

SPONSORSHIP INFORMATION FOR MAGIC'S 2006 BACK-TO-SCHOOL BACKPACK PROGRAM

MAGIC (Mobilization for Adolescent Growth in our Communities) is hosting a back-to-school program and will be distributing 1,500 backpacks and school supplies to youth, ages 8-17, and providing a day of positive activities for youth sponsored by youth and family organizations from Bayview Hunters Point. The event will be held at Bayview Park/Martin Luther King Pool, located at Third and Carroll Streets in San Francisco on Saturday, August 26, 2006, from 11:00-3:00pm, with lunch served noon to 1 pm.

MAGIC is seeking corporate sponsorship for its back-to-school backpack program, which provides sponsors with a unique opportunity to reach children and their families residing in the Bayview Hunters Point district of San Francisco, and to associate their brand-name with a positive and influential effort to enhance the lives of children and families.

Last year's Back-to-School Celebration drew over 1,500 children and parents, and involved over 40 agencies that provided literacy, recreational and learning activities for children, youth and families. MAGIC distributed over 1,000 new backpacks to youth, filled with school supplies.

Bayview MAGIC was formed to support the children of Bayview Hunters Point in San Francisco, and to help create a supportive network of services to create a positive and safe environment for children. Urban Services YMCA serves as MAGIC's fiscal sponsor. Formed in 2004, MAGIC's principal objective is to promote comprehensive, consensus-based community planning to encourage better coordination and collaboration between support systems and services for youth and their families. MAGIC's partners include the Center for Young Women's Development, the Women's Chamber of Commerce, Family Restoration House, Infusion-One, SARAI, the Northern California Service League, the Children's System of Care, Urban Services YMCA, the National Council on Crime and Delinquency, the Haywood Burns Institute, the San Francisco Public Defender's Office and many others.

For more information about MAGIC, please visit www.bayviewmagic.com.

About BAYVIEW Hunters Point

Bayview Hunters Point is one of San Francisco's most vibrant neighborhoods of family homes, beautiful views, parks and playgrounds, historic buildings and a rich cultural heritage.

More than 34,800 people live in these two neighborhoods, which comprise San Francisco's southeastern sector.

Bayview Hunters Point is home to the City's largest number of children. 32% of the area's residents are under the age 18.

Bayview Hunters Point is one of the City most diverse neighborhoods, with the City's largest African-American population (46%). Asian-Americans and Pacific Islanders comprise 30%, Latinos, 18% and Caucasian 9%.

Many youth and families in Bayview Hunters Point have also experienced violence, high truancy rates, health problems related to poor environmental conditions and sub-quality schools. These problems have made it difficult for youth to succeed. A number of youth who enter the juvenile justice system come from Bayview Hunters Point. This is something that MAGIC is determined to change.

MAGIC's Back-to-School program is part of a community-based Back-to-School effort to encourage children who reside in Bayview Hunters Point to succeed in school and achieve their dreams. MAGIC's backpacks will be distributed to youth, ages 10-17 at a community Back-to-School event in August 2006.

MAGIC's Back-to-School program will:

- Provide children with positive reinforcement to succeed in school
- Provide children with necessary school supplies
- Expose children to mentorship opportunities
- Offer children access to literacy and reading programs
- Provide parents with information about community resources for their children and parenting skills
- Bring families and children together for a day of fun, entertainment and recreation.

MAGIC is seeking 5 corporate sponsors for its "Back-to-School" Backpack Program. The sponsorship levels and benefits are as follows:

Two Major Sponsors - \$ 5,000

- Exclusivity
- Naming Rights – "MAGIC's Back-to-School" Backpack Program sponsored by (Signature Sponsor)
- Major Sponsor's logo/brand identification on all program materials
- Major Sponsor's logo/brand identification on MAGIC's Back-to-School website and listing as a signature sponsor throughout the year
- Opportunity to include promotional coupons in backpack
- Opportunity to include promotional materials (if deemed appropriate) in backpack
- Major Sponsor's name on one item distributed in backpack (i.e. pencils, rulers, datebook)
- Signage at Back-to-School event as provided by Major Sponsor
- Acknowledgment in MAGIC's press kit throughout the year

Three Corporate Sponsorships - \$1,500

- Corporate Sponsor's logo/brand identification on all program materials

- Corporate Sponsor’s logo/brand identification on MAGIC’s Back-to-School website and listing as a corporate sponsor throughout the year
- Opportunity to include promotional coupons in backpack
- Opportunity to include promotional materials (if deemed appropriate) in backpack
- Corporate Sponsor’s name on item distributed in backpack (i.e. pencils, rulers, datebook)
- Signage at Back-to-School event as provided by Corporate Sponsor
- Acknowledgment in MAGIC’s press kit throughout the year

Magic's Back to School Backpack Program - Community Needs List

500-1000 Backpacks	500 calculators	Possible Promo Items
1000 pencils	500 pencil boxes/pouches	
1000 pens	500-1000 binders	Stickers
1000 highlighters	500-1000 folders	
500 pks crayons	binder paper	Books
500 pks markers	500-1000 erasers	
500 rulers	500-1000 sharpeners	

* MAGIC does not accept sponsorships or funding from cigarette or alcohol companies.

To sponsor MAGIC’s Back-to-School Backpack Program, please fill out this form and e-mail it to sponsor@bayviewmagic.com:

Name _____

Corporate or business name _____

Contact Person: _____

Address: _____

Phone Number: _____

Email: _____

Sponsorship Level:

- Signature Sponsor (Still available) \$ 5,000
- Corporate Sponsor \$1,500

Please send payment to: Bayview MAGIC, PO Box 77313, San Francisco, CA 94107.
Please make your check payable to URBAN SERVICES YMCA, MAGIC’s Fiscal Sponsor. URBAN SERVICES is a 501(c)(3) non-profit, organization.

Please send corporate logo to: sponsor@bayviewmagic.com