Rodman Ride for Kids
Corporate Sponsorship Opportunities

As a Crossroads for Kids Partner Your Company will:

- ✓ Make a difference in the lives of over 1,000 kids as we support them in becoming active members of the next generation of diverse young leaders.
- ✓ Receive recognition at two events reaching over 2,400 people.
- ✓ Leverage its sponsorship through a 10% match from the Rodman Ride for Kids*.
- ✓ Develop a unique partnership that encourages team-building at your organization.

the Rodman Ride for Kids

Crossroads for Kids

www.crossroads4kids.org

Taryn 18 Years-Old, Dorchester, Massachusetts

My relationship with Crossroads began in 2004 when I was just 10 years old. At first, I was insecure, with low self-esteem, and angry. This changed because of the dedicated staff who never gave up on me. Crossroads for Kids has given me life changing opportunities, supplied a 2nd family, and given me a home away from home. My first summer motivated me to focus on my future and school so that I could one day become a part of the year-round Crossroads C5 Leadership program.

Crossroads for Kids helped me find my voice and learn how to use it. Before C4K, you'd never catch me singing camp songs and looking like a fool in front of people. I found confidence in a world where people accepted me for who I was. Soon, I learned who I wanted to be: someone who could change the world, someone silly yet mature, and someone focused on making something of herself. I take being a role model to my younger brother, Tyrique, very seriously. I understand that to lead, a person has to practice what they preach and follow through with their actions. I learned all of this from my role models at Crossroads.

Crossroads for Kids has offered me many life-changing opportunities: participating in a two-week long Wyoming Wilderness Trek in the back country, going on college tours around the country, participating in amazing community service opportunities, and being invited to meet with executives at innovative companies like Hill Holiday. Crossroads for Kids has given me the ticket to see the world. Now, I understand that everything is within reach if I work hard.

Supporting the Rodman Ride means supporting youth like ME. Crossroads for Kids gave me the space and opportunities to grow. When you ride those 25, 50, or 100 miles, you build resources and opportunities for youth around Massachusetts. I cannot thank you enough for believing in me, believing in all of the kids you are riding for today, and for truly taking the time to give back to your community. Without your support, I don't know where I would be today.

On Saturday, September 29, 2012, over one thousand riders will participate in 25-50-or 100-mile non-competitive cycling tours throughout southeastern Massachusetts. *The Rodman Ride for Kids is one of the Commonwealth's premier fundraising events; raising over $52 million for at-risk youth. Crossroads for Kids is honored to be an affiliated agency of the 2012 Ride for Kids.

As a Crossroads for Kids Partner through the Rodman Ride for Kids, your Company will receive recognition at the Ride and the Crossroads for Kids signature event of your choice, reaching over 2,400 people.

Crossroads for Kids

2012 Signature Events

Urban Campfire

The Urban Campfire event held in early May in the Atlantic Room at the Boston Harbor Hotel hosts over 150 of Boston's community and business leaders for an evening of cocktails, hors d'oeuvres, networking and a glimpse into the experience Crossroads provides for the kids and teens in our programs. Sponsors have the opportunity to reach over 1,200 businesses and individuals through the distribution of event collateral alone.

Harvest Moon

Casino Night at Harvest Moon, held in October at Camp Wing in Duxbury, Mass., is Crossroads for Kids' signature event of the South Shore featuring Las Vegas-style gaming, delicious fare, and dancing. Crossroads for Kids event sponsors have the opportunity to receive recognition at this well-established event where over 300 members of the community come together to celebrate the work of Crossroads for Kids.

2012 Crossroads for Kids
Corporate Sponsorship Opportunities

$25,000 Medallion Sponsor (Presenting Sponsor)

- Receive recognition as a $25K Sponsor for the Rodman Ride in September, with prominent signage at the start and finish line, product promotion in "goodie bags" (1,500 riders), recognition in 2013 Ride Report.
- Team-building opportunities for employees through the Ride for Kids event.
- Receive additional recognition as the Medallion Sponsor at both Crossroads for Kids signature events- the Urban Campfire and Harvest Moon, on the Crossroads for Kids web site, all related social media, signature event collateral, signature event signage, and any press and/or marketing coverage related to the signature events.

