



**ROOTED IN RESILIENCY**

**BOYS TO MEN  
MENTORING**

# **2024 SPONSOR PACKET**

**B2M**

**BOYS TO MEN  
MENTORING**



# BOYS TO MEN

In 1996, Boys to Men began when co-founders Joe Sigurdson and Craig McClain realized that boys in their neighborhood were seeking to connect with positive adult male role models regularly. Craig and Joe discovered the vital need for male mentors for boys who have no father or mentor in their lives and sought to be heard, cared for, loved, validated, and find hope. In San Diego today, 49,937 boys are growing up in fatherless homes. Approximately 52% of the boys we serve are growing up without a father or a mentor at home.



## OUR MISSION

Our mission, at Boys to Men Mentoring, is to build communities of male role models who, through consistent group mentoring, encourage and empower teenage boys to follow their dreams.

## PROGRAMS

- 🌿 In-School & Community Mentoring Programs
- 🌿 Adventure Mountain Weekends
- 🌿 Summer Program
- 🌿 Mentor Training

**B2M**



**CELEBRATE WITH US  
ROOTED IN RESILIENCY**

**04.13.24**

**COASTERRA - HARBOR ISLAND**

**5pm VIP Cocktail Hour | 6pm Program & Reception**

**Audience: 250 philanthropists, public officials,  
corporate partners, and community leaders**

Experience an evening of elegance, accompanied by mesmerizing water views, at our second annual Rooted in Resiliency Celebration! Step into a world adorned with captivating music and breathtaking floral arrangements, where exquisite culinary creations await. But it's more than just a celebration; it's an opportunity to make a profound impact on the lives of struggling young men throughout San Diego.

Join us as a sponsor or guest and be a part of our mission to transform lives and create lasting positive change. All proceeds from this event will directly benefit Boys to Men Mentoring, enabling us to continue our crucial work in the community. Together, let's make a lasting impact on the lives we touch.



# SPONSORSHIP LEVELS

## EMPOWER (\$25,000)

- First rights of refusal for 2025 Empower Sponsor
- 10 Tickets to Rooted in Resiliency (includes pre-event access to VIP reception)
- Name recognition as Title Sponsor
- Speaking opportunity during event
- Opportunity to co-brand with Boys to Men on digital billboards
- Two-page spread ad in event program
- Logo and link on Rooted in Resiliency website
- Recognition in email and social media promotion
- Exclusive sizzle reel video of your support of Boys to Men to be shared on social media
- Pre-event access at the VIP reception
- Logo placement on all event signage including welcome sign
- Onscreen company logo recognition during reception and program screens
- First out of valet
- Logo listed on invitation to be mailed to 2,500 homes

## ENCOURAGE (\$15,000)

- 8 Tickets to Rooted in Resiliency (includes pre-event access to VIP reception)
- Logo and link on Rooted in Resiliency website
- Recognition in email and social media promotion
- Full-page ad in event program
- Onscreen company logo recognition during reception and program screens
- Logo placement on all event signage
- On-screen logo recognition during event
- Priority valet service upon departure

# SPONSORSHIP LEVELS

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## PRAISE (\$10,000)

- 5 VIP Tickets to Rooted in Resiliency (includes pre-event access to VIP reception)
- Logo and link on Rooted in Resiliency website
- Half-page ad in event program
- Recognition in email and social media promotion
- Onscreen company logo recognition during event program

## ACCEPT (\$7,500)

- 4 Tickets to Rooted in Resiliency (includes pre-event access to VIP reception)
- Logo and link on Rooted in Resiliency website
- Recognition in email and social media promotion
- Quarter page ad in event program

## LISTEN (\$5,000)

- 2 Tickets to Rooted in Resiliency
- Logo and link on Rooted in Resiliency website
- Recognition in email and social media promotion
- Listing in event program





# CONTACT

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**Boys to Men's Tax ID Number: 33-0800308**

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