



 **Sara
Holbrook**
COMMUNITY CENTER



2024 SPONSORSHIP REQUEST

Who We Are

Sara Holbrook Community Center (SHCC) is a 501(c)3 nonprofit organization in Burlington, Vermont that has been serving children and youth throughout Chittenden County since 1937. SHCC serves over 200 young people daily, and over 1,300 annually. SHCC fosters a supportive community on the belief that diversity and inclusivity makes us stronger, and we will never turn a child or family away due to lack of financial resources.

Our mission is to create enriching life experiences for young people - enabling them to safely learn, grow, and explore new possibilities.



OUR VISION

At SHCC, We Believe in...



Building Community & Celebrating Diversity

We are committed to providing impactful experiences for children and families from all backgrounds.



Supporting & Helping to Develop the Whole Child

Out-of-School programs are essential to supporting young people's growth socially, emotionally, and academically.



Amplifying Youth Voice

Youth play an important role in our community and their voices and input are valued.



Emphasizing FUN

Childhood should be fun, and PLAY is learning!

OUR GOAL

Throughout everything we do, our goal is to provide a safe space for **ANY** and **EVERY** child in our community who needs to know kindness, support, and encouragement.

SHCC Programs

ELEMENTARY PROGRAM



Our state-licensed elementary program offers a supervised and enriching environment for kids to be kids throughout the school year, during school vacations, and throughout the summer months. We also offer an English Enrichment Program. Activities include STEM education, arts and crafts, group games, community outings, cooking, baking, and more. Our staff offer mentorship and support in whatever way the students need them - guiding them through behavioral challenges, mental health, and social-emotional processes.

MIDDLE SCHOOL PROGRAM



In collaboration with the Burlington School District's Expanded Learning Opportunities program, we provide middle school youth with quality programs that foster positive relationships, leadership opportunities, and a safe space to explore. This program is free of charge, providing students with opportunities to participate in activities that may be otherwise inaccessible. We also provide an English Enrichment Program for middle school students in the summer.

TEEN CENTER



Our Teen Center, located in the New North End next to Hunt Middle School, runs as a drop-in program for middle and high school-aged students during after-school hours with various art, advocacy, recreational activities, internet access, homework support, and nutritious snacks and dinner.

YOUTH ADVENTURE PROGRAM



YAP - is a year-round program that engages pre-teens and teens in outdoor sports and wilderness challenges across Vermont. The program fosters personal growth by empowering youth to build confidence, develop new interests, make new friends, and reach new goals they would otherwise not have access to.

TEEN OUTREACH PROGRAM



A program currently for middle-school students who are truant or otherwise struggling to maintain engagement in school. Staff connects adventure learning and vocational opportunities to each student's personalized learning plan to encourage ongoing social and emotional growth and the eventual return to full-day educational engagement. This program offers both 1-on-1 support and group work.

OUR IMPACT



1,300+

youth served annually.



\$72,515.30

scholarships provided in 2023.



85%

of our students come from low income and low resourced home environments.



100%

of Outreach program participants shared that they now had a trusted adult in their lives thanks to the program.



90%

of SHCC program participants experience a sense of belonging at SHCC.

SHCC Beach Bash!

Join us for a sensational afternoon of fundraising fun and competition at our inaugural Beach Bash! Jump into a fabulous setting at the Burlington Surf Club and enjoy the club amenities, delicious local food vendors, lawn games, a bounce house, groove to the beats of our talented DJ, and cheer on our beach volleyball competitors! Oh and enjoy a beverage (or two, or three!) from Zero Gravity.



DETAILS AT A GLANCE

When?

Saturday, June 1st, 2024
12:00 PM - 6:00 PM

Where?

Burlington Surf Club
50 Lakeside Ave, Burlington, VT

Who will attend?

Everyone is welcome! However, this will be a ticketed event.

Plan for the day?

A beach volleyball tournament played by numerous volleyball teams. Games and other activities will be present!

Goal:

Raise money to support SHCC summer programs



Volleyball Tournament

- 8 Total - Volleyball Teams
- 6-8 players per team (this includes substitutes - 4 players on court at a time)
- Games will be refereed by our incredible SHCC Middle|Teen Staff!
- 100% of team fundraising goes to support SHCC programs.
- Minimum to raise per team: \$2,500
- Any team that raises more than \$5,000 will be able to have a tent or table at the event to promote their products and services

ARE YOU READY TO COMPETE?

MINI- GAMES

We will have various other mini-games that attendees can referee on their own. All micro-donations will go directly to SHCC!

Games include but are not limited to:

- Cornhole
- Spikeball
- Bocce Ball
- Croquet



Corporate Sponsorships

Investing in the future starts with empowering our youth. By becoming a corporate sponsor, your company not only aligns with social responsibility but also gains valuable exposure.

Your sponsorship will directly contribute to community impact. This sponsorship package is crafted to seamlessly align with your company's objectives, providing a strategic platform for enhanced visibility and positive brand association to meet your business goals, marketing strategies, and desired community impact.

Join us in shaping tomorrow's leaders and making a lasting impact on the lives of young people in our community.



OUR AUDIENCE AND REACH



Email

1,000+ subscribers



Social Media

1,700+ followers

*Instagram | Facebook | LinkedIn



Website

6,400+ site views annually
95% of them being new visitors



Mailing List

2,000+ households



Monthly Print Ads

17,000+ distribution

Sponsorship Levels and Benefits

Fundraising Goal:
\$50,000

Assets	Elite Sponsor \$10,000+	Premiere Sponsor \$5,000+	Supporting Sponsor \$1,000+
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ADVERTISING

Logo on all collateral materials (posters, t-shirts, invites, postcards, print ads, event banners, etc.).	Large at Top	Medium in Middle	Small on Bottom
Company can have a table/tent at the event to market their products and services	●		

WEBPAGE

Website link on event page	●	●	●
Homepage banner	Large at Top	Medium in Middle	Small on Bottom

SOCIAL MEDIA

Sponsored posts on Facebook & Instagram	●		
A solo post highlighting your sponsorship and detailed information about your business.	●	●	

SIGNAGE

Logo on all day-of event signage	Large at Top	Medium in Middle	Small on Bottom
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DATABASE MARKETING

Logo and mention in all electronic promotional email newsletters	●	●	●
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PUBLIC RELATIONS

Sponsor mention in event press release	●	●	
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Help us to make these moments possible!



For more information please contact:

SHCC Marketing & Development Team

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