



GIVING BACK
**The Soul of
Philanthropy**
Reframed and Exhibited

Cleveland, OH

PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

tsopcle.com



Dear Executive Committee,

As author of *Giving Back*—the groundbreaking, 400-page hardcover book that presents stories of philanthropy among African Americans—and as creator of *The Soul of Philanthropy* exhibit, I am delighted that United Black Fund of Greater Cleveland, Inc. is taking a lead to present the forthcoming exhibition of *The Soul of Philanthropy Cleveland*.

United Black Fund of Greater Cleveland is the only federated agency in Ohio with the mission to provide financial support to organizations serving Black communities. As such, UBF is well positioned to engage a cross-section of people around the power and possibilities of philanthropy, particularly giving among African Americans. Compelling our common interests and work is data such as:

- African Americans give 8.6 percent of their discretionary income to charity – more than any other racial group in America.
- Further, African Americans donate 25 percent more of their discretionary income than do Americans of European descent.
- Nearly two-thirds of African American households give to charity more formally, to the tune of \$11 billion each year.

Cleveland has built a long and prominent reputation of philanthropy and is the recognized home to the world's first community foundation. Today, Cleveland is poised to shape the future of philanthropy, leading to work that's more inclusive, responsive and reflective of the community.

I look forward to the launch of *The Soul of Philanthropy Cleveland* exhibition on September 6, 2019 and to related civic engagement and community programming, which reminds all Americans that philanthropy is deeper than your pockets.

With best regards,

Valaida Fullwood

Author, *Giving Back: A Tribute to Generations of African American Philanthropists*
Creator, *The Soul of Philanthropy Reframed and Exhibited*

SUSTAINABILITY

To create lasting impact after the The Soul of Philanthropy Cleveland (TSOPCLE) Exhibition has ended, 10% of each Partner and Sponsorship contribution will be allocated to the newly established “Cleveland Black Equity & Humanity Fund” held at the United Black Fund of Greater Cleveland.

TSOPCLE Partner Level

Presenting Partner

Presenting Partner
\$150,000

Exclusive Opportunity – 1 available

Use of the tag “Powered By” as it relates to the entire TSOPCLE production with the exception of the VIP Opening Reception, Opening Weekend Partner and Closing Reception Partner. Our Presenting Partner will have a custom partner package designed for maximum brand exposure before, during, and after the 3-month exhibition.

Elements of value will include, but not be limited to:

- Acknowledgement leading up to and during the exhibition
- Opportunity to co-create one program during the exhibition
- Presenting Partner logo placement on:
 - Printed commemorative exhibition guide (100 copies)
 - Electronic newsletters
 - Exhibition website
 - Printed materials
- Swag bag item (minimum 200 items) by Presenting Partner
- Included in official exhibition Social Media posts before and during the exhibition
- Logo prominently featured during the “VIP Opening Reception,” “Weekend Celebration” and “Closing Reception”
- Logo prominently presented with TSOPCLE logo and Western Reserve Historical Society logo at all venues that host exhibition programming
- Introduction of the Presenting Partner at the Opening (ribbon-cutting) Reception
- Presenting Partner opening remarks at the Opening Reception
- Introduction and Thank You to the Presenting Partner at the Closing Reception
- Presenting Partner remarks at the Closing Reception
- Preferred seating at all signature programs, “Opening Weekend” and “Closing Reception”
- Ten (10) Invitations to any one fee-based program held throughout the exhibition
- Ten (10) Invitations to “VIP Opening Reception,” “Opening Weekend Celebration” and “Closing Reception”
- Ten (10) autographed copies of *Giving Back: A Tribute to Generations of African American Philanthropists*
- Digital Promos
- Radio Ad Mentions (15 sec – 30 sec)
- Print Advertisement

“Opening Weekend Celebration” Partner

Exclusive Opportunity – 1 available

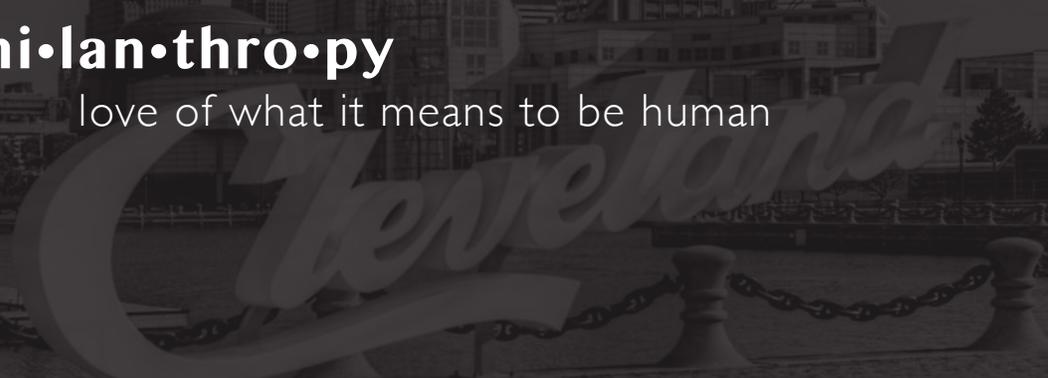
After the opening reception on Friday, September 6th, The Soul of Philanthropy Cleveland opening weekend will welcome the community on Saturday, September 7 and Sunday, September 8, 2019. The “Opening Weekend Celebration” Partner will sponsor Saturday’s events which will include interactive activities for all ages with musical performances, engaging art and associated educators. Sunday’s celebration will open with a gospel choir, brunch, and a showcase of organizations that provide supportive services in the community.

