



## Our Commitment

With the economic situation affecting everyone nationwide, our teen moms and children are the hardest hit. For 2009, we created a fundraising sponsorship package that allows for giving options covering the full year. Several options have been created to allow our corporate partners to choose event(s) that align with their corporate structure.

## Our Vision

alley's house exists to break the generational, economic, and social impact of teen pregnancy in the community.

## Our Mission

Our mission is to empower teen mothers and their children to achieve independence through support services, education and mentoring. In an effort to break the cycle of teen moms having children that become teen parents, alley's house offers services and programs to teen mothers. We are able to accomplish this task only with generous sponsorship from individual donors and companies like yours.

## Our History

alley's house was formed in February 1997, as a 501(c)(3) nonprofit corporation on the heels of the Welfare Reform Act of 1996. There was a need within the community to provide services to teen mothers. The founders of alley's house believe that with sufficient guidance and support, these young women can break out of the cyclical situation they find themselves in once they have a baby.

We serve pregnant and parenting teens and their children in the Dallas area. Our clients range in age from 13 to 21, with an average age of 17. Our programs empower teen moms to take control of their lives and make better decisions that will positively affect their lives, as well as their children. Unless we break the cycle, history will repeat itself. Our goals include reducing the incidence of teen mothers who drop out of school by providing comprehensive case management services, educating and empowering teen mothers to learn the necessary skills to become successful individuals and parents and live independently of welfare, pairing each teen mother with a mentor that provides support and guidance, educating teen mothers about resources that are currently available within the community, and retaining the family unit whenever possible, without jeopardizing the health and welfare of the teen moms or their children.

alley's house is the only organization in the Dallas area that provides a mentoring program, tutoring program, life skills workshops, on the job office training, parenting education, Microsoft Office training and comprehensive case management services for teen mothers. All services provided by alley's house since the inception of our organization were provided by volunteers, including our Executive Director, until 2005. Since that time, alley's house has added three full-time staff to answer the needs and demands of the community. As a result, alley's house has seen tremendous growth, and quadrupled our capacity for the number of teen mothers we can serve at one time.

**For more information on how to partner with alley's house - contact  
Allison Whitehead, Executive Director at 214.915.9945 or [allison.whitehead@alleyshouse.org](mailto:allison.whitehead@alleyshouse.org)**



## 2009 Corporate Sponsorship Package

Complimenting Your Corporation's Strategic Marketing Objectives

### **General benefits include:**

- ◆ Excellent marketing exposure
- ◆ Creates a goodwill image for your corporation in the community
- ◆ Competitive advantage
- ◆ Increases employee satisfaction by providing incentives
- ◆ Offers your employees volunteer and mentor opportunities

### **Motherhood Sponsor \$10,000 +**

- Media placement as a Motherhood Sponsor on alley's house website, link to your company website and recognition in monthly newsletter offering category exclusivity.
- 6,410 impressions per event
- (20) complimentary tickets for your company's representatives
- Representative to speak on behalf of your company/organization during the event(s)
- Distribution of marketing materials to attendees \*Disclosure – Final approval from alley's house
- Acknowledgement on all press releases

**Select all (3) of the following events for 2009. Maximum (20) tickets per event.**

- Annual Art Auction-American Fine Art Gallery – February 2009***
  - Full page advertisement in 200 auction catalogues
  - Product displayed at event (if applicable)
  - Acknowledgment of participation from emcee at event
  - Logo on 5,000 postcards and 250 posters
  - Press Releases – Acknowledgment
  - Invitations to VIP Reception and Preview
  - (5) reserved parking passes
  
- Annual Wine Tasting-Rolls Royce Motor Cars Dallas – May 2009***
  - Product displayed at event (if applicable)
  - Acknowledgment of participation from emcee at event
  - Logo on 2,000 postcards
  - Special signage at event (if applicable)
  
- Rock the Runway Fashion Show for Kids-Dallas Childrens Theater – August 2009***
  - Full page advertisement in event program
  - Logo placement on event t-shirts
  - Logo on 1,000 postcards and 100 kiosks
  - Recognition in program and all major media advertising
  - Special signage at event
  - Acknowledgment of participation from emcee at event
  - (5) reserved parking passes
  - VIP seating



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- ◆ Competitive advantage
- ◆ Increases employee satisfaction by providing incentives
- ◆ Offers your employees volunteer and mentor opportunities

### **Sisterhood Sponsor - \$5,000 - \$9,999**

- Media placement as a Sisterhood Sponsor on alley's house website, link to your company website and recognition in monthly newsletter offering category exclusivity.
- 5,000 impressions per event
- (10) complimentary tickets for your company's representatives
- Distribution of marketing materials to attendees \*Disclosure – Final approval from alley's house
- Acknowledgement on all press releases

### **Select (2) of the following events for 2009. Maximum (10) tickets per event.**

- Annual Art Auction-American Fine Art Gallery – February 2009***
  - Half page advertisement in 200 auction catalogues
  - Product displayed at event (if applicable)
  - Acknowledgment of participation from emcee at event
  - Logo on 5,000 postcards and 250 posters
  - Press Releases – Acknowledgment
  - Invitations to VIP Reception and Preview
  - VIP Seating
  - (3) reserved parking passes
  
- Annual Wine Tasting-Rolls Royce Motor Cars Dallas – May 2009***
  - Acknowledgment of participation from emcee at event
  - Logo on 2,000 postcards
  - Special signage at event (if applicable)
  
