



*A Call to POWER for Youth...*

*May 23, 2011*

Presented by:



# The Biggest Summit to Hit The Metro Area!

- This Spring, 2011 in Atlanta, Georgia, youth ages 12-18 will have the opportunity to attend to the 1st Annual SHOW ME **KARMA!** Teen's Summit.
- The event will be put on by two of Atlanta's leading youth development organizations, Show Me the Way Foundation, and Project Karma, Inc.
- This event is geared for area youth and families and will include fun, informative workshops, special guest speakers, and a resource fair that is teen-centered.
- This programming is centered on the theme of empowerment and focuses on the idea that The Good KARMA Seeds You Plant are the Keys to Success.
- SMK! Summit will include workshops that will educate young ladies on Healthy Relationships, Dating, Safe Sex Education, and Promoting Self Esteem.
- There will also be a *POWER! panel* of nine local and national experts who will speak to attendees as a part of the summit programming.





# Event Goals

- Youth empowerment.
- Self-esteem assessment and intervention.
- Pro-social skill building and practice.
- Enhanced communication.
- Provision of family-centered intervention and resources.
- Peer leadership and support development.
- Awareness building and discussion circles on teen- centered issues, and current events.



# A Call to Power for Youth

- Event basics:
- Monday, May 23, 2011,
- 9:00 AM- 6:00 PM.
- Open to metro area youth, ages 10-17.
- Accessible application process
  - Online
  - Target Schools
  - Churches
  - Community Agencies
- Fee based, but scholarships are available.
- Medicaid/PeachCare for Kids Provision for low-income applicants.

**[www.showmekarma.org](http://www.showmekarma.org)**

# Show Me The Way Foundation



Show Me the Way Foundation (SMTWF) is a non-profit organization that provides mentoring and positive group activities for youth infected/affected by HIV/AIDS and other terminal health issues.

Our goal is to instill confidence, perseverance, leadership, and practical knowledge by uplifting spirits and providing positive guidance and advice to the youth served by our foundation.

Founder, Tashawnya Rainey



# Project KARMA Inc.



Project KARMA, Inc. is a 501©3, non-profit organization created in 2006, to support at-risk young people aged 5-18, facing loss and possible gang involvement. We seek to empower and celebrate the potential of young people in a positive and affirming way that promotes self-esteem, validates the impact of loss on social development, and offers an alternative to gang involvement and activity. The vision includes bringing the issue of unresolved grief to the forefront as a top-line agenda item in the movement to support young people and their mental wellness.

The Project KARMA model of support strives to challenge the idea that all adults know best, and that kids are not capable of great insight on their mental and physical well-being. Our belief is that kids have a language, emotional intelligence, and set of constructs that work for them in figuring out life's truths. Especially in terms of crisis, change and loss. The model strives toward education on the grief experience and teaching positive coping strategies that have not yet been identified by the client as a tool for healing, identifying and using those already in place, while broadening the scope of its utilization by the child, teen, or caregiver.

Project KARMA's philosophy is anchored in the belief that people can and do grow from positive and negative experiences.



Founder, Alesia Alexander Layne, MSW, LCSW



# Our Friends & Sponsors

*Project KARMA thanks all of our current and past supporters of this mission!*



The Show Me The Way Foundation Thanks:





# SPONSORSHIP

*Your sponsorship is an integral part of The Show Me The Way Foundation & Project Karma's ability to serve the community, host family-centered events such as this and continue innovative, and supportive programming in our community. However, there are a few other good reasons to show your support:*

## **Brand Visibility**

SMTWF & Project KARMA Inc. Present *SHOW ME KARMA! A Call to Power for Youth Summit* will be held in the Spring of 2011, and will feature a fun, diverse, and interactive "netweaving" format and a supportive atmosphere of physical activity, self care and wellness seminars and group sharing and other pro-social skill building, and celebration. This event will have an attendance of 200 young women between the ages of 10-60 giving your company extremely high brand visibility in a community focused environment.

## **Brand Visibility in Websites, Flyers, and local Media Promotions**

SMTWF & Project KARMA Inc. Present *SHOW ME KARMA! A Call to Power for Youth Summit* is heavily promoted through websites, mass event flyers, social networking sites, and newspapers. This allows for high visibility on our promotion websites. With Event Sponsorship, your Company logo will be displayed at all the promotional websites, and listed in newspaper articles as sponsors leading to this event.

