

# SPONSORSHIP PROPOSAL



DISTRICT BOXING  
&  
YOUTH CENTER

**MAIN EVENT—First Annual Fundraiser  
May 21, 2005  
Omni Shoreham Hotel  
Washington, DC**

*A unique opportunity to  
invest in an innovative  
anti-gang/youth violence  
initiative*

Keely's District Boxing and Youth Center: "Making a Difference for Today's Youth"

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“Keely Boxing and Youth Center is now one of our city’s premier anti-gang and anti-youth violence centers...Keely Thompson should be recognized by our city for his vision and his hard work to bring this center to the community.”

- **The Honorable Anthony Williams**  
**Mayor**  
**District of Columbia**

“There’s a lot of aggression, a lot of resentment in some of our neighborhoods. We can channel this in a positive way.”

- **The Honorable Jim Graham**  
**Council Member, Ward 1**  
**District of Columbia**

“The DC Boxing and Wrestling Commission fully endorses the sustainability of boxing gyms around the city to support kids in boxing skills, community service, and education. Keely Thompson is at the forefront of this positive mission.”

- **Michael Brown**  
**Vice Chair**  
**DC Boxing and Wrestling Commission**

“Keely’s District Boxing and Youth Center” and other “new efforts to avert gang violence seem to be having an effect, according to officials and activists.”

- ***The Washington Post***  
August 12, 2004

“In the basement of the church (Calvert Methodist Church), Keely Thompson is providing a safe haven for Latino, Asian, or African American youths...other than join the gangs that have their roots in the neighborhood...Boxing starts with education...the first commitment is to attend classes to get basic education skills.”

- ***The Washington Informer***  
Vol. 41, No. 16  
February 3-9, 2005

“You shall rise up the foundations of many generations and you shall be... the restorer of streets to dwell in.”

ISAIAH 58:12

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## I. OVERVIEW

### Mission, Operating Emphases, and Context

The mission of Keely’s District Boxing and Youth Center is to provide community-centered activities that help at-risk children and youth in the Columbia Heights community deal with daily stresses and life experiences in a positive manner. Keely’s Center, a 501(c)(3) nonprofit organization, was founded in April 2004, by Keely Thompson, Jr., a lifelong resident of Columbia Heights, and a former world lightweight champion. Keely’s Center was created to address the growing need to promote the physical, mental, spiritual, and academic well-being of African American, Latino, and Asian youth in the community, many of whom face disproportionate risks and challenges.

In particular, using training in the sport of boxing and individualized education programs, such as reading, health education, and life skills classes, Keely’s Center addresses multi-dimensional and deleterious factors destroying the future for a growing number of African American and Latino teenagers. These challenges and urban ills include drug abuse, violence, proliferation of gang activity, family dissolution, illiteracy, crime, and isolation and hopelessness, among myriad of others. Since its inception, **Keely’s Center has been about more than simply throwing jabs and body punches, or putting on gloves and hitting a speed bag.** Its focus on education, not just in the classroom, but on life skills training, is what sets the Center apart as an invaluable community resource and a proven gang intervention and prevention initiative. The impact of Keely’s Center has been far-reaching in a relatively short period of time. Anecdotal evidence suggests that, as a result of Keely’s Center, some gang members in the Columbia Heights area are now resolving differences with boxing gloves, rather than violence or bullets.

### Governance and Administration

Keely’s District Boxing and Youth Center is governed by a board of directors passionately committed to the aims for which the organization was founded.