$10,000 Compass Sponsor

- Receive recognition as a $10K Sponsor for the Rodman Ride with logo displayed on all six water stop banners along the Ride route, product promotion in "goodie bags" (1,500 riders), recognition in 2013 Ride Report.
- Team-building opportunities for employees through the Ride for Kids event.
- Receive additional recognition at one of the following Crossroads events of your choosing – the Urban Campfire or Harvest Moon, as a Compass level sponsor on the Crossroads for Kids web site, all related social media, event collateral, and event signage.

$6,000 Hammer Sponsor

- Receive recognition at the $6K level for support of Crossroads for Kids at the Rodman Ride in September, with team/company name printed on signs along the ride route and recognition in 2013 Ride Report.
- Team-building opportunities for employees through the Ride for Kids event.
- Receive additional recognition at one of the following Crossroads events of your choosing – the Urban Campfire or Harvest Moon, as a Hammer Level Sponsor on the Crossroads for Kids web site, all related social media, event collateral, and event signage.

$3,000 Lantern Sponsor

- Receive recognition at the $3K level for support of Crossroads for Kids at the Rodman Ride in September and recognition in the 2013 Ride Report.
- Team-building opportunities for employees through the Ride for Kids event.
- Receive additional recognition at one of the following Crossroads events of your choosing – the Urban Campfire or Harvest Moon, as a Lantern Level Sponsor on the Crossroads for Kids web site, and on event signage.

$1,500 Flint Sponsor

- Receive recognition at the $1,500 level for support of Crossroads for Kids at the Rodman Ride in September.
- Team-building opportunities for employees through the Ride for Kids event.
- Receive additional recognition at one of the following Crossroads events of your choosing – the Urban Campfire or Harvest Moon, as a Flint Level Sponsor on the Crossroads for Kids web site, and on event signage.

For more information please contact: Shira Moffatt • Development Manager • 781- 834- 2700 • shira@crossroads4kids.org

What's in a Name?

Flint, Lantern, Hammer, Compass and Medallion are the names of each class of our C5 Teen Leadership Program. Choose your level and join a Community and a Class rich with encouragement, inspiration and hope for the future.

Crossroads for Kids
2012 Corporate Sponsorship Opportunities

Sponsoring Crossroads for Kids through our partnership with the Rodman Ride for Kids ensures that 110% of the proceeds goes to serve the young people who benefit from our summer and year-round programs. Thanks to Don Rodman's efforts, every dollar we raise through this event will be leveraged by a 10% matching gift. There is no better value for your charitable dollar. Thank you for partnering with Crossroads for Kids and the Rodman Ride for Kids!

CROSSROADS FOR KIDS SPONSORSHIP AGREEMENT

Please type or print clearly

Company/Donor:_____
Contact Name:_____
Address: _____
Telephone: _____ Fax: _____
E-Mail: _____
Sponsorship Level/Amount: $ _____
(Sponsorship levels attached)
Please select the Crossroads for Kids Signature Event where you would like to receive recognition

__ *Urban Campfire May, 2012* ___*Harvest Moon October, 2012*

Contact Signature: _____

To receive all recognition, signed sponsorship agreements must be received by event-specific deadline. Checks should be made payable to "Crossroads for Kids- The Ride." Crossroads for Kids Tax ID # 04-2103837

Please send or fax this form to:
Crossroads for Kids: Development Office
119 Myrtle Street
Duxbury, MA 02332
Fax: 781. 834.2701

For more information please contact:
Kristin O'Sullivan
Corporate Relations Manager
Telephone: 781.834.2700
E-mail: kristin@crossroads4kids.org

This agreement is for activities and benefits associated with Crossroads for Kids sponsorship through the Rodman Ride for Kids. All printed materials featuring the Crossroads for Kids logo must go through the Crossroads for Kids approval process prior to print.

The entire liability of Crossroads for Kids, and sponsor's exclusive remedy for damages from any cause related to or arising out of this agreement, will not exceed a refund of monies actually paid to Crossroads for Kids by the sponsor and not yet expended by Crossroads for Kids.