## **Display Banners and Exhibit Your Products/Services**

SMTWF & Project KARMA Inc. Present *SHOW ME KARMA! A Call to Power for Girls Summit* will be held this May 23, 2011. The day's proceedings will start with fun, informative, uplifting and family oriented activities at 9:00 AM. There will be areas throughout the event site for sponsors to display corporate banners, marketing flyers, and exhibit their products to all people in attendance at this event.

## **Philanthropy**

Proceeds from this event will be utilized by SMTWF & Project Karma Inc. to continue in their unique and supportive missions to empower, celebrate, promote, and validate young people.

*Join our Corporate Sponsor,  
Bank of America, in  
bringing this event to  
deserving young women!*







# “Power” Opportunities

## Event Sponsorship Packages Available

### Platinum Sponsorship

(\$2500+)

- Large Banner Ad on [www.project-karma.org](http://www.project-karma.org), & [www.showmethewayfoundation.org](http://www.showmethewayfoundation.org) sites.
- Your Company Logo added to Project Karma & SMTWF Electronic Press kit
- Featured mention in Pre and post event press releases
- Your Company Banner Displayed at Event
- Your Company Logo placed on Sponsorship Packet
- Your Company Logo placed on Event Flyer
- Attendance to the event
- The gratitude of Project Karma & SMTWF and the children and communities we serve

### Gold Sponsorship

(\$1000 - \$2500)

- Medium Banner Ad on [www.project-karma.org](http://www.project-karma.org), & [www.showmethewayfoundation.org](http://www.showmethewayfoundation.org) sites.
- Featured mention in Pre and post event press releases
- Your Company Banner Displayed at Event
- Your Company Logo placed on Sponsorship Packet
- Your Company Logo placed on Event Flyer
- Attendance to the event

The gratitude of Project Karma & SMTWF and the children and communities we serve

### Silver Sponsorship

(\$500 - \$1000)

- Small Banner Ad on [www.project-karma.org](http://www.project-karma.org) & [www.showmethewayfoundation.org](http://www.showmethewayfoundation.org) sites.
- Featured mention in Pre and post event press releases
- Your Company Banner Displayed at Event
- Your Company Logo placed on Event Flyer
- Attendance to the event
- The gratitude of Project Karma & SMTWF and the children and communities we serve

### Bronze Sponsorship

(\$150 - \$500)

- Company Banner Displayed at Event
- Attendance to the event
- The gratitude of Project Karma & SMTWF and the children and communities we serve

**WANT TO HELP out the day of event? VOLUNTEERS WANTED!!!!** [volunteers@project-karma.org](mailto:volunteers@project-karma.org)



# The Pledge...

## Your Sponsorship Pledge

Sponsor agrees to pay The Show Me The Way Foundation, and Project Karma, Inc. the amount of chosen sponsorship upon execution of contract and to provide all art work/information necessary for display & advertisement, no later than **Monday, March 31, 2011**:

\_\_\_\_\_ Corporate Sponsorship

\_\_\_\_\_ Platinum Sponsorship

\_\_\_\_\_ Gold Sponsorship

\_\_\_\_\_ Silver Sponsorship

\_\_\_\_\_ Bronze Sponsorship

Amount \$ \_\_\_\_\_

*Sponsor certifies that all material for advertising complies with all U.S. and state laws including, but not limited to copyright, licensing, and trademark. Furthermore, sponsor agrees to indemnify and hold harmless The Show Me The Way Foundation, Project Karma, Inc., including its officers, partners, employees, volunteers and affiliates against all liability, claims, and expenses relating to this contract.*

Company Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Circle Payment Method:

**Check Enclosed**

**Visa/MasterCard/AMEX**

Name as it appears on Card: \_\_\_\_\_

Visa / MasterCard / AMEX Card #: \_\_\_\_\_

Card Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

- To be included in promotional materials, **sponsorship agreement and payment must be received by March 31, 2011. Checks should be made payable to Show Me the Way Foundation or Project KARMA, Inc., and mailed with this form to:**
- If submitting via U.S. Mail, please send complete sponsorship contract and payment to:

**Show Me the Way Foundation  
3245 Landing View Court  
Lilburn, Georgia 30047**

or

**PROJECT KARMA, INC.  
P.O. Box 89311  
Atlanta, GA 30312  
[www.project-karma.org](http://www.project-karma.org)**

## Feel Free to contact:

SMTWF President, Tashawnya Rainey at 678-492-7672 or via email at [info@showmethewayfoundation.org](mailto:info@showmethewayfoundation.org)

Project KARMA, Inc., Executive Director, Alesia Alexander Layne at 404.207.5024, or via e-mail at [alesia@project-karma.org](mailto:alesia@project-karma.org).