

IDEAL  
EDUCATION  
FOUNDATION



*The Twenty Second Annual*

Dr. Martin Luther King Jr. Scholarship Luncheon

*"Forward:*

*A Celebration of Scholars"*

Corporate Sponsorship and Donation Opportunities



## About the IDEaL Education Foundation

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The IDEaL Education Foundation is a nonprofit, community-based educational and charitable organization with 501(c)(3) designation. Since 1992, the Foundation has worked to support the educational and social development of communities throughout Chicago.

The IDEaL Education Foundation aims to enhance the well-being of our communities via educational and leadership development, while also promoting civic engagement. The Foundation collaborates with private and public philanthropic, corporate and community organizations to build individual, family and community capacity among the recipients of its programmatic thrusts.

The IDEaL Education Foundation awards scholarships to deserving male high school and college students at its annual Dr. Martin Luther King Jr. Scholarship Luncheon. Proceeds raised at this event also fund other Foundation sponsored, youth mentorship activities, including an Oratorical Contest for middle and high school students; Project Alpha - a day long workshop held in conjunction with the March of Dimes that educates teen males on the importance of responsible male sexual behaviors; the Leadership Development Institute for promising male junior high and high school students; Cub Scout Pack 350 and Boy Scout Troop 350 located in Dolton, IL; and a number of other initiatives.

As chairman of the IDEaL Education Foundation, I would like to thank you for your consideration in becoming a corporate sponsor or donor. Your contribution affirms your position as a progressive corporate citizen who recognizes the importance of making human and social capital investments that will enhance the lives of our youth, their families, and the communities that we serve.

Cordially Yours,

A handwritten signature in cursive script that reads "Eddie L. Jones II".

Eddie L. Jones II  
Chairman  
IDEaL Education Foundation

# Youth Mentorship: Programs and Activities

## Project Alpha

The IDEaL Education Foundation provides annual financial and volunteer support for Project Alpha, a collaborative program developed with the March of Dimes Birth Defects Foundation to provide young men, ages 12-15, with information, motivation, and the necessary skills surrounding issues of responsibility, relationships, teen pregnancy, and sexually transmitted diseases. Project Alpha is held in the Fall of each year, and consists of an intensive series of workshops and informational sessions conducted by adult volunteer facilitators and medical professionals/experts.

## Leadership Development Institute

The IDEaL Education Foundation annually sponsors seven high school students to participate in the Leadership Development Institute (LDI) program, and provides a direct mentoring relationship between each participating student and a member of the Foundation's Trustee Board. The Leadership Development Institute (LDI) is a weekend long retreat that equips high school students with vital leadership skills, including parliamentary procedures, conflict resolution, models of leadership, public speaking, community and civic engagement, and educational enhancement.

## A Voteless People Is A Hopeless People

The IDEaL Education Foundation implements A Voteless People Is A Hopeless People as an annual voter education workshop targeting Chicago-area youth. Through school-based workshop activities, adult volunteers focus on the history of voting, voter registration, the voting process and the U.S. government, and political participation.

## Go-To-High School, Go-To-College

The IDEaL Education Foundation implements the Go-to-High School, Go-to-College program as an annual forum for Chicago-area youth, with workshops focused on high school completion, the pursuit of college education and other forms of professional training after high school graduation, and strategies that facilitate personal and professional success.

## Oratorical Contest

The IDEaL Education Foundation hosts an annual Oratorical Contest for Chicago-area junior high and high school students in an effort to promote the continued development of public speaking and writing skills among young men. The Contest is designed to expose youth to historical and contemporary oration, writing, and creative verbal and theatrical expression. Participating students compete against peers in the one-day contest, and the Foundation awards cash and other prizes for top student performers.

## Boy Scouts of America

The IDEaL Education Foundation sponsors Cub Scouts Pack #350 and Boy Scouts Troop #350, both located in Dolton, Illinois, and provides over 1000 volunteer hours and financial support for related scouting activities.

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## Scholarship Program Overview

The IDEAL Education Foundation awards scholarships to deserving Chicago-area male high school and undergraduate college students at its annual Dr. Martin Luther King Jr. Scholarship Luncheon. To be eligible, scholarship applicants must hold a cumulative grade point average of 2.8 or greater (4.0 scale); be actively involved in church, community, and/or school-site activities; and, if in high school, plan to enroll at a four-year college/university.

