



2025-2026

SPONSORSHIP PACKAGE

Building better lives through extraordinary relationships.





GATHER | COLLABORATE | CHANGE LIVES

2025–2026 Sponsorship Information

We greatly appreciate your consideration of an event sponsorship with Right Moves For Youth (RMFY). Not only are you helping make the event a success, but you're supporting youth across Charlotte to help them make the most of their education, connections, and opportunities to set them up for future success.

Founded in 1987, Right Moves For Youth exists to support students in grades 6–12 to make the most of their connections, networks, and opportunities to set themselves up for future success.

Our Small Group Mentoring program provides weekly school-based and virtual group mentoring services modeled after adolescent group counseling. It focuses on the following pillars: education, social-emotional well-being, college and career readiness, and civic duty and personal leadership.

Right Moves For Youth is in 20 schools, serving 907 students in Charlotte–Mecklenburg in the 2024–2025 school year. Impact includes a 100% graduation and promotion rate, with just about 70% of RMFY students stating that they planned to attend college or a technical school post-graduation and are taking career-focused classes to prepare.



Signature Event #1
The 29th Twilight 5K

April 24, 2026 | 5:30pm – 8:30pm
First Ward Park

Race Start Times: 5K at 6:30pm
 Kids Fun Run at 6:15pm

The 29th Twilight 5K welcomes runners and walkers of all skill levels to come together at First Ward Park on a Friday evening. Twilight 5K is one of the only evening races in Charlotte and is a favorite among our loyal participants year after year. With our partners including the Charlotte-Mecklenburg Police Department, the Mecklenburg County Sheriff’s Office, and the Charlotte Fire Department, this unique event is made possible by the time and generosity of our law enforcement.

Twilight 5K attracts 1,000+ each year and includes games, entertainment, and more. We have many groups and teams who come together for team building including corporations, faith institutions, and friends.

SPONSORSHIP OPPORTUNITIES:

- Presenting Sponsor/ Superintendent - \$15,000
- Area Superintendent - \$10,000
- Principal - \$5,000
- Assistant Principal - \$2,500

Twilight 5K Sponsorship Level	Benefits
Presenting Sponsor / Superintendent	<ul style="list-style-type: none">- Company logo largest on race t-shirts- 35 Complimentary race registrations- Company table at event- Logo included in event logo- Logo included in digital and print- Exclusive company recognition- On-stage role during awards ceremony
Area Superintendent Sponsor	<ul style="list-style-type: none">- Company logo on race t-shirts- 20 Complimentary race registrations- Company table at event- Logo included in digital and print- Exclusive company recognition
Principal Sponsor	<ul style="list-style-type: none">- Company logo on race t-shirts- 10 Complimentary race registrations- Company table at event- Logo included in digital and print
Assistant Principal Sponsor	<ul style="list-style-type: none">- Company logo on race t-shirts- 5 Complimentary race registrations- Logo included in digital and print



Signature Event #2

March Madness Basketball & Cheer Showcase 2026

Date: March 14, 2026

The annual March Madness Basketball & Cheer showcase features both middle school and high school teams competing in basketball and cheerleading, providing an exciting atmosphere for families, friends, and the local community. This high-energy event showcases the dedication and hard work of Right Moves For Youth students who have excelled both in the classroom and in their communities.

In addition to the competition, attendees enjoy a variety of activities, giveaways, food on-site; all event participants receive T-shirts. This event also spotlights a local sweet treats food truck or business for attendees.

SPONSORSHIP OPPORTUNITIES:

- Slam Dunk Sponsor - \$7,500
- 3 Pointer Sponsor- \$5,000
- Jumper Sponsor - \$2,500
- Layup Sponsor - \$1,000

March Madness Sponsorship Level	Benefits
Slam Dunk Sponsor	<ul style="list-style-type: none">- Company logo part of event logo- Logo throughout event and included in all event materials, on website- Company included in event social media posts- Company highlight in e-newsletter (6,000+)- Opportunity to speak during event
3-Pointer Sponsor	<ul style="list-style-type: none">- Company logo throughout event and on website- Company included in event social media posts- Company highlight in e-newsletter (6,000+)
Jumper Sponsor	<ul style="list-style-type: none">- Company logo throughout event and on website- Company included in event social media posts
Layup Sponsor	<ul style="list-style-type: none">- Logo throughout event and on website



Signature Event #3 Coffee with the Executive Director

Dates: 4 coffees between September 2025 and March 2026

Time: 8:30am – 9:30am

Executive Director Ryan Grammatico convenes a unique and intimate conversation series focused on the issues impacting our youth today. Each gathering features a new topic and a special guest to enrich our discussion, and is in a cozy, small group setting—just 10 to 15 people—over a cup of coffee.

