



2022

THE FIVE STAR HEART PROJECT 2022-23 SPONSORSHIP PACKAGE



ENERGIZE.

INFLUENCE.

INSPIRE.

THE LEHIGH VALLEY'S MOST INNOVATIVE, IMPACTFUL
NON-PROFIT ORGANIZATION.
THROW YOUR "FIVE" UP ONLY IF YOU MEAN IT.

FIVE STAR HEART'S MISSION, COMMITMENT, & FOCUS

OUR MISSION

The Five Star Heart Project Corporation is a 501(c)3 non-profit organization compassionately dedicated to serving the Lehigh Valley and beyond by building youth leaders of character on and off the athletics fields, especially those who come from socioeconomically disadvantaged backgrounds. We are focused on energizing, influencing, and inspiring our youth before they enter into 9th grade.

Five Star Heart student-athletes are:

- ✓ infused with a "5-Star Heart," never-quit mindset,
- ✓ motivated to strive for academic and athletic excellence,
- ✓ inspired by superior sports performance and sport specific coaching,
- ✓ held to the highest standards of moral character on and off the field of play,
- ✓ energized to pursue one's personal goals and embrace a sense of selflessness for helping others, and
- ✓ connected to higher education experiences, career exploration opportunities, and persons of positive influence.

COMMITTED THROUGH COVID-19

Although we have not actively solicited sponsorships since March 2020 as a result of COVID-19, we stayed committed to serving the area's middle school student athletes over the past two years providing the following in a resilient manner:

- ✓ Held virtual collegiate student athlete engagement sessions and strength & conditioning sessions
- ✓ Hosted safe skills and drills wrestling sessions in partnership with the YMCA
- ✓ Provided 100's of student athletes with strength & conditioning programming in the summers of 2020 and 2021 at Bethlehem's outdoor ice rink
- ✓ Brought back the mentor program set to afford 18 middle school student athletes with an EARNED trip to Clemson University's football camp in June of 2022

WE STAND AS ONE UNITED 5-STAR HEART COMMUNITY EAGER TO GET BACK TO INFLUENCING 500+ STUDENT ATHLETES ON AN ANNUAL BASIS WITH ALL HEART.

FOCUS OF FUNDING July 2022 - June 2023

Your generosity will support the following:

- ✓ Proven incentive-based, year-round mentor program in partnership with Moravian University Athletics and other collegiate partners across the Lehigh Valley and beyond
- ✓ Strength & conditioning, life skills, soft skills, and skilled trades programming and workshops
- ✓ Co-ed sports programming / clinics held in partnership with local universities
- ✓ Establishment of Five Star Heart's co-ed wrestling program / club headquartered at the YMCA of Bethlehem
- ✓ General operating expenses to include rental fees, insurance, marketing, equipment, and programming meals
- ✓ **February 2023 NIKE Coach of the Year Clinic attracting 350+ football coaches from across 5 states**
- ✓ The **FINISH** Scholarship presented to the mentor program graduate who BEST exemplifies the 5-Star Heart standard on and off the fields of competition throughout high school
- ✓ **June 2023 Combine of Life Football Clinic offered to upwards of 300+ student athletes at no cost**
- ✓ 2022-23 Inspirational guest speaker appearances designed to inspire, influence, and energize
- ✓ Community service-related activities held at The Boys & Girls Club of Bethlehem and throughout the community
- ✓ Development, growth, and enhancement of Five Star Heart's philosophies & IMPACT across genders and sports
- ✓ **EARNED NIKE apparel and earned all-access trips**

***EARNED NOT GIVEN** - Middle school student athletes enrolled in our year-round mentor program **EARN** the privilege of receiving 5-Star Heart NIKE apparel and attending all-access trips to the **United States Naval Academy and Clemson University.**

VISIT WWW.FIVESTARHEART.ORG TO LEARN MORE ABOUT OUR IMPACTFUL EVENTS & PROGRAMMING.