The Center’s board of directors consist of a number of distinguished leaders in business, education, health care, religion, government, and community development, including Charles Berrin (President of the Board) - The Berrin Group, LLC; Michael Brown (Vice President) - the DC Wrestling and Boxing Commission; Nigel Gragg - Principal, Gragg and Associates; Yenny Rivera - Unity Health Care; Tandreia Green and Brenda Boyd – Third District Substation; Felix Kwabenah, Sojourner Douglas College; and the Rev. Louis Anthony – Pastor, Metropolitan Wesley, A.M.E. Zion. Daily operations are led by Keely Thompson, who serves as Executive Director. Mr. Keely oversees a three-member executive team. He has been featured in both broadcast and print media, including WPGC-FM Radio; *The Washington Post*; *The Washington Times*; *In the News*, published by the Office of the Mayor; *The Washington Informer*; *DC North*,

a community publication; and several Hispanic newspapers. Copies of selected print media articles are appended to this proposal, for your review and consideration.

## **Notable Supporters**

These partnerships include:

- Office of the Councilmember Jim Graham
- DC Children and Youth Investment Trust Corporation
- DC Office on Latino Affairs
- DC Department of Parks and Recreation
- DC Metropolitan Police Department
- Columbia Heights/Shaw Family Support Collaborative
- Target Corporation
- Everlast Boxing Equipment

## **Why Sponsor ?**

- A demonstrated, strong message that you play or your organization plays an active role in supporting minority youth in the District of Columbia
- An investment that will directly benefit vulnerable, at-risk youth through expanded and sustained programming
- Opportunity for exposure through media activity that will occur before, during, and after the event
- Increased business potential and organizational profile
- Relationship marketing
- A significant marketing advantage
- Corporate goodwill from the marketplace
- Tax deductibility of donation in compliance with Federal tax laws and state laws governing charitable solicitations
- Leadership support demonstrating caring and the capacity to make a tremendous difference

## **You Can Make a Difference...**

Seldom do we get the opportunity to do something that will make a profound impact on the lives of vulnerable youth whose contributions to society might otherwise be lost to us all.

**Your investment in the Keely fundraiser is just such an opportunity.**

Your sponsorship will enable us to carry out a number of projects and activities that we otherwise would be unable to consider. With an eye towards the future, we will leverage the proceeds of the benefit to support the Center's short- and long-term operating needs.

These include the following:

- Requisition of computers, books, boxing shoes, and related equipment;

- Hiring additional staff, particularly trainers, literacy teachers, outreach workers, a social worker/counselor, and a nurse;
- Expanded evening hours to meet the increasing demand for greater learning opportunities, such as after-school classes currently offered;
- Relocation to a new facility in the Columbia Heights area;
- Expanded services to include a GED program and a possible health clinic;
- Seed funds to begin planning and organizing similar centers in all wards of the District of Columbia by 2007; and
- Preliminary planning for ensuing national replication of the Keely Center model.

Your **investment** will be a **significant gesture in** assisting Keely's Center to ultimately fulfill its compelling and noble aim of **producing champions, both in and out of the ring.**

## II. EVENT DESCRIPTION

### The First Annual Keely's District Boxing and Youth Center Fundraiser At-a-Glance

<b>Who</b>	An anti-gang/youth violence initiative that blends training in the sport of boxing with academic, tutoring, mentoring, and life skills classes in preparing at-risk children and youth in the Columbia Heights community to be productive citizens.	
<b>What</b>	<b>Keely's Center Fundraising Dinner and Exhibition</b>	
<b>Why</b>	Celebrates the first anniversary of the creation of Keely's Center and familiarizes new friends of the Center with its mission and purpose.	
<b>When</b>	<b>May 21, 2005</b>	
<b>Where</b>	<b>Omni Shoreham Hotel</b> 2500 Calvert Street, NW (At Connecticut Avenue, NW) Washington, DC	
<b>Time</b>	<b>6pm – 11pm</b>	
<b>Attendance</b>	<b>600</b>	
<b>Attire</b>	<b>Black Tie</b>	
<b>Highlights</b>	<b>VIP Reception:</b>	6pm – 7pm Will acknowledge major sponsors, key business and government leaders, embassy officials, and other notables; a classical quintet will provide musical entertainment for an estimated 125 guests.
	<b>Silent Auction:</b>	Continuous throughout the entire evening; will feature an eclectic array of upscale items, such as art work, distinctive merchandise and services, adventure and travel opportunities, gourmet dinners, and tickets to cultural and sports events.
	<b>Video Presentation:</b>	Will highlight the Keely's Center mission, programs, services, and major sponsors.
	<b>Gala Dinner:</b>	7pm – 11pm An elegant, first-class, four-course dining experience with wine and live entertainment provided by a local university jazz ensemble.

