



*Top (left to right):  
Dr. Martin Luther King, Jr., Cesar Chavez, Albert Einstein*

*Bottom (left to right):  
Rosa Parks, Mahatma Gandhi, Coretta Scott King, Eleanor Roosevelt*

# **The Live the Dream Foundation of Silicon Valley**

**Request for Corporate Sponsorship/Collaborations**

**November 1, 2008**

**San Jose, California**



## **Live the Dream Foundation of Silicon Valley**

- Lavell F. Pennington, Jr., President/CEO
- Rasheed Salaam, Vice President/Director of Marketing
- Shelley Chaney, Chief Financial Officer
- Christina Lynne, Chief Administrative Officer
- Charles Mc Gee, Director at Large
- Aresia Rhodes, Information Technology Director

## **Live the Dream Foundation Of Silicon Valley**

### **Board of Directors**



## EXECUTIVE SUMMARY

The Live the Dream Foundation of Silicon Valley, is a non-profit 501(c)(3) organization dedicated to educating the public and implementing Dr. Martin Luther King, Jr.'s message of creating a world predicated on Freedom, Justice and Equality for all mankind. The Foundation's Board of Directors is comprised of women, business owners, entrepreneurs, managers, career professionals, educators and persons in government, non-profits and corporate environments. Currently, there is only one (1) active chapter within the state of California, The Live the Dream Foundation of Silicon Valley operates under a non-political and non-religious agenda.

## HISTORY

The Live the Dream Foundation of Silicon Valley was created by concerned individuals whose aspirations embrace the observance of the birthday of the late Dr. Martin Luther King, Jr. not as a day of rest but a day of remembrance and participatory activities to "**Live the Dream**" and further Dr. King's vision of a world predicated on Freedom, Justice and Equality for all mankind.. From these principals a vision was cemented in order to fulfill our former leaders' ideals and philosophies for social justice and social change, therefore the Live the Dream Foundation of Silicon Valley was given origin.

The vision of the Live the Dream Foundation of Silicon Valley came about after numerous workshops and conferences' discussing the behavior and the direction of today's youth. Additionally with our communities seeking solutions to what ails America in the 21<sup>st</sup> Century, it was apparent a resource was needed to identify ways of monitoring, researching and developing remedies problems of social justice within our society. Our nation's storied history identifies and those leaders who fought and led the struggle for Freedom, Justice and Equality for all mankind created a template for Freedom, Justice and Equality, thereby ensuring our rights for all are afforded to all mankind and not the privileges for a just a select few.

The diversity of our nation reflects this country's constant need for our society to maintain champions and guardians for the cause of social justice and social change. Dr. Martin Luther King, Jr., Caesar Chavez, Mohandas Ghandi, Rosa Parks, Loretta Scott-King, Mrs. Eleanor Roosevelt, Albert Einstein and other influential individuals of non-violent movement for social justice provided us with a template of remedies to ensure we maintain awareness of the plight of this quandary.

The Live the Dream Foundation of Silicon Valley has evolved into an organization which addresses the concerns of the community as they tackle the challenges of Freedom, Justice and Equality for social change and social justice for all mankind.



## **VISION**

The ultimate vision of the Live the Dream Foundation is to encourage, promote and educate a multi-cultural community in developing a healthy social and mutually integrated family and community environment. This multi-cultural community will produce, promote and sustain the advancement of our young men and woman in becoming the career professionals and leaders of tomorrow. These young men and women will develop successful interpersonal human relations skills and will stimulate and nurture new philosophies of ideals to ensure peace, justice and equal treatment for all mankind.

## **MISSION**

The Mission Statement of the Live the Dream Foundation of Silicon Valley is:

Affect means of educating the public in the philosophy of Freedom, Justice and Equality for all mankind; Implement forms of communiqué to produce, nurture, cultivate and construct a better world of understanding thereby endeavoring to advance the non-violent philosophy of Freedom, Justice and Equality for all mankind.

## **GOALS**

- Develop Young Ambassadors (and Young Ambassadors Operational Training Centers) throughout the nation to improve each participant's performance by encouraging, promoting and expanding their intellectual capacity of the realities and responsibilities to Peace, Justice, Freedom and Equality for all mankind;
- Establish a continuum of services that supports, empowers and develops the entrepreneurial spirit of the Young Ambassadors Program (Y.A.P.) participants;
- Offer training and educational programs – I.E., classes, workshops, seminars and collaborative relationships with like-minded community groups and organizations to address the critical concerns and needs of the community;
- Provide funding of scholarships to youthful individuals who embrace the ideals and philosophy of creating a better community and a better world for all mankind;
- Create a community environment that embraces development of character, civic and social responsibility to Freedom, Justice and Equality for all mankind.
- Create a synergy that will ensure social justice and social change by creating a new methodology utilizing all resources in the private, public and community sector for the developing of new ideas.



