



Children's Defense Fund
BEAT THE ODDS®

Too often we hear about teens getting into trouble, dropping out of school, getting involved with drugs, crime and gangs or becoming parents too soon. Yet thousands of young people overcome tremendous obstacles like these every day. For almost 40 years, the Children's Defense Fund (CDF) has educated the nation about the needs of children. In that time, we've successfully advocated for policy remedies that have lifted poor families out of poverty, increased access to Head Start, child care, education, and healthcare for children in low-and moderate-income families, reduced the number of children experiencing hunger and improved the life chances of youth through our Youth Leadership and Beat the Odds® programs. Yet, there is so much more work to be done.

Each year, CDF takes time to honor some of these inspiring high school students through our *Beat the Odds* scholarship program held in seven locations across the country. This summer, we are thrilled to launch an eighth *Beat the Odds* program in Ohio in conjunction with CDF's national conference July 22-25 in Cincinnati.

We invite you to support this program and join us at 7:30 p.m. on Monday, July 23, 2012 at the Duke Energy Convention Center in Cincinnati to honor five outstanding Ohio high school students who have overcome tremendous adversity, demonstrated academic excellence and given back to their communities. Please see enclosed brief background about these five honorees and the challenges they have overcome.

You will be inspired by and help us celebrate these remarkable young people who have "beaten the odds" and also honor the adults who've helped them persevere and succeed. Each student will receive a \$5,000 college scholarship, a laptop computer and be welcomed onto CDF's youth leadership development ladder, which includes advocacy and leadership training and internship opportunities. Because at least one adult did not give up on them ... they did not give up on themselves ... and CDF will not give up on them either.

395 East Broad Street
Suite 330
Columbus, Ohio 43215
p(614)221-2244
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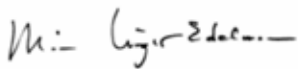
The first CDF *Beat the Odds* event was held in Los Angeles, CA, over twenty years ago. We now celebrate resilient young people in Los Angeles, Minneapolis-St. Paul, Houston, Dallas, New York City, New Orleans and Washington, D.C. We have recognized and supported nearly 700 young people who have overcome family breakdown, homelessness, drugs, parental incarceration, violence, neglect and abuse, and still excelled in school and reached out to serve others. They are now doctors and lawyers and teachers and Peace Corps volunteers and responsible parents and citizens. They are living proof that *no one should ever give up on a child*.

We hope you will be inspired and join us. We promise you that supporting this event will be one of the most rewarding experiences you'll ever have. The proceeds from the evening's celebration will fund the Ohio *Beat the Odds* scholarships and our training programs for students. This program provides our partners the opportunity to not only honor these incredible young people but to also demonstrate their commitment to ensuring a level playing field for all children.

Please see enclosed information to assist you with sponsoring this program. We are grateful for any level of partnership that you can offer and also hope to see you at the event. For more information about the *Beat the Odds* event, please call Nancy Brantner at 614-595-1387 or email her at brantner58@wowway.com

Please accept our deepest thanks for considering this request and for all you do and have done for children. Hope to see you.

Sincerely,



Marian Wright Edelman
Children's Defense Fund
Founder and President



Renuka Mayadev
Children's Defense Fund-Ohio
Executive Director

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Suite 330
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Graduate: \$25,000

- Stage Presentation Opportunity
- Corporate logo prominent on event print materials*
- Corporate logo used on electronic communications
- Corporate logo listed on **BEAT THE ODDS** website
- Corporate recognition in all press releases and media advisories
- Corporate logo or name included on event signage
- Name recognition on radio spots as available
- Corporate name and/or logo displayed electronically during event
- Corporate recognition from event stage
- Two (2) Reserved Tables each for eight (8) guests

Senior: \$10,000

- Corporate logo prominent on event print materials*
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- Corporate recognition in all press releases and media advisories
- Corporate logo or name included on event signage
- Name recognition on radio spots as available
- Corporate name and/or logo displayed electronically during event
- Corporate recognition from event stage
- Two (2) Reserved Tables each for eight (8) guests

Junior: \$5,000

- Corporate logo prominent on event print materials*
- Corporate logo used on electronic communications
- Corporate logo listed on **BEAT THE ODDS** website
- Corporate logo or name included on event signage
- Corporate name and/or logo displayed electronically during event
- One (1) Reserved Table for eight (8) guests

Sophomore: \$2,500

- Corporate name included on event electronic communication
- Corporate name listed on event print materials
- Corporate logo listed on **BEAT THE ODDS** website
- Corporate name displayed electronically during event
- Six (6) reserved seating tickets

Honoree Host: \$1,000

- Corporate logo listed on **BEAT THE ODDS** website
- Corporate name displayed electronically during event
- Provides four (4) tickets to host **BEAT THE ODDS** honoree family

BEAT THE ODDS Tickets: \$100.00 Each

Partnership Commitment



Partner Name (Name as it should appear in marketing materials)

Contact Name

Address City, State, Zip

Phone / Fax / E-mail

Please accept this commitment of \$ _____ for the **Children's Defense Fund-Ohio**
BEAT THE ODDS event as a _____ (partner level).

A high resolution (300 dpi or higher) copy of your logo is requested to promote your organization in marketing materials. Please forward a copy of it in both color and black and reverse to phyllis@vanarsdale.com. Digital files in both EPS Vector and JPG are requested.

We would love to help! Please contact us regarding in-kind opportunities.

Please send a payment notice.

Enclosed is a check for \$ _____. (Make check payable to: Children's Defense Fund)

Credit Card Payment _____ Discover Card _____ Visa _____ MasterCard

Card Number _____ Expiration Date _____ CVS _____

Name on Card _____

Signature: _____ Date: _____

Please scan to brantner58@wowway.com, fax your commitment to 614.457.2032 or mail to the attention of
Nancy Brantner / CDF-Ohio
c/o Lane Alton Horst, LLC
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