## II. EVENT DESCRIPTION (Continued)

- Boxing Exhibitions:** Will constitute the main event of the evening featuring ten (10) eight-minute exhibitions; youth trained by Keely's Center will be showcased.  
This amateur boxing show will engage fifteen (15) youth from DC in friendly competition with fifteen (15) youth from Ohio.  
Each boxer will wear protective headgear while fighting and a physician will be ringside checking each boxer as he exits the ring.
- Dancing:** Will conclude a memorable, power-packed night of excitement.
- Marketing Plan:** Event will be promoted via media interviews, ads placed on Metro buses and Metrorail, public service announcements (PSAs), and press releases disseminated to print and electronic media.

### III. SPONSORSHIP OPPORTUNITIES

Please join other organizations as they celebrate the Keely’s Center outstanding work in improving the quality of life options to youth in Washington, DC. Your generous support and participation in this dinner gala will ensure the continued progress of the Center in empowering youth through training in the sport of boxing combined with educational programming.

Sponsorship opportunities and levels, as well as benefits associated with each, are listed as follows:

- Heavyweight Sponsor \$20,000
- Middleweight Sponsor \$15,000
- Welterweight Sponsor \$10,000
- Lightweight Sponsor \$5,000
- Featherweight Sponsor \$2,500
- Bantamweight Sponsor \$1,000
- Golden Gloves Patron \$250

#### **HEAVYWEIGHT SPONSOR.....\$20,000**

##### **Benefits and Recognition**

- Official sponsor of the VIP Reception
  - Organization logo on all reception cocktail napkins
  - Verbal recognition of organization at Reception by Master of Ceremonies
- Introduce boxing matches with Master of Ceremonies
- Present “Belts” and Certificates to Youth Participants
- Verbal recognition of organization by Master of Ceremonies
- Logo on Dinner Gala signage and banner(s)
- Organization logo printed on Dinner Gala tickets
- Organization logo or name in video presentation
- One (1) full page color ad (in a prominent location) in the Dinner Gala Program Book
- Organization mentioned in all media releases
- Organization logo printed in the Dinner Gala Program Book
- Two (2) ringside tables of ten (10)
- Eight (8) tickets to exclusive VIP reception
- Ten (10) complimentary parking passes
- Deluxe guest room for one (1) night

## **MIDDLEWEIGHT SPONSOR.....\$15,000**

### **Benefits and Recognition**

- Introduce five (5) boxing matches with Master of Ceremonies
- Present Certificates to Youth Participants
- Verbal recognition of organization by Master of Ceremonies
- Logo on Dinner Gala signage and banner(s)
- Organization logo or name in video presentation
- One (1) full page black and white ad in the Dinner Gala Program Book
- Organization mentioned in all media releases
- Organization logo printed in the Dinner Gala Program Book
- One (1) ringside table of ten (10)
- Six (6) tickets to exclusive VIP reception
- Ten (10) complimentary parking tickets

## **WELTERWEIGHT SPONSOR.....\$10,000**

### **Benefits and Recognition**

- Verbal recognition of organization by Master of Ceremonies
- Official sponsor of the Dinner Gala Raffle
  - Announce raffle winner at event with Master of Ceremonies
  - Organization logo printed on Dinner Gala raffle tickets
  - Organization logo printed on all promotional raffle materials
- Organization name in video presentation
- One (1) half-page black and white ad in Dinner Gala Program Book
- Organization mentioned in all media releases
- Organization logo or name in the printed Dinner Gala Program Book
- One VIP reserved table of ten (10)
- Four (4) tickets to exclusive VIP reception
- Ten (10) complimentary parking tickets

