



# KFI STEAM Ignite Summer of Science



## Sponsorship Opportunities



# Our Mission

Drive social change in underserved communities by teaching youth 21<sup>st</sup> century skills.

●  
Critical Thinking

●  
Collaboration

●  
Communication

●  
Creativity





# We engage kids through



Fun, hands-on activities that spark curiosity, discovery and learning.

# Why is this so important?

## Develops Life Skills

Provides students with a well-rounded foundation of skills for life success.

## Builds Skills for Tomorrow's Jobs

Enables the next generation of skilled labor and innovators.

## Sustains Economic Growth

Vital to future economic growth and international competitiveness.





Invest in the Development of STEAM Skills  
for the Betterment of Our Community



Become a Sponsor of STEAM Ignite  
Our 2022 Mobile Summer Camp



# Partnership Benefits

## For You

- **Relevancy** – Showcase your commitment to building and diversifying the work talent pipeline.
- **Access** – Expand your company's brand and services to future and untapped market segments.
- **Impact** – Build and reinforce your employee connection to the communities you serve.

## For Us

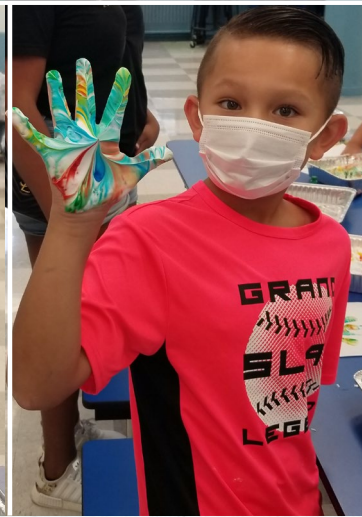
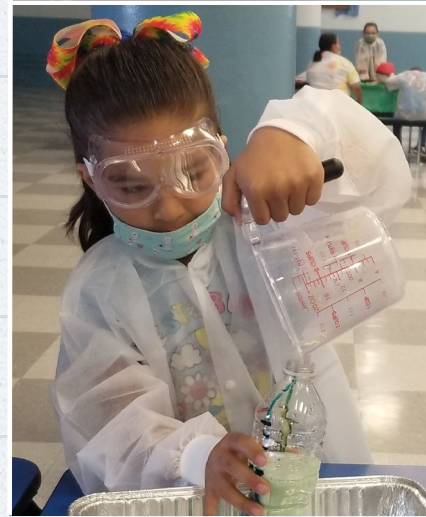
- **Expansion** – Enhance scope and content of existing programs.
- **Innovation** – Create new programs that capitalize on the latest technology.





# Help Us Build Upon Our Success

- 4 years of summer programs.
- Past sponsors include Verizon, MSU Credit Union, Kohl's, Volkswagen, Best Buy and Home Depot.
- Expanding from 2 cities in 2018 to 12 cities in Michigan this summer.
- Addition of new hands-on activities, including Blast-off Mission 1 Challenge, Automation, Robots in Motion and STEAM Pen 3-D Design.
- Safe COVID protocols in place at each location.











# Brand/Corporate Marketing

## *Platinum Sponsor - \$50,000*

### Custom Market Partnership

Become the sole presenting sponsor of a camp in any location in the U.S. you choose. You will have the opportunity to collaborate on activities offered to ensure alignment with your corporate objectives and strategies.

### Branding Assets

- Naming rights to camp
- Custom video about our partnership, shared on KFI site
- Company name/logo on all camp materials
- Mention in all media advertising – TV, Radio, Digital – and press releases
- Featured on KFI website/social media as a Platinum Sponsor with link to your website for one year
- Feature story in KFI Ignite quarterly e-newsletter
- Year-round volunteer opportunities for employees





# Brand/Corporate Marketing

## *Gold Sponsor - \$30,000*

### **Host for a Day Sponsorship**

Host one day of the camp at your company site or at one of our locations.

### **Branding Assets**

- Name/logo on camp flyer, camp t-shirt and banner at the camp
- Featured on KFI website/social media as Gold Sponsor with link to your website for six months
- Product placement opportunities
- Volunteer opportunities for employees



# Brand/Corporate Marketing

## *Silver Sponsor - \$15,000*

### Training Sponsorship

Underwrite the costs of one activity at a camp in the market of your choice.

You will have the opportunity to collaborate on the selected activity to ensure alignment with your corporate objectives and strategies.

### Branding Assets

- Name/logo on camp flyer, camp t-shirt and banner at the camp
- Featured on KFI website/social media as Silver Sponsor with link to your website for three months
- Volunteer opportunities for employees
- Acknowledgement in the KFI quarterly e-newsletter





# Employee Development

## *Bronze Sponsor - \$5,000*

### **Employee Volunteer & Skills Giving**

Partner with KFI in a corporate citizenship program where employees can provide their specialized skills and talents in a segment at the camp.

### **Branding Assets**

- Name/logo on camp flyer, camp t-shirt and banner at the camp
- Acknowledgement in the KFI quarterly e-newsletter



# In Kind Donation

## Product/Service Donation

Contribute products or services associated with the activities offered at the camps, for example:

- Oculus Quest
- 3D Pens
- 3D Drones

## Branding Assets

- Acknowledgement on KFI website
- Acknowledgement in the KFI quarterly e-newsletter