The 2024–2025 Inaugural year Coffee guests and topics are below. 2025–2026 Special Guests and topics will be available soon!

- Charlotte Mecklenburg Police Department—*Deputy Chief Jacquelyn Hulsey* (Youth Violence – Working together to help youth make positive choices.)
- Leading On Opportunity (Disconnected Youth – Investing in the next generation through social capital, career training, and mentorship programs for youth.)
- Dr. Crystal Hill, Superintendent, *Charlotte Mecklenburg Schools* (CMS & RMFY Partnership – Providing students with connections, resources, and opportunities to be successful in school and in life.)
- Sam Clowney, Road to Hire, and James Jones, *RMFY Alumnus* (Workforce Development – Helping students create their plan for future success, and how the RMFY and Road to Hire partnership supports this goal, explained through the experience of an Alumnus.)

SPONSORSHIP OPPORTUNITIES:

- Premier Sponsor – \$2,500
- Contributing Sponsor – \$1,000

Annual Specialty Event Sponsorship Level	Benefits
Premier Sponsor	<ul style="list-style-type: none">– Logo prominent placing on all event materials in digital and print– Up to 3 tickets– Exclusive company highlight by executive director or opportunity to speak at event
Contributing Sponsor	<ul style="list-style-type: none">– Up to 2 tickets– Logo included on event materials in digital and print



Signature Event #4
RMFY Awards Ceremony

The Annual Awards Ceremony is Right Moves For Youth’s culminating incentive that creates community and spotlights student achievement and RMFY mentor impact. It brings the whole RMFY family together by highlighting student accomplishments, recognizing the contributions of various stakeholders (including board members, community leaders, law enforcement officers, and other weekly mentors) and allowing mentors to continue bonding with students and their families.

The event is an evening affair held at a location, such as Myers Park United Methodist Church in Jubilee Hall from 6:00pm – 8:00pm. Dinner included!

SPONSORSHIP OPPORTUNITIES:

- Presenting Sponsor - \$10,000
- Gold Sponsor - \$5,000
- Silver Sponsor - \$2,500
- Bronze Sponsor - \$1,000

Awards Ceremony Sponsorship Levels	Benefits
Presenting Sponsor	<ul style="list-style-type: none">- Up to 12 seats at event (1.5 tables)- Logo prominent placing on all event materials in print & digital (on-site and post, tag, and highlight on RMFY social media outlets)- Exclusive company highlight by executive director or opportunity to speak at event
Gold Sponsor	<ul style="list-style-type: none">- Up to 12 seats at event (1.5 tables)- Logo included on event materials print & digital (on-site and post, tag, and highlight on RMFY social media outlets)
Silver Sponsor	<ul style="list-style-type: none">- Up to 8 seats at event (1 table)- Logo included on event materials in print & digital (on-site and post, tag, and highlight on RMFY social media outlets)
Bronze Sponsor	<ul style="list-style-type: none">- Up to 6 seats at event- Logo included on event materials in print & digital (on-site and post, tag, and highlight on RMFY social media outlets)



We greatly appreciate your consideration of support!

Make the most of your sponsorship by discussing customizable benefits appropriate to the level of sponsorship. Maximize your company’s exposure with the benefits below!

****Presenting Sponsor opportunities are first come, first served (one per event)**

Two Event Sponsor	Benefits
Sponsorship commitment equal to or over \$35,000	<ul style="list-style-type: none">- Recognized in RMFY advertisement in the Charlotte Business Journal- Presenting sponsor at 2 events of your choosing- Dinner with Executive Director and Board Chair- Full page company highlight in 2025-2026 Annual Report- Quarterly updates from Executive Director regarding the most recent organizational information and invitations
Sponsorship commitment equal to or over \$20,000	<ul style="list-style-type: none">- Recognized in RMFY advertisement in the Charlotte Business Journal- Presenting sponsor at an event of your choosing- Full page company highlight in 2025-2026 Annual Report- Quarterly updates from Executive Director regarding the most recent organizational information and invitations
Sponsorship commitment equal to or over \$10,000	<ul style="list-style-type: none">- Quarterly updates from Executive Director regarding the most recent organizational information and invitations



www.rightmovesforyouth.org

Thank you!

Questions?

Contact Director of Development, April Harley, aharley@rightmovesforyouth.org or
Director of Philanthropy, Amanda Schneider, at aschneider@rightmovesforyouth.org.