Panelist on College Panel
- Logo on conference t-shirt worn by all staff throughout the weekend and by delegates on Day 2
- Display table for your promotional materials at Student Volunteer Fair and Parents Program.
- Entitled to display a company sign in a prominent location
- Company logo displayed on screen during entire weekend
- Formal recognition during opening and closing ceremonies

Publicity

- Sponsor Spotlight Email: Dedicated email blast featuring host college (5)
- Credit/logo in all event PR and advertising efforts for the Massachusetts Youth Leadership Foundation's MassSTAR Conference including press releases, e-mail correspondence, e-newsletters, flyers, and event details on our website.
- Special mention in all post-conference messaging to MassSTAR Conference attendees with a link to your site
- Logo spotlight and Special Recognition on Conference Video

Platinum Sponsorship \$5,000

Conference:

- Recognition and logo on all conference marketing materials
 - Logo on Conference Sponsor Page
 - Official Conference Program
 - Custom marketing opportunities available
 - Speaking Opportunity at closing ceremonies (3rd day)
 - Logo on conference t-shirt
 - Display table for your promotional materials at Volunteer Fair
 - Entitled to display a company sign in a prominent location
 - Service Project or Workshop spotlighting your company or organization
-

Platinum (Continued)

- Company logo displayed on screen during entire weekend
- Formal recognition during opening and closing ceremonies

Publicity

- Credit/logo in all event PR and advertising efforts by the Massachusetts Youth Leadership Foundation including press releases, e-mail correspondence, e-newsletters, flyers, and event details on our website.
- Special mention in all post-conference messaging to MassSTAR Conference attendees with a link to your site
- Sponsor Spotlight Email: Four (4) dedicated email blasts featuring services of your company or organization
- Logo spotlight on Conference Video

Gold Sponsorship \$2,500

Conference

- Logo on Conference Website Sponsor Page, on Official Conference Program, and on all Registration materials
- Logo on conference t-shirt worn by all staff throughout the weekend and by delegates on Day 2
- Display table for your promotional materials at Volunteer Fair
- Breakout session named after your company/organization
- Company logo displayed on screen during entire weekend
- Formal recognition during opening and closing ceremonies

Publicity

- Credit/logo in all event PR and advertising efforts by the Massachusetts Youth Leadership Foundation including press releases, e-mail correspondence, e-newsletters, flyers, and event details on our website.
- Special mention in all post-event messaging to fair attendees with a link to your site
- Two (2) dedicated email blast featuring services of your company
- Logo spotlight on Conference Video



Silver Sponsorship \$1,000

Conference:

- Recognition and logo on all conference marketing materials
- Logo on Conference Sponsor Page
- Official Conference Program
- Custom marketing opportunities available
- Logo on conference t-shirt
- Display table for your promotional materials at Volunteer Fair
- Company logo displayed on screen during entire weekend

Publicity

- Credit/logo on event details on our website
- Special mention in all post-event messaging to fair attendees with a link to your site
- Dedicated email blast featuring services of your company
- Logo spotlight on Conference Video

Bronze Sponsorship \$500

Conference:

- Logo on Conference Website Sponsor Page, on Official Conference Program, and on all Registration materials
- Custom marketing opportunities available
- Logo on conference t-shirt worn by all staff throughout the weekend and by delegates on Day 2
- Display table for your promotional materials at Volunteer Fair
- Company logo displayed on screen during entire weekend

Publicity

- Credit/logo on event details on our website
- Special mention in all post-event messaging to fair attendees with a link to your site
- Logo spotlight on Conference Video

A small outreach here, a donation there, all of our actions add up. If we add up all the service work our alumni and staff have done throughout our lives, I believe that we truly have made a difference in the world. Whether it is small, or large, is up to our interpretations and paradigms.

Joe Coliflores
Board of Directors

Thanks to some great conversations with my peers across MYLF generations, my family, my school friends, members of my church and co-workers, I've since found that anyone really can serve locally and globally.

Andrew Stinger
2000 MYLF Alumni

Since I first attended the MassSTAR conference four years ago, I've reflected a great deal on the meaning of leadership and service. My definitions are constantly evolving as I encounter new obstacles and come to better understand what the world needs of me. The older I get, the more I believe that leadership is a life-long title and service is a lifelong commitment.

