

# RIGHT MOVES FOR YOUTH'S 23<sup>RD</sup> ANNUAL



**Turning Obstacles into Opportunities for Local Youth Since  
1989**

Over \$1,000,000 raised since 2002



**MAY 10, 2019**

**WELLS FARGO ATRIUM**

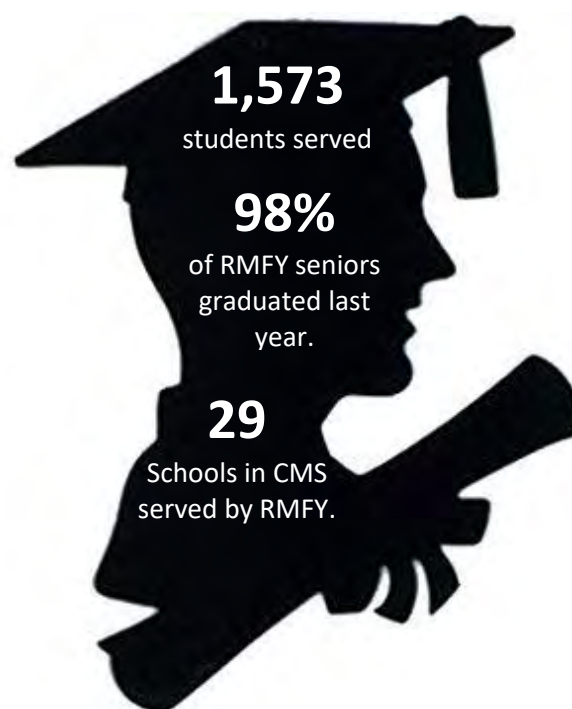
# BACKGROUND AND HISTORY

---

In the late 1980s, Sgt. Dave Scheppegrell started the first boys club at Marie G. Davis Elementary. Simultaneously, Frank Bragg was board chair and a founder of Kids' Repay, a juvenile restitution program. RMFY was incorporated as a 501(c)(3) nonprofit organization on March 12, 1993 by these community pillars, with a mission of providing resources and guidance to help students graduate high school with a plan for their future success. The idea of Right Moves for Youth quickly spread to dozens of schools. The heart of the program is the strong partnership that RMFY has with the Charlotte-Mecklenburg Schools (CMS), Charlotte-Mecklenburg Police Department, United Way, Mecklenburg County Sheriff's Office, and the community at large.

Since inception, RMFY has served over 35,000 students, providing quality services to youth in the Charlotte-Mecklenburg community. The core of our programming is weekly group facilitation based on a group counseling model. With this model, we provide empowerment and support to young people in areas of life skills development, college/career readiness, service/civic engagement, leadership development, social-emotional support, and school accountability. RMFY has successfully helped to reduce school dropout, suspension, and chronic absenteeism.

To generate excitement and resources for RMFY's program, the Twilight 5K was started in May 1996, with the help of former RMFY board member Roger Cobb and Paisley Cobb. With over 1,500 registrants, the Twilight 5K is one of Charlotte's largest evening races. Over the lifetime of the 5K, more than \$1,000,000 has been raised with the goal of providing resources and opportunities to our youth who face many challenges. This event has helped RMFY provide students with various service projects, field trips, college tours, leadership programs, cultural immersion opportunities, and much more.





# THE ROLE OF SPONSORS

For the past 23 years, sponsors have played a crucial role in the continued growth and excellence of Right Moves for Youth and the Twilight 5K. Last year, runners and sponsors contributed over \$70,000 to the 5K, which was used to support high-quality, comprehensive programming for more than 1,500 students in 2017-2018. Nearly two-thirds of those contributions came from our sponsors.

As one of RMFY's primary fundraisers, year-after-year the great community of Charlotte has supported Right Moves for Youth's Annual Twilight 5K Road Race and Walk. We invite you to join us in helping turn obstacles into opportunities for young people in Mecklenburg County!

Sponsors who submit confirmation forms after April 5, 2019 may not have placement on print materials. So, make sure you submit your form to Sabrina Gilchrist today to become a Twilight 5K sponsor!



RMFY students look forward to the opportunity to have unique experiences, like Pass the Plate with the Charlotte Hornets, thanks to community partners!

# **SPONSORSHIP OPPORTUNITIES**

## **DEPUTY SUPERINTENDENT (\$15,000)**

---

- Company logo on t-shirts
- Inclusion in press releases, fliers, and email blasts
- Second billing on Twilight 5K web page with web link
- Company on site at event staging area for exhibit, demonstrations, sampling, etc.
- Company banners at event site (maximum of 8)
- Company logo on entry forms
- 20 free entries into event
- Inclusion in agency's annual report
- Individualized social media recognition

## **AREA SUPERINTENDENT (\$10,000)**

---

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• Company logo on t-shirts</li><li>• Inclusion in press releases, fliers, and email blasts</li><li>• Second billing on Twilight 5K web page with web link</li><li>• Company on site at event staging area for exhibit, demonstrations, sampling, etc.</li></ul> | <ul style="list-style-type: none"><li>• Company banners at event site (maximum of 6)</li><li>• Company logo on entry forms</li><li>• 15 free entries into event</li><li>• Inclusion in agency's annual report</li><li>• Consolidated social media recognition</li></ul> |
|---|---|

## **PRINCIPAL (\$5,000)**

- Company logo on t-shirts
- Inclusion in press releases, fliers, and email blasts
- Company logo on Twilight 5K web page with web link.
- Company on site at event staging area for exhibit, demos, samples, etc.
- Company logo on entry forms 10 free entries into event
- Company banners at event (max 3)

## **ASSISTANT PRINCIPAL (\$2,500)**

- Company logo on t-shirts and website
- Company on site at event staging area for exhibit, demonstrations, sampling, etc.
- Inclusion in press releases, fliers, and email blasts.

## **DEAN OF STUDENTS (\$1,000)**

- Company name on t-shirts
- Company name listed on Twilight 5K website
- Inclusion in press releases, fliers, and email blasts



# SPONSORSHIP CONFIRMATION FORM

Yes, I would like to be a Sponsor for the 2019 Annual Twilight 5K Road Race and

Walk! Sign me up as:

\_\_\_\_\_ Deputy Superintendent (\$15,000)

\_\_\_\_\_ Area Superintendent (\$10,000)

\_\_\_\_\_ Principal (\$5,000)

\_\_\_\_\_ Assistant Principal (\$2,500)

\_\_\_\_\_ Dean of Students (\$1,000)

Sponsor Name \_\_\_\_\_

Address \_\_\_\_\_

Point of Contact \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

\_\_\_\_\_ Send me an invoice.

\_\_\_\_\_ My check is enclosed.

**Return the completed form to Sabrina N. Gilchrist at  
[sgilchrist@rightmovesforyouth.org](mailto:sgilchrist@rightmovesforyouth.org). You may also fax the form to 704-377-3196.**

*Note: Sponsors who submit confirmation forms after April 5, 2019 may not have placement on print materials.*