## Recent Scholarship Recipients

<b>2016</b>	Dante Robinson	Northwestern University
	Jabari Knox	Devry University Advantage Academy Voise Academy
	Deshawn Adams	Academy
	Cameron Woods	St. Ignatious College Prep
	Tyler Jones	Plainfield East High School
	Korale White	Kenwood Academy
	Tavis Reed	Illinois Mathematics and Science
	Freesoul Thompson	Northwestern University
<b>2015</b>	Kevin Banks	Milwaukee School of Engineering
	Malik Blackman	Osewgo High School
	William Fountain	University of Illinois at Chicago
	Devin Hampton	Jones College Preparatory
	Landon Jones	Waubonsie Valley High School
	Alexander McMullen	Thornton Township High School
	Bryant Riley	Roosevelt University
	Michael Smith	Northwestern University
	Donald Stewart	Kenwood Academy
<b>2014</b>	Damiola Arwowolaju	Northwestern University
	Dyrell Ashley	Percy L. Julian High School
	Kevin Banks Jr.	Lindblom Math & Science Academy
	Parrish Brown Jr.	Walter H. Dyett High School
	Steven Clark	Urban Prep Academy - Englewood Campus
	Anthony Clemons	Hillcrest High School
	Raquan Ferguson	Austin Business and Entrepreneurship Academy
	Tony Jones Jr.	Northwestern University

\* *Ingredient Incorporated Scholarship recipient*

# Fundraising: Scholarship Luncheon

## Dr. Martin Luther King Jr. Scholarship Luncheon

As a champion against social injustice, the Rev. Dr. Martin Luther King Jr. centered his life's work around bringing different cultures together and advancing mankind. In our modern society, education serves as the platform for the advancement of all people. An educated and enlightened society makes better decisions, works for the common good and understands and appreciates the need to return and do well for those who are less fortunate.

In an effort to live up to the ideals of Dr. King, the IDeAL Education Foundation began hosting the Dr. Martin Luther King Jr. Scholarship Luncheon. For the past 22 years, the Scholarship Luncheon has served as the key fund-raising vehicle in support of the Foundation's youth mentoring efforts. With great pride we have been able to increase our contributions year after year.

Since its inception, the Scholarship Luncheon's attendance has grown from a modest 75 guests to approximately 400 attendees, attracting a very diverse group of individuals. Our guests hail from various parts of Chicago, ranging in age from 25 to 55+, and include physicians and other health professionals, government officials, attorneys, teachers and administrators, college professionals, financial industry executives, and managers of Fortune 500 companies.

## Why become a corporate sponsor of the Scholarship Luncheon?

- Charitable tax-exempt donations affords the IDeAL Education Foundation the ability to fund scholarships for deserving high school and college students, and supports other philanthropic efforts of the organization.
- Brand association with community-based organizations like the IDeAL Education Foundation reinforces a corporate and personal commitment to investing in the bright young minds of future generations.
- Because your donations to the IDeAL Education Foundation are tax-deductible, you will be able to reduce your overall year-end tax burden as permitted by law.

## Past Scholarship Luncheon Corporate Sponsors and Donors

- Ariel Capital Management
  - Annabelle Inn
  - Bristol-Myers Squibb
  - CNA
  - Cricket Wireless
  - Doubletree
  - Enterprise Holdings
  - Hampton Inn & Suites
  - Hilton Hotels and Resorts
  - Ingredient Incorporated
  - JPMorgan Chase & Co.
  - Kellogg's
  - Kraft Foods
  - Lettuce Entertain You Enterprises
  - Marriott International
  - PepsiCo
  - Southwest Airlines
  - State Farm Insurance
  - The Private Bank
  - UPS
  - Urban Partnership Bank
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# Corporate Sponsorship: Levels of Giving

## **Jewel / Title Sponsor (\$10,000)**

- Title recognition in all advertising for Foundation programs and events.
- Two college scholarships awarded in the name of your company.
- One premiere location table (10 seats) at the Dr. Martin Luther King Jr. Scholarship Luncheon.
- Invitation for company representative to provide brief remarks at the Scholarship Luncheon.
- Premiere booth location at the Scholarship Luncheon to share company information with attendees.
- Title recognition and premiere full-page ad in the Scholarship Luncheon Souvenir Journal.
- Title recognition and company logo on Scholarship Luncheon signage, video displays, and web site.
- Title recognition and company logo on Scholarship Luncheon table signage.
- Title recognition and ten invited guests to VIP Reception at the Scholarship Luncheon.