## **ANNUAL PROGRAMS**

### **Dr. Martin Luther King, Jr. Day of Observance**

Dr. Martin Luther King, Jr., birthday is a day of remembrance, the Live the Dream Foundation will create a means to acknowledge Dr. King's birthday as a day of remembrance and not a day of rest. Celebratory activities will be produced to be observed on his actual birthday to acknowledge his contributions to advancement of Freedom, Justice and Equality for all mankind. The activities will assemble the community for observance, whereupon exemplary community individuals and deserving scholarship recipients are acknowledged.

Activities and performances will be produced acknowledging, demonstrating and recognizing the historic events of the non-violent Civil Rights Movement. These activities will bring together the community and civic leaders as they acknowledge the recipients of the Live the Dream Foundation Community Service Awards and the Annual Young Ambassadors Scholarship Recipients.

### **Annual Male/Female Youth Empowerment Conference**

The Male/Female Youth Empowerment Conference offers an opportunity for young males and females to participate with family and public, private and community partnerships offering solutions to community concerns; the conference will bring awareness and attention to social responsible behaviors, develop strategic alliances, provide workshops designed to address social concerns, capitalize and offer solutions to youth behaviors.

The conference concepts will offer direction in career and character development, academic enrichment, provide strategies to meet the growing demand for emerging careers in modern technologies, provide economic and social skill sets and identify resources utilizing strategic alliances and outreach. The concept of "It takes a village to raise a child" will be its mantra. The conference will entertain educators, community groups, responsible organizations and concerned parents throughout our diverse community as willing participants.



## **Young Ambassadors Programs**

The Young Ambassadors Program (Y.A.P.) develops young men and women interpersonal skill-sets improving each participant performance by encouraging, promoting and expanding the intellectual capacity of today's youth in the areas life, educational, social, civic and self development.

- Develop Young Ambassadors and Young Ambassadors Operational Training Centers throughout the nation to improve each participant's performance by encouraging, promoting and expanding their intellectual capacity of the realities and responsibilities of adulthood;
- Establish a continuum of services that supports, empowers and develops the entrepreneurial spirit of Y.A.P. participants.
- Create a community environment that embraces character development, and social responsibility.
- Construct a nationwide network of youth leaders that meet to address and resolve social, cultural, political, humanitarian and economic development issues.

## **Young Ambassadors Scholarship Program**

The Young Ambassadors Scholarship Program is for individuals successfully completing the two years Young Ambassadors Program. The Y.A.P. Scholarships are equally available for graduating high school seniors; GED students successfully graduating from a continuation program; Junior College students whom have successfully completed their AA degree who will further their education by attending an institute of higher learning. Students must apply their grants to attend an institute of higher learning; I.E., a 4 year college degree, or to enter a vocational, trade or certificate institute of their choice.



## **Community Affects Linking Expectant Students to Education 8 (Celeste8)**

The program CELESTE8 is a non-profit organization that links education and community services together to support young women (ages 11-19) in reaching their education and career goals. Celeste8 is a sister program designed to empower, educate and mentor young women in the art of proper etiquette. CELESTE8 also provides services through workshops, trainings, and motivational speaking forums that teaches self-esteem and etiquette and provides teaching tools that empower young women from engaging in negative behaviors such as, substance abuse, delinquency and teen pregnancy.

### **Be A Champion Leadership Academy**

The Be A Champion Leadership Academy is a forum designed to empower young men and women from the ages of 8 – 15 in self esteem and self awareness therefore developing their interpersonal skill-sets. The Be A Champion Leadership Academy is a model forum of self empowerment linking education and community resources jointly in support of young women and men in developing and sustaining their personal, education and career goals.

### **Lectures, Workshops and Seminars**

The Live the Dream Foundation produces, maintains and promotes empowering forums to include motivational lectures, workshops and seminars on issues of Social Justice, Social Change, Racial and Cultural Diversity, Racial, Religion and Cultural Insensitivity. These empowering forums are design to educate public awareness of the factors which affect the establishment and empowerment of the foundation of a mutually integrated and like-minded community.