- Rock the Runway Fashion Show for Kids-Dallas Childrens Theater – Aug 2009***
  - Half page advertisement in event program
  - Logo placement on event t-shirts
  - Logo on 1,000 postcards and 100 kiosks
  - Recognition in program and all major media advertising
  - Signage at event
  - Acknowledgment of participation from emcee at event
  - (3) reserved parking passes
  - VIP seating



## 2009 Corporate Sponsorship Package

### *Complimenting Your Corporation's Strategic Marketing Objectives*

#### **General benefits include:**

- ◆ Excellent marketing exposure
- ◆ Creates a goodwill image for your corporation in the community
- ◆ Competitive advantage
- ◆ Increases employee satisfaction by providing incentives
- ◆ Offers your employees volunteer and mentor opportunities

#### **Guardian Sponsor - \$2,500 - \$4,999**

- Media placement as a Guardian Sponsor on alley's house website, link to your company website and recognition in monthly newsletter offering category exclusivity.
- 2,000 impressions per event
- (8) complimentary tickets for your company's representatives
- Distribution of marketing materials to attendees \*Disclosure – Final approval from alley's house
- Acknowledgement on all press releases

#### **Select (1) of the following events for 2009. Maximum (8) tickets per event.**

- Annual Art Auction-American Fine Art Gallery – February 2009***
  - Quarter page advertisement in 200 auction catalogues
  - Acknowledgment of participation from emcee at event
  - Logo on 5,000 postcards and 250 posters
  - Press Releases – Acknowledgment
  - Invitations to VIP Reception and Preview
  - (2) Reserved parking passes
  
- Annual Wine Tasting-Rolls Royce Motor Cars Dallas – May 2009***
  - Acknowledgment of participation from emcee at event
  - Logo on 2,000 postcards
  - Signage at event (if applicable)
  
- Rock the Runway Fashion Show for Kids-Dallas Childrens Theater – August 2009***
  - Quarter page advertisement in event program
  - Logo placement on event t-shirts
  - Logo on 1,000 postcards and 100 kiosks
  - Recognition in program and all major media advertising
  - Acknowledgment of participation from emcee at event
  - VIP seating
  - (2) Reserved parking passes



## 2009 Corporate Sponsorship Package

### *Complimenting Your Corporation's Strategic Marketing Objectives*

#### **General benefits include:**

- ◆ Excellent marketing exposure
- ◆ Creates a goodwill image for your corporation in the community
- ◆ Competitive advantage
- ◆ Increases employee satisfaction by providing incentives
- ◆ Offers your employees volunteer and mentor opportunities

#### **Family Sponsor - \$1,000 - \$2,499**

- Media placement as a Family Sponsor on alley's house website, link to your company website and recognition in monthly newsletter offering category exclusivity.
- 1,000 impressions per event
- (4) complimentary tickets for your company's representatives
- Distribution of marketing materials to attendees \*Disclosure – Final approval from alley's house
- Acknowledgement on all press releases

#### **Select (1) of the following events for 2009. Maximum (4) tickets per event**

- Annual Art Auction-American Fine Art Gallery – February 2009***
  - Advertisement listing in auction catalogues
  - Acknowledgment of participation from emcee at event
  - Logo on postcards and posters
  - Press Releases – Acknowledgment
  
- Annual Wine Tasting-Rolls Royce Motor Cars Dallas – May 2009***
  - Acknowledgment of participation from emcee at event
  - Logo on postcards
  - Signage at event (if applicable)
  
- Rock the Runway Fashion Show for Kids-Dallas Childrens Theater – August 2009***
  - Advertisement listing in event program
  - Logo placement on event t-shirts
  - Logo on postcards and kiosks
  - Recognition in program and all major media advertising
  - Acknowledgment of participation from emcee at event



## Sponsorship Information

Please return by mail or fax to: Allison Whitehead-Executive Director - alley's house  
4907 Spring Avenue Dallas TX 75210 or (214) 915-9947 FAX  
allison.whitehead@alleyshouse.org

Name of Company (as it should be listed in print): \_\_\_\_\_

\_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Yes! I am pleased to support alley's house**  
**Denote Sponsorship Level of Choice**

**MOTHERHOOD SPONSOR - \$10,000+**  
**GUARDIAN SPONSOR - \$2,500-\$4,999**

**SISTERHOOD SPONSOR - \$5,000- \$9,999**  
**FAMILY SPONSOR - \$1,000-\$2,499**

Visa    Master Card    Discover    Amex    Check

Acct# \_\_\_\_\_ Exp \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**TAX DEDUCTION** – Supporting alley's house is tax-deductible because alley's house is a 501(c)(3) organization.

**EXPOSURE FOR YOUR COMPANY** – Depending upon your level of sponsorship, your company's logo can appear on a variety of publicity items, including posters, postcards, catalogues, and the alleys' house website. This corporate sponsorship will give your business tremendous visibility, while demonstrating your support of Dallas community organizations.

**CREATING A GOODWILL IMAGE** – Supporting alley's house helps empower teen mothers and their children to achieve independence through support services, education, and mentoring. This cause is sure to make people see that your company cares about the community. With your generous support, alley's house is able to offer quality, educational and supportive programs.

**COMPETITIVE ADVANTAGE** – Business competitors are continuously finding different avenues to reach customers. alley's house is a way to advertise that your competitors may not have thought about. Your company would have category product exclusivity, ensuring that consumers are seeing your name the most, not your competitors'.

**INCREASING EMPLOYEE SATISFACTION** – Give tickets to employees. Extra perks can help reduce turnover and provide additional incentives; you may give tickets or invitations to employees who have gone the extra mile. Hardworking employees are hard to find and deserve to be rewarded.