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2023-23 SPONSORSHIP LEVELS

**Includes all benefits specified in previous levels*

Varsity (V) \$250-\$499

- Receive a Five Star Heart Team Member t-shirt and bi-annual newsletter
- Name or logo to appear on Five Star Heart event promotional literature
- Signage (18" x 27") displayed at Five Star Heart's hallmark event The *Combine of Life* Football Clinic

Letter Winner (LW) \$500-\$999*

- **One-time** social media callout recognizing support
- Signage (18" x 27") displayed at **ALL** Five Star Heart hosted **outdoor** camps, clinics, and sporting events

All-Conference (AC) \$1,000-\$2,499*

- Opportunity to place a booth at the 2023 *Combine of Life* Football Clinic
- Signage (18" x 27") displayed at **ALL** Five Star Heart hosted **outdoor and indoor** camps, clinics, and sporting events

All-American (AA) \$2,500-4,999*

- **Constant** social media callouts (tagging) recognizing support
- Recognition during the closing remarks at the '23 *Combine of Life* Football Clinic
- Recognition on Five Star Heart's website with a reciprocal link to your company's website
- Receive a sponsorship recognition plaque made by Northeast Middle School student athletes
- Name or logo printed on the '23 *Combine of Life* Football Clinic t-shirts (*anticipated 300+ people involved*)

Heisman (H) \$5,000-9,999*

- Recognized as a **PRESENTING** sponsor of the '23 *Combine of Life* Football Clinic and '23 *NIKE Coach of the Year* Clinic
- Name or logo to appear on a photo op backdrop repeater and banner to be displayed at all Five Star Heart activities
- Invitation, recognition, & complimentary drinks and appetizers at Five Star Heart's Army-Navy football game viewing event
- Invitation to attend and speak at one (1) of our monthly mentoring sessions held in partnership with Moravian University Athletics and / or at the '23 *Combine of Life* Football Clinic

Heart of Gold (HOG) \$10,000 and Up*

- Opportunity to hold a position on Five Star Heart's board
- Opportunity to discuss and create a custom package with additional benefits and support
- Recognized as the **EXCLUSIVE, PRESENTING** sponsor of Five Star Heart for your respective business sector (e.g *Five Star Heart Powered by Company Name*) on Five Star Heart's website, social media accounts, and promotional literature
- Name or logo printed on **ALL** Five Star Heart hosted camps, clinics, sporting events, and programming apparel

Note, we DO NOT take shortcuts even with the selection of our t-shirts. We refuse to get thick, cheap throw-a-ways for our events and programming. Kids, staff, and volunteers don their Next Level Brand ultra-soft, ultra-comfortable t-shirts. Your logo will be showcased across the Valley and beyond on the backs of our community!

In-Kind Sponsorship Donations / Services

If you are interested in sponsoring our campaign by providing in-kind donations or services, please contact Bobby McClarin at (610) 417-8361 or bobby.mcclarin@thefivestarheartproject.org.

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SPONSORSHIP INFORMATION FORM

Please make checks or money orders payable to *The Five Star Heart Project*. A check / money order and this form shall be mailed to *The Five Star Heart Project 1221 Lorain Avenue Bethlehem, PA 18018*. You also have the option to donate online via credit card or PayPal® by visiting <https://www.fivestarheart.org/sponsorship> and clicking on the “Donate” button located on the page. Should you operate or reside within the Lehigh Valley, we will also arrange to pick-up a check or money order upon request. A *Five Star Heart Project* t-shirt shall be mailed to your address. Upon receipt of your donation, you shall receive a Letter of Acknowledgement. Please contact Bobby McClarin at 610-417-8361 or bobby.mcclarin@thefivestarheartproject.org with any questions or concerns. Please complete this form.

Individual(s) Name(s): _____

Business Name: _____

Business Address: _____

E-mail: _____

Phone: _____

Donation Amount: \$ _____

Proposed In-Kind Donation, Description, and Value: _____

Optional: I would like my donation to exclusively fund the following Five Star Heart accounts / activities (please circle):

Wrestling Program: \$ _____ FINISH Scholarship: \$ _____ Other Discussed (Please note below): \$ _____

Shirt Size: _____

I would like to receive recognition per the sponsorship level benefits outlined on the previous page. Y / N. Yes,

but with the following exceptions. _____

Signature: _____ **Date:** _____

**FIVE STAR HEART IS THE REGIONAL PROVIDER OF THE NATION'S #1 FOOTBALL COACHES CLINIC.
WE ARE EXCITED TO BRING IT BACK THE NIKE COACH OF THE YEAR CLINIC IN FEBRUARY OF 2023.**



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