### **Collaborative Relationships Programs**

The Staff and Board of Directors of the Live the Dream Foundation of Silicon Valley believes that its success is based on our numerous relationship with other community based organization that participate in the Federal Mandate of Healthy People 2010 which provides the developmental assets that assure communities succeed that use this benchmark of best practices. We welcome all public, private and community partnerships that believe that change is essential and;

***“SERVICE IS THE RENT YOU PAY FOR YOUR TIME HERE ON EARTH.”***



## **PARTNERSHIP/SPONSORSHIPS**

The Live the Dream Foundation of Silicon Valley is seeking nonprofit community organizations, private companies and corporate partners as sponsors for our annual events. Sponsors are encouraged and invited to share in the foundation programs as they encourage connectivity and commitment to the community. Through your support of the foundation, you will have introductions and direct access to the community and community leaders who are making key decisions in today's social environment. Your corporation will develop community awareness and brand identity.

The foundation's website, [www.livethedreamfoundation.com](http://www.livethedreamfoundation.com), is an excellent resource to connect with the community as your commitment to the welfare of the community in business and leadership. With financial support of the foundation's annual events, your organization can communicate directly with the community populace who affect change in their communities, corporations and the state of California.

Consider your contribution as a method of building continuity to those independent individual leaders who lead businesses, families and communities. Your contribution and impact will be exponential.

By supporting the Live the Dream Foundation of Silicon Valley's annual activities you will be contributing directly to the personal and professional opportunities for individuals throughout the community. Join us as we educate, mentor, motivate, nurture, and inspire the community to achieve their objectives and goals.

To make a financial contribution to the Live the Dream Foundation of Silicon Valley, or for additional information, please contact Lavell Pennington, President @ (408) 605-4481.

## **SPONSOR BENEFITS**

As a sponsor of The Live the Dream Foundation of Silicon Valley annual events, your organization will include in the marketing opportunities, both material and electronic; will be listed on the website, highlighted in chapter newsletters and included in our press releases. Sponsorship offers a variety of marketing opportunities and will allow you to educate the community of Silicon Valley on your products and services, offer discounts, samples and trial advantages.



## Sponsorship Opportunities

**PRESENTING SPONSOR** – *Presenting Sponsor* at Live the Dream Foundation of Silicon Valley events whereupon your company's name is featured as the official sponsor i.e. "Your Company Name" presents...2009 Live the Dream Foundation Commemorative Event and in addition to all other foundation programs and activities, All events ads, press releases, website, program schedules, flyers, posters, T-shirts, souvenir booklets radio or television mentions and all other promotional products, will feature your company name as the *Presenting Sponsor* at all the Live the Dream Foundation events throughout the year. **\$50,000.00**

- Category Exclusivity;
- Company identification on all pre and post event advertising;
- Listing on the invitations as the *Presenting Sponsor*;
- Event signage opportunities at all events;
- Public address opportunities to all events;
- Pre-event meeting with Community Service and Scholarship Receiptants;
- VIP seating at all Live the Dream Foundation events;
- Seating for twenty (20) at all Live the Dream Foundation events;
- Twenty (20) Gift of Freedom membership packages,
- World Wide Web ad banner with link to company home page;
- Newsletter and Email Blast listing as *Presenting Sponsor*;
- A full page color ad on the back cover of the Annual Live the Dream Foundation souvenir booklet;
- The right to exploit all Live the Dream Foundation events in the media for corporation's own advertising;
- The first right of refusal to re-sign as *Presenting Sponsor* for the 2009 Live the Dream Foundation events;
- **A \$5000.00 Scholarship awarded in the company's name to be presented by a company representative at the Annual Live the Dream Foundation Commemorative Event.**



**Event Title Sponsor(s)** – Individual event to be officially named: The “Your Company Name” followed by the event. Your company banner will be used as part of the backdrop of the event. All ads, press releases, website, program schedules, flyers posters T-shirts & radio mentions will feature your company name as the “*Event Sponsor*”. **\$10,000.00 to \$25,000.00**

- Category Exclusivity;
- Corporate identification on all pre and post event advertising;
- VIP seating at all events;
- Seating for ten (10) at designated event;
- Ten (10) Gift of Freedom membership packages,
- Event signage opportunities at individually specified events;
- Public address opportunity to event audience;
- Pre-event meeting with Community Service and Scholarship Receiptants;
- Acknowledgement at the Annual Live the Dream Foundation Commemorative Event;
- World Wide Web ad banner with link to company home page;
- Newsletter and Email Blast listing your company as *Event Sponsor*;
- A full page ad in the Annual Live the Dream Foundation souvenir booklet;
- The right to exploit the Live the Dream Foundation event in the media for corporations own advertising;
- The first right of refusal to re-sign sponsorship package for 2009 event.
- **A \$5,000.00 Scholarship awarded in your company name presented by your Company at the Annual Live the Dream Foundation Commemorative Event.**