## **Platinum Sponsor (\$5,000)**

- Major sponsor recognition in all advertising for Foundation programs and events.
- One college scholarship awarded in the name of your company.
- Preferred location half-table (5 seats) at the Dr. Martin Luther King Jr. Scholarship Luncheon.
- Preferred booth location at the Scholarship Luncheon to share company information with attendees.
- Recognition and preferred full-page ad in the Scholarship Luncheon Souvenir Journal.
- Recognition and company logo on Scholarship Luncheon signage, video displays, and web site.
- Five invited guests to VIP Reception at the Scholarship Luncheon.

## **Black and Gold Sponsor (\$2,500)**

- Sponsor recognition in all advertising for the Dr. Martin Luther King Jr. Scholarship Luncheon.
- One college scholarship awarded in the name of your company.
- Two seats at a preferred location table at the Scholarship Luncheon.
- Recognition and half-page ad in the Scholarship Luncheon Souvenir Journal.
- Recognition and company logo on Scholarship Luncheon signage, video displays, and web site.

## **Silver Sponsor (\$1,000)**

- Sponsor recognition in all advertising for the Dr. Martin Luther King Jr. Scholarship Luncheon.
- Two seats at a preferred location table at the Scholarship Luncheon.
- Recognition and half-page ad in the Scholarship Luncheon Souvenir Journal.
- Recognition and company logo on Scholarship Luncheon signage, video displays, and web site.

## **Bronze Sponsor (\$500)**

- Sponsor recognition in all advertising for the Dr. Martin Luther King Jr. Scholarship Luncheon.
  - One complimentary ticket to the Scholarship Luncheon.
  - Recognition and quarter-page ad in the Scholarship Luncheon Souvenir Journal.
  - Recognition and company logo on Scholarship Luncheon signage, video displays, and web site.
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# Corporate Sponsorship: Levels of Giving

## Gem Sponsor (\$250)

- Sponsor recognition in all advertising for the Dr. Martin Luther King Jr. Scholarship Luncheon.
- One complimentary ticket to the Scholarship Luncheon.
- Recognition and quarter-page ad in the Scholarship Luncheon Souvenir Journal.
- Recognition and company logo on Scholarship Luncheon signage, video displays, and web site.

## Sponsor (\$100)

- Sponsor recognition in all advertising for the Dr. Martin Luther King Jr. Scholarship Luncheon.
- Recognition and patron ad in the Scholarship Luncheon Souvenir Journal.
- Recognition and company logo on Scholarship Luncheon signage, video displays, and web site.

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## Corporate Sponsorship Form

Please complete this form and return it along with your payment (if applicable) to the address below. A representative from the IDEaL Education Foundation will contact you to acknowledge your participation, confirm your gift and answer any questions you may have.

Company/Donor Name: \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Corporate Sponsorship Levels:

- |   |   |
|---|---|
| <input type="checkbox"/> Jewel/Title Sponsor (\$10,000)   | <input type="checkbox"/> Platinum Sponsor (\$5,000) |
| <input type="checkbox"/> Black and Gold Sponsor (\$2,500) | <input type="checkbox"/> Silver Sponsor (\$1,000)   |
| <input type="checkbox"/> Bronze Sponsor (\$500)           | <input type="checkbox"/> Gem Sponsor (\$250)        |
| <input type="checkbox"/> Sponsor (\$100)                  |   |

- Please make all checks payable to: **The IDEaL Education Foundation**
- The IDEaL Education Foundation's Federal Tax Identification Number is: **36-3322231**
- **Contact:** Cortez Watkins, Sponsorship Committee Chair, [cortez\\_watkins@yahoo.com](mailto:cortez_watkins@yahoo.com), 901.219.7162