Samantha Curtis
2006 MassSTAR Alumni

OTHER SPONSORSHIP OPPORTUNITIES

Exclusive Meal Sponsor \$2,500

- Priority choice for a meal , which includes verbal recognition before the event, and company Name and logo signage displayed during the event
- Ability to place promotional information at the lunch tables on your designated day
- Company name and logo in the conference program

Student Grant Sponsorship \$500 - \$1000

Directly support an Empowered Citizen Grant, funding service opportunities throughout the communities of Massachusetts. MassSTAR alumni are challenged to identify causes or projects within their community and through a formal review process, can apply for funding, financial support and mentorship. Past grants include the Lawrence swim team, an Abington park clean up, Camp Arrowhead, Natick Alumni newsletter, Holyoke Health mentoring program.

Student Delegate Sponsor \$250

Sponsor a student delegate to attend the MassSTAR Conference. MassSTAR is unique in the fact that its programs are offered at no cost to students, their families, or their schools, enabling the inclusion of all student nominees, regardless of social or economic background.

MassSTAR Supporter \$100

Name listed on Massachusetts Youth Leadership website:

www.MassYouthLeadership.org and MassSTAR Conference website www.MassSTAR.org

Friend of MassSTAR \$50

Name listed on Massachusetts Youth Leadership website:

www.MassYouthLeadership.org and MassSTAR Conference website www.MassSTAR.org

T-Shirt Sponsor (Exclusive Opportunity and/or logo sponsor)

Sponsorship Options

- Large Black & White Logo: \$500
 - Small Black & White Logo: \$250
 - Sponsor Name: \$100
-

T-Shirt Sponsor (Continued)

Event

- Primary logo on conference t-shirt
- We will be handing out a t-shirt to all student delegates that will include the sponsors of the shirt on the back.
- All 125 students and 50 staff members will receive this in their packets.

Publicity

- All students will be photographed in these t-shirts and posted on all conference related materials.
- Special mention in all post-event messaging to conference attendees with a link to your website
- Dedicated email blast featuring products and services
- Logo spotlight on Conference Video

Conference Bag Sponsor **\$500**

Conference

- These conference bags will be utilized at the conference (and for years to come at the grocery store). These conference bags will sport your logo on each and every one, along with the official MassSTAR Conference logo and year. Be part of our green effort, and a collector's item!
- Coupon/advertisement placed in conference bag
- Name listed on website and conference program

In-kind Sponsor **Amount Varies**

- In-Kind Sponsors will be assigned to the Platinum, Gold, Silver, or Bronze level, depending on the market value of the service provided, with the appropriate benefits for that level of sponsorship.
- All In-kind sponsors will have their logos featured in the conference program and on the MassSTAR Website

*The Massachusetts Youth Leadership Foundation is a 501(c)3 non-profit organization. Customized sponsorship opportunities are available. Make checks payable to Massachusetts Youth Leadership Foundation. Credit cards are also accepted. Donations are tax-deductible to the full extent allowed by law.

For more information about sponsorship, contact:

Jennifer Coliflores
Director of Communications
Massachusetts Youth Leadership Foundation
Jennifer.Coliflores@MassSTAR.org

Sponsorship Registration Form (also available at www.MassYouthLeadership.org/donate)

Organization Affiliation: _____

Last Name: _____ First Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

E-mail: _____

Sponsorship Level:

- College Host Partner
- Platinum Level \$5,000
- Gold Level \$2,500
- Silver Level \$1,000
- Bronze Level \$500

Other Sponsorship Opportunities

- Exclusive Meal Sponsor \$2,500
- Student Grant Sponsor \$500 - \$1000
- Student Delegate Sponsor \$250
- MassSTAR Supporter \$100

- Friend of MassSTAR \$50
- T-shirt Sponsor
- Official Conference Sponsor: \$1000
 - Large Black & White Logo: \$500
 - Small Black & White Logo: \$250
 - Sponsor Name: \$100
 - Conference Bag Sponsor \$500
 - In-Kind Donation -- Please list item/service donated: _____

Mail and/or Email completed form and payment to:

Jennifer Coliflores
 Massachusetts Youth Leadership Foundation
 PO Box 140349, Boston, MA 02114

Jennifer.Coliflores@MassSTAR.org

- I have enclosed a check, payable to
Massachusetts Youth Leadership Foundation
- Online: Visit www.MassYouthLeadership.org or donate directly to our
[PayPal page](#) using your credit card

Upon receipt of your donation and registration form, Jennifer Coliflores will contact you to complete details and any relevant advertising information. Thank you for your kind support.



**Massachusetts Youth
Leadership Foundation**

PO Box 140349
Boston, MA 02114
Phone: (508) 277-8113
E-mail: info@MassYouthLeadership.org



www.MassYouthLeadership.org

Visit us on the web!



GFWC of Massachusetts



Thank You
**2011 MassSTAR
Conference Sponsors**