**LIGHTWEIGHT SPONSOR.....\$5,000**

**Benefits and Recognition**

- Verbal recognition of organization by Master of Ceremonies
- Organization logo in video presentation
- One (1) half-page black and white ad in Dinner Gala Program Book
- Organization mentioned in all media releases
- Organization logo or name listed in the printed Dinner Gala Program Book
- VIP reserved Dinner seating for five (5)
- Two (2) tickets to exclusive VIP reception
- Five (5) complimentary parking tickets

**FEATHERWEIGHT SPONSOR.....\$2,500**

**Benefits and Recognition**

- One (1) quarter page black and white ad in Dinner Gala Program Book
- Organization mentioned in all media releases
- Organization logo or name listed in printed Dinner Gala Program Book
- VIP reserved Dinner seating for five (5)
- Three (3) tickets to exclusive VIP reception

**BANTAMWEIGHT SPONSOR.....\$1,000**

**Benefits and Recognition**

- Organization logo or name listed in the printed Dinner Gala Program Book
- VIP reserved Dinner seating for five (5)
- Two (2) tickets to exclusive VIP reception

**GOLDEN GLOVES PATRON.....\$250**

**Benefits and Recognition**

- Organization logo or name listed in the Dinner Gala Program Book
- One (1) ticket to Dinner Gala
- One (1) ticket to exclusive VIP reception

# APPENDIX

## Selected Print Media Articles

**“Winning Life’s Early Rounds – Boxing Pulls Youths in Tough NW Area Away From Gangs and Into the Gym”**

*The Washington Post*  
August 12, 2004

**“Keely Boxing and Youth Center”**

*In the News*  
Executive Office of  
the Mayor  
Vol.3, Issue 16  
August 6, 2004

**“Boxing and Youth Center Opens”**

*DC North*  
August 2004

**“Keely Thompson, Jr. Mentors D.C.’s Young Boxers**

*The Washington  
Informer*  
Feb. 3-9, 2005

**Keely's Youth Center 2005 Dinner Gala and Exhibition**

**SPONSORSHIP REPLY FORM**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

**Please select level of sponsorship:**

Heavyweight Sponsor \$20,000  
 Middleweight Sponsor \$15,000  
 Welterweight Sponsor \$10,000  
 Lightweight Sponsor \$5,000  
 Featherweight Sponsor \$2,500  
 Bantamweight Sponsor \$1,000  
 Golden Gloves Patron \$250

**Form of Payment:**

Check             Money Order             Cashier's Check

**(Make Check Payable to Keely's District Boxing and Youth Center Fundraiser)**

Visa             Mastercard             American Express

Card No. \_\_\_\_\_ Expiration Date \_\_\_\_\_  
Authorized Signature \_\_\_\_\_

**SUBMISSION DEADLINE: MARCH 21, 2005**

I/We wish to make a gift of \_\_\_\_\_ to cover the costs of tickets for Keely's Center Youth Participants.

I/We cannot attend the dinner gala, but wish to make a contribution of \$\_\_\_\_\_.

Thank you very much for your support. Upon receipt of this form, we will mail a letter that includes a tax deduction receipt for your records. Keely's District Boxing and Youth Center is a nonprofit, tax-exempt organization listed under section 501(c)(3) of the Internal Revenue Service Code. All deductions are tax deductible to the fullest extent of the law.

**Please return this completed form with your payment to Keely's District Boxing and Youth Center, 1459 Columbia Road, NW, Washington, DC, 20009. All payments must be received by Monday, March 21, 2005. For more information or to address any questions you may have, please call Bianca Thompson at (240)-593-1478, or Charles Berrin at (301)-343-4263.**