



Dear Sponsor,

The Wade Smith Foundation is dedicated to promoting health and improving the literacy and graduation rate, one community at a time. Since inception in April 2012, The WSF has served thousands of Dallas and Houston residents and students, over 18 elementary schools and 2 public libraries. The Wade Smith Foundation also supports other charitable and non-profit organizations including the American Diabetes Association, CharitaBulls, Yates High School Class of 2012 Fundraiser, YMCA Spartans Youth Football Program, Hamilton Park Bobcats Youth Football Organization and many more.

We have created a valuable package of benefits for our generous partners and sponsors to join us in promoting initiatives and funding our programs. These benefits will provide opportunities for you to be recognized for the extraordinary impact you have on Wade Smith Foundation and the community.

Enclosed you will find information about the impact of your gift can make. For sponsorship or partnership questions, please contact Sheila Smith at sheila@wadesmithfoundation.org.

Sincerely,

Wade Smith, President

The Wade Smith Foundation
2633 McKinney Avenue #130-412
Dallas, Texas 75204
1-888-403-2500 toll-free phone
1-888-657-8520 toll-free fax
info@wadesmithfoundation.org

ABOUT THE WADE SMITH FOUNDATION



Our mission is to facilitate the growth of today's youth by providing them with the necessary tools to improve their overall development as young adults.

Founded by Retired 12-year NFL veteran, Pro Bowl left guard and Dallas native, Wade Smith, The Wade Smith Foundation (WSF) was established in 2012 to provide community support for youth and community programs in the areas of:

- **Childhood Literacy & Education**

- **“Reading With the Pros” Literacy Events** (25 events held in 2012 - 2015, reaching over 22,000 students)
- **Dr. Seuss Day in conjunction with Reading Across America**
- **1,000 Book Drive** (Benefitted Houston Independent School District)
- **2014 Children’s Book Week** (donated over 300 books to Julius N. Ervin Elementary in Dallas, TX)



- **Annual Scholarship Program**

- **“Smitty’s Scholars”** – Up to 20 scholarships are awarded annually to graduating high school seniors in Dallas and Houston, Texas. In 2014, WSF provided scholarships totaling in the amount of \$37,000.
- Total Scholarships distributed by the Wade Smith Foundation surpassed the \$65,000 mark this year since its inception in 2012

- **2013-15 Swim Partner with the Lake Highlands YMCA (Dallas)**

- Sponsored 2 months of swim instruction for children at a local apartment complex

- **Memorable Experiences & Opportunities**

- **Annual Youth Football & Cheer Clinics** – Free instruction to over 1,300 boys & girls by current and former NFL players as well as former cheerleaders since 2012

CHOOSE YOUR PARTICIPATION LEVEL



Annual Corporate Sponsorship

- **General Program Development**
 - Annual corporate support allows WSF the flexibility to allocate donations the areas and programs of greatest need. General giving also helps us to apply donations toward program expansion and additional resources that benefit the community.

Event and Program Specific Sponsorship

- **Smitty's Scholars Annual Scholarship Program**
 - WSF awards scholarships to graduating high school seniors in Dallas and Houston and allows previous scholarship recipients to renew their existing scholarships upon fulfillment of renewal requirements.
 - Scholarship range from \$500-5,000 based on academic achievement, test scores, community service and essay
- **Reading with the Pros Literacy Events**
 - Our hugely successful reading events have provided dozens of professional athletes, celebrities, entertainment and radio personalities, civic leaders and entrepreneurs the opportunity to read to over 22,000 elementary school students and public library visitors in the Dallas and Houston areas. A 'love for literacy' as well as the emphasis on education, community responsibility and personal character is all themes that the speakers use to capture the attention of the children they meet.
- **Back to School Initiatives**
 - WSF partners with businesses and community organizations to facilitate school supply drives and distribution to communities all over the Houston area.

Company Matching

Many businesses have programs to match employee gifts of cash either in whole or in part. In addition to your donation, sponsors will be recognized on the WSF website and in marketing collateral as allowable. Please consult your HR Department about this program.

Smitty's Friends - Personal Monetary Pledge Campaign

- **Annually, Quarterly or Monthly**
 - Our donors now have the option to pledge their financial support for WSF year-round through recurring donations, whether via check or electronic debit. You choose the most convenient donation schedule and method of giving.

One-Time Donation

- Donation amounts are completely up to you and every little bit helps!
- Cash, check, PayPal (website) and over the phone credit/debit card transactions available

To confirm your participation at any of the above levels, visit:

www.wadesmithfoundation.org/sponsor



ANNUAL SPONSORSHIP LEVELS

| Sponsorship includes the following: | FIRST DOWN | HALF TIME | OVER TIME | PRO BOWL | SUPER BOWL | HALL OF FAME |
|--|----------------|----------------|-----------------|-----------------|-----------------|-----------------|
| | \$2,500 | \$5,000 | \$10,000 | \$20,000 | \$30,000 | \$40,000 |
| Company logo on WSF home page | | | | | | |
| Company logo on all WSF special event collateral | | | | | | |
| Company logo on WSF's Monthly Newsletters | | | | | | |
| Company logo on WSF t-shirts (worn by celebrity talent, volunteers & participants) | | | | | | |
| Social media mentions related to Company's involvement | | | | | | |
| Company marketing collateral inclusion and signage at events | | | | | | |
| VIP Invitation to the to WSF's year-end event | | | | | | |
| Exclusive Press Release of Sponsor Status | | | | | | |
| Company on-air radio/TV and media mentions | | | | | | |
| Presenting partner of the Smitty Scholars Program | | | | | | |
| First Right of Refusal (within your category/industry) for event-specific sponsorship and participation | | | | | | |
| One (1) One-hour appearance/autograph signing at local business location by Pro Bowler, Wade Smith** | | | | | | |
| One (1) Commemorative autographed framed Wade Smith football jersey with inset Company logo and photo of Company Owner(s) photographed with Wade Smith | | | | | | |
| Presenting sponsor designation during Annual Wade's Weekend in Dallas | | | | | | |
| Cost to Participate | \$2,500 | \$5,000 | \$10,000 | \$20,000 | \$30,000 | \$40,000 |



**WADE SMITH FOUNDATION
SPONSORSHIP REGISTRATION FORM**

Please complete and return this form along with your donation. All funds should be made payable to: Wade Smith Foundation

Mail to: Wade Smith Foundation
2633 McKinney Ave #130-421
Dallas, TX 75204

PLEASE PRINT

Contact Name

Company/Organization Name

Address

City

State

Zip

Phone

Fax

Email

Hall of Fame: \$40,000

Super Bowl: \$30,000

Pro Bowl: \$20,000

Overtime: \$10,000

Half Time: \$5,000

First Down: \$2,500

Fanatic (Recurring Donation) _____ Annually _____ Quarterly _____ Monthly

One-Time Donation

Enclosed is a check in the amount of \$ _____.

The Wade Smith Foundation is a qualified 501(c)3 charity, doing business under FEIN: 45-4623424. All contributions made to the Foundation are tax-deductible to the fullest extent of the law.