**Banner Sponsor(s)** – Individual banners designating company’s participation in the Live the Dream Foundation events and programs. Your company banner will be used as part of the backdrop to the event. All ads, press releases, website, program schedules, flyers posters T-shirts & radio will feature your company’s name. **\$5,000 to \$10,000.**

- Corporate identification on all pre and post event advertising;
- VIP seating at Annual Live the Dream Foundation Commemorative Event;
- Seating for Ten (10) at the specified Live the Dream Foundation events;
- Ten (10) Gift of Freedom membership packages;
- Event signage opportunities at individually designated event;
- Public address opportunity to audience;
- VIP Pre-event meeting with Community Service and Scholarship Receiptants;
- Acknowledgement at the Live the Dream Foundation Events;
- World Wide Web ad banner with link to company home page;
- Newsletter and Email Blast listing as individual designated event sponsor;
- A full page ad in the souvenir booklet;
- The right to exploit the Live the Dream Foundation designated event in the media for corporation’s own advertising.



**Young Ambassadors Scholarship Program Sponsor** – Young Ambassadors Scholarship Program to be officially named: I.E., “Your Company Name” followed by the event. Your company banner will be used as part of the backdrop of the event. All ads, press releases, website; program schedules, flyers posters T-shirts; souvenir booklet, radio and television mentions will feature your company name in the event title. **\$50,000.00** Individual sponsored scholarships available for **\$5,000 ea.**

- Scholarship exclusivity as individual scholarship to be named after contributing sponsor;
- Corporate identification on all pre and post event advertising;
- VIP seating at the Annual Live the Dream Foundation Commemorative Event with table for (10) ten;
- Event Signage opportunities at the Annual Live the Dream Foundation Commemorative event;
- Public address opportunity to audience;
- VIP Pre-event meeting with Community Service and Scholarship Receiptants;
- Acknowledgement at the Annual Live the Dream Foundation Commemorative Event;
- World Wide Web ad banner with link to company home page;
- Newsletter and Email Blast listing as a individual designated scholarship sponsor;
- A full page ad in the souvenir booklet;
- The right to exploit the Live the Dream Foundation Scholarship in the media for corporations own advertising;
- The first right of refusal to re-sign scholarship package for 2009 Live the Dream Foundation Young Ambassadors Program.

**The Live the Dream Gift of Freedom Sponsors.** – This program is designed for corporations desiring to donate monies to the Live the Dream Foundation. The Live the Dream Foundation website, programs announcements and souvenir booklets, will feature your company name/logo as a ***Gift of Freedom Sponsor.*** **\$2,500.00**

- Ten (10) Gift of Freedom membership packages,
- Four (4) VIP seats at the Annual Live the Dream Foundation Commemorative Event;
- Acknowledgement at the Annual Live the Dream Foundation Commemorative Event;
- World Wide Web ad banner with link to company home page
- Newsletter and Email listing as an foundation sponsor;
- A full page ad in the souvenir booklet.



**Potential results of sponsor’s involvement:**

- Increased community awareness;
- Build corporate database;
- Maintain a strong presence in the community year round through Pre and Pose promotional events, newsletters, and etc;
- Consumer/brand visibility among target audiences;
- Satisfy Corporate Goodwill and meet your Community Investment Act requirements (CRA);
- Strengthen consumer intent to use your company’s services/resources through event involvement and distribution collateral.

**Live the Dream Foundation Programs/Event Attendee Demographics:**

**Average House Hold Income                    \$120,000.00 +**

<b>Attendees</b>	<b>Age Range</b>	<b>Percentage (%)</b>
	8-18	20%
	18-39	25%
	39-54	35%
	55 and older	20%
 Marital Status:		
Married		35%
Single		45%
Divorced		20%
Female		60%
Male		40%
 Education		
Attended College		33%
College Graduates		65%
 Ethnicity		
African American		55%
Caucasian		25%
Asian, Hispanic and other Cultures of Color		20%

**(Estimated Attendance – Annually: 50,000 Total at all Featured and Contributing Events)**