



New City Kids
Loving Kids For Change

SPONSOR SUMMER!

Partner with us to empower the youth of Grand Rapids by sponsoring summer at New City Kids! Your sponsorship will ensure that youth in our community have free access to summer music and adventure camps, music lessons, sailing camp, quality jobs, and memories that last a lifetime!

New City Kids provides high-quality youth development programs that engage the hearts and minds of our city's most valuable asset - KIDS. We need your help to make summer at New City Kids the best one yet!

OUR SUMMER IMPACT



Thursday,
June 8th

We will welcome 400 community members for food trucks, live music from New City Kids Bands and other local artists, a community resource fair and an opportunity to learn more about how New City Kids is making a difference!

New City Kids
newcitykids.org

TEEN LIFE INTERNSHIP

Summer
2023

We are hiring 25 local high school teens as music teachers and activity leaders for 4 weeks during the summer. They will be trained in our Workforce Readiness program.

New City Kids
newcitykids.org

SUMMER CAMP

July
2023

3 Weeks of a Free Summer Music and Adventure Camp for 2nd-8th graders featuring music, cooking classes, outdoor adventures road trips, swimming and 2 Weeks of Sailing Camp exclusively for Middle Schoolers.



Saturday,
August 12th

Our annual Bike Tour is an opportunity for the community to ride with a purpose as we raise support for New City Kids. By sponsoring summer, you will ensure that 15 teens and alumni can ride in the Bike Tour. Plus, we will be able to provide our riders with incredible refreshment stations, lunch and swag bags!

OUR PROGRAM IMPACT

AFTER SCHOOL CENTER
80 kids enrolled

TEEN LIFE INTERNSHIP
63 local high school
teens employed

MUSIC SCHOOL
58,272 hours of musical
instruction in 2022*

COLLEGE AND CAREER READINESS
94% of New City Kids graduates have
matriculated to college or entered a trade!

BRIGHTER DAY
1,473 hours of mental health
support for youth in 2022*

*New City Kids National Stat

SUMMER SPONSORSHIP BENEFITS

As a Sponsor of Summer, your company will be featured on all of our promotional materials, shirts and banners, as well as exclusive social media recognition. You will also receive reserved tickets for our Summer Jam and Bike Tour registrations for your employees or customers.

Presenting Sponsor



SUMMER ROAD TRIP \$40,000

A presenting sponsor could ensure that our youth can participate in unforgettable adventures, discovering the joys of Michigan with New City Kids all summer!

Your company listed on event page and all summer activities
Acknowledgment and logo in Annual Report
Verbal acknowledgement at all summer events
Social media shout outs at the start of each summer activity
Your Logo on front of all shirts and banners for summer events
New City Kids swag bag
15 tickets to Summer Jam
8 Bike Tour registrations



SAIL BOAT LEVEL \$20,000

Sail Boat level supporters could help us to meet our goal of employing 25 youth this summer in meaningful jobs that will help them navigate their future.

Social media shout out specifically honoring your company or organization
Acknowledgment and logo in annual report
Verbal acknowledgement at all events
Your Logo on the back of all shirts and on banners
10 tickets to Summer Jam
6 Bike Tour registrations



BEACH DAY LEVEL \$10,000

The beach day sponsor could ensure that over 50 kids can attend our Summer Camp free of charge.

Social media shout out specifically honoring your company or organization
Acknowledgment and logo in annual report
Verbal acknowledgement at all summer events
Your Logo on the back of all shirts and on banners
8 tickets to Summer Jam
4 Bike Tour registrations,



BONFIRE LEVEL \$5,000

Our bonfire sponsors could help us to ensure youth have opportunities for fire side chats with mentors who care and sweet incentives that will inspire them to achieve.

Social media shout out specifically honoring your company or organization
Acknowledgment and logo in annual report
Verbal acknowledgement at all summer events
Your Logo on the back of all shirts and on banners
6 tickets to Summer Jam
3 Bike Tour registrations



POPSICLE LEVEL \$2,500

Our popsicle sponsors could provide support for all kids and teens to eat delicious snacks throughout the summer.

Social media shout out specifically honoring your company or organization
Acknowledgment and logo in annual report
Verbal acknowledgement at Summer Jam and Bike Tour
Your Logo on the back of all shirts and on banners
4 tickets to Summer Jam
2 Bike Tour registrations

Plus, sponsorship of Summer at New City Kids is tax deductible!

For more information about sponsorships contact
Christy Carlin Knetsch, Executive Director at christy@newcitykids.org

Give your sponsorship at
newcitykids.org/donate

