



Dear Friend of PEERS,

Each year the PEERS Project reaches to business & civic leaders like you to continue our work with the youth in our community. This year we are excited to introduce new sponsorship program that will further benefit both of our organizations.

The PEERS Project is composed of 150 high school students seeking to positively influence their peers by being a lead example and educating more than 2,500 middle school students on how to make great choices related to social media, personal relationships, and risky behaviors. Our sponsorship program aligns your organization with the hard work, determination, and positive influence our Peer Leaders spread throughout the community. With the increased exposure of your business to those in the community you are helping, we believe it is a win-win situation.

On April 25<sup>th</sup> The PEERS Project will be hosting a celebratory event for our Peer Leaders and their families to recognize the achievements of the Peer Leaders throughout the course of the year. This event will be a valuable opportunity to market your business or civic organization to the community, with 150 Peer Leaders and their family members being in attendance.

The attached pages provide additional details about our program and outline the marketing benefits a PEERS sponsorship provides to your company.

All sponsorship information must be submitted **no later** than **March 9, 2017**. Payment is due with this form or can be billed separately.

If you have any questions, please contact Joe Pickard at [joe@peersproject.org](mailto:joe@peersproject.org).

Sincerely,

Joe Pickard

Executive Director  
The PEERS Project of Indiana, Inc.  
[317-531-3715](tel:317-531-3715)  
[joe@peersproject.org](mailto:joe@peersproject.org)



## PEERS PROJECT SPONSORSHIP

**Mission:** The PEERS Project recruits and trains high school peer leaders who create a positive influence network for teens who teach their peers how to make healthy lifestyle choices.

**History:** PEERS' empowers teenage role models to create communities of positive influence. The PEERS Project of Indiana, Inc., developed this peer-facilitated, youth development model in 1994, and has served nearly 1,000,000 students since.

**NEW this year,** PEERS has partnered with Health Ed Pros to bring Accredited Adult Health Educators to the program as trainers, co-presenters, and supervisors during all classroom lessons. *Lessons focus on Healthy Relationships, Avoiding Risky Behaviors, and the impact of Media & Cultural Influences.*

### Serving central Indiana teens at:

- Pike High School serving Lincoln Middle School
- Perry Meridian High School serving Perry Meridian Middle School and 6<sup>th</sup> Grade Academy
- Indianapolis Lighthouse Charter School serving Indianapolis Lighthouse Charter Middle School
- Providence Cristo Rey High School serving Vision Academy
- Broad Ripple Magnet High School serving Broad Ripple Middle School.

### Expected Outcomes:

- Greater understanding of the power of personal choices.
- Delayed initiation into sexual activity; and alcohol, tobacco, or other drug use and increase percentage that recommit to avoiding these risky behaviors.
- Increase ability to seek and understand healthy relationships.
- Increase economic self-sufficiency while reducing poverty.
- Decrease unwanted teen pregnancies and Sexually Transmitted Diseases/Infections.

### Our Goal: \$20,000

- \$10 creates an impact
- \$48 provides one year of programming for a middle school student
- \$100 funds a peer leaders' recruitment, training, mentoring for 1 year
- \$500 training materials, curriculum development, & resource cards for 1 school
- \$1,250 average cost of 1 lesson per classroom



## **Sponsor Recognition Levels**

### **Platinum Sponsor \$2,000+**

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- PEERS Celebration Brought to you by (Insert Corporation name here)
- Public recognition at the PEERS Celebration event which will be attended by 150 Peer Leaders and their families.
- Full page advertisement in the event program
- Prominent Corporate logo on one 4' x 6' event banner that will be seen by 150 Peer Leaders and their families.
- Corporate signage to be hung at the event
- A featured table at the event where promotional materials will be displayed
- Prominent corporate logo on PEERS Project shirts worn by over 150 Peer leaders annually.
- Static corporate logo on the [www.peersproject.org](http://www.peersproject.org) homepage

### **Diamond Sponsor \$1,000**

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- Corporate logo on one 4' x 6' event banner that will be seen by 150 Peer Leaders and their families.
- Corporate logo displayed on the event program
- Corporate signage at the event
- A table at the event where promotional materials will be displayed
- Prominent corporate logo on PEERS Project shirts worn by over 150 Peer leaders annually.
- Static corporate logo on the [www.peersproject.org](http://www.peersproject.org) homepage

### **Gold Sponsor \$500**

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- Prominent corporate logo on PEERS Project shirts worn by over 150 Peer leaders annually.
- Corporate logo on one 4' x 6' event banner that will be seen by 150 Peer Leaders and their families.
- Corporate logo displayed on the event program
- A table at the event where promotional materials will be displayed
- Group sponsor recognition Peers Project website [www.peersproject.org](http://www.peersproject.org)

### **Silver Sponsor \$250**

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- Group sponsor recognition in the event program
- Corporate logo/name on PEERS Project shirts worn by over 150 Peer leaders annually.

### **Bronze Sponsor \$100**

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- Group sponsor recognition in the event program
- Small corporate logo/name on PEERS Project shirts worn by over 150 Peer leaders annually.

### **Friend of PEERS < \$100**

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- Donations in support of the PEERS Project are appreciated.

Date: \_\_\_\_\_

Business/Individual Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_ Phone: \_\_\_\_\_

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

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

Website URL: \_\_\_\_\_

Sponsorship Level/Print Ad Size:

- Platinum: \$2,000+ (8 1/2" X 11",)
- Diamond: \$1,000 (8 1/2" X 11")
- Gold: \$500 (8 1/2" X 11")
- Silver: \$250 (8 1/2" X 5 1/2")
- Bronze: \$100 (8 1/2" X 5 1/2")

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Check Number: \_\_\_\_\_ Amount: \_\_\_\_\_

Or

Donate Online: [donate.peersproject.org](http://donate.peersproject.org)

**Thank you so much for your support!**

Please mail payment with completed form to:

The PEERS Project of Indiana, Inc.  
1400 N. Meridian Street  
Indianapolis, IN 46202  
Office: 317-592-4016  
Fax: 317-592-4009

Please email an **electronic copy of your ad along with your business logo (in print-quality jpeg or pdf format)** to Joe Pickard at [joe@peersproject.org](mailto:joe@peersproject.org). If you are unable to submit your artwork, logo, or business card electronically, please mail these items to the address listed above.

**Note:** The PEERS Project is a 501 (C)(3) nonprofit organization. Your donation is sincerely appreciated! Visit [www.peersproject.org](http://www.peersproject.org) for more information.