All proceeds from this event directly support the programs of Crossroads for Kids. Crossroads for Kids raises funds through a partnership with the Rodman Ride for Kids, an umbrella matching gift charity benefiting youth-focused social service agencies in Massachusetts. The Rodman Ride for Kids is one of the Commonwealth's premier fundraising events; raising over $52 million for at-risk youth.

Crossroads for Kids
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Crossroads for Kids Corporate Partners

Medallion Sponsors

Compass Sponsors

Hammer Sponsors

Aon Foundation
Blue Cross Blue Shield of MA
Charles T. Smith Insurance Agency, Inc.
Dunn Capital Management, LLC
Epstein, Becker & Green, PC
Francis R. Doran Insurance Agency, Inc.
Liberty Mutual Life Insurance
Oppenheimer Funds, Inc.
PricewaterhouseCoopers LLP
Pyramid Hotel Group LLC
Savings Bank Life Insurance
State Street Bank
The Stop & Shop Supermarket Co.

Lantern Sponsors

Cordage Commerce Center
InfoTrends, Inc.
Lee Kennedy Co, Inc.
McDermott Will & Emery Charitable Foundation
Thorbahn

Flint Sponsors

Aetna
Alvin Hollis & Co., Inc.
American Hotel & Lodging Educational Institute
Colliers International
DST Output
Eastern Bank Charitable Foundation
The Gatehouse Companies
KNF&T Staffing Resources
Rackemann, Sawyer & Brewster
Reminc Research Engineering & Manufacturing Inc.
South Shore Savings Bank
TriCore Solutions

Your Sponsorship Dollars Make a Difference

Your company's support helps to provide ten years of a safe caring environment where our kids are encouraged to grow into young leaders. Our kids enter the Crossroads for Kids 10-year program with their first summer spent at camp and then transition into our year-round programming.

Summer Program Elements

Camps Mitton and Wing

When our kids arrive at Camp Mitton in Brewster, they may be coming from situations where they are experiencing a crisis such as homelessness, abuse or neglect. Our staff works with our kids to help them create a positive self-image while working through their personal struggles in a safe, structured, family-style environment. At Camp Wing, our largest summer program located in Duxbury, our kids learn to cope with stressful situations in positive ways. We work closely with each individual to foster their development of coping skills, peer relation abilities, conflict resolution and other life skills. At each of our summer program locations, we provide our kids with the opportunity to have a traditional summer camp experience where they can enjoy their childhood. Their summer at Crossroads warms them throughout the school year.

Year-Round Program Elements

Crossroads Continuity Initiative (3rd – 7th Grade)

We build the foundation of our ten-year program through CCI, which combines our immersive summer program with school-year programming; keeping our kids engaged year-round for multiple consecutive years. Our kids learn about themselves and discover their true potential through skill-building and developmental programs that focus on building trust, self-confidence, communication skills and making positive choices. At the culmination of their five years in our CCI program, our kids are ready to transition into our C5 Teen Leadership Program, which puts them on track to successfully graduate high school and continue on to higher education.

C5 Teen Leadership Program (8rd – 12th Grade)

At the heart of our C5 Teen Leadership Program are the core values that each of our high-potential teens strive to embody; **C**haracter-driven, **C**ommunity-focused, **C**hallenge-ready, **C**ollege-bound, and **C**ommitted to a better future. The five-year program encompasses summer and school-year leadership skill building, college readiness workshops, financial literacy programs and community service programs. There are many milestones along the way including a Wyoming wilderness trek, a multi-campus college tour, and a community-service learning trip. Each of these experiences contributes to shaping our teens into self-assured leaders who are focused on giving back to their community and achieving their goals.

Crossroads for Kids

About Crossroads for Kids

Crossroads for Kids inspires at-risk youth to become members of the next generation of diverse young leaders in Greater Boston through a unique combination of immersive summer experiences and school-year mentoring and enrichment programs.

A Crossroads Kid:

...is Committed to their Education

100% of Crossroads for Kids' year round program participants graduate from high school. Many attribute their success to the support, encouragement, and skills they acquire at Crossroads.

...is a Community Leader

Crossroads' kids serve as leaders and agents of change by volunteering in our programs, in their communities, and around the world.

...is a Role Model

Many Crossroads Kids work in our programs as junior, seasonal, and even full-time staff members, mentoring the next generation of Crossroads Kids.

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