Included Recognition:

- Acknowledgement leading up to and during the exhibition
- Logo placement on:
 - “Opening Weekend Celebration” Invitation and Program
 - “Opening Weekend Celebration” Electronic Newsletters
 - Exhibition Website Landing Page for the “Opening Weekend Celebration”
- Swag bag item (minimum 200 items) by “Opening Weekend Celebration” Partner
- Acknowledgement in the Press Releases for the “VIP Opening Reception” and “Opening Weekend Celebration”
- Opportunity to give remarks at the “VIP Opening Reception”
- Ten (10) invitations to “VIP Opening Reception” and “Opening Weekend Celebration”
- Ten (10) autographed copies of *Giving Back: A Tribute to Generations of African American Philanthropists*
- Digital promos
- Radio ad mentions (15 sec – 30 sec)
- Print advertisement
- Social media

phi•lan•thro•py

love of what it means to be human



Opening Reception

\$40,000

“VIP Opening Reception” Partner

Exclusive Opportunity – 1 available

The Soul of Philanthropy Cleveland will open Friday, September 6, 2019 at the Cleveland History Center. The VIP reception will feature a cocktail party, power networking with philanthropists, civic and business leaders, entertainment and a short program. This media worthy event will include a ribbon cutting to officially open TSOPCLE and reveal the permanent Cleveland exhibition, depicting and celebrating “giving” in the black community across N.E. Ohio. The VIP Reception will announce TSOPCLE to the region and serve as the kick-off to a full opening Weekend Celebration of events.

Included Recognition:

- Acknowledgement during the “VIP Opening Reception” and “Opening Weekend Celebration”
- Logo Placement on:
 - “VIP Opening Reception” Save the Date, Invitation and Program
 - Electronic Newsletters
 - Press Releases for the “VIP Opening Reception”
 - Exhibition Website Landing Page for the “VIP Opening Reception” and “Opening Weekend Celebration”
- Swag bag item (minimum 200 items) by the “VIP Opening Reception” Partner
- Opportunity to give remarks at the “VIP Opening Reception”
- Ten (10) invitations to “VIP Opening Reception” and “Opening Weekend Celebration”
- Ten (10) autographed copies of *Giving Back: A Tribute to Generations of African American Philanthropists*
- Digital promos
- Radio ad mentions (15 sec – 30 sec)
- Print advertisement
- Social media



“For it is in giving that we receive.”

— Francis of Assisi

Closing Reception \$40,000

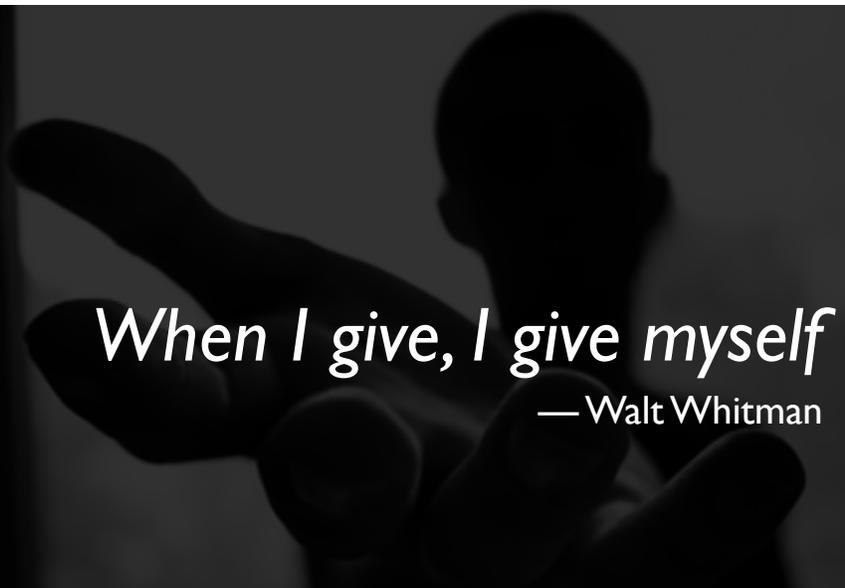
“Closing Reception” Partner

Exclusive Opportunity – 1 available

The three-month exhibition will be brought to a celebratory close on December 6, 2019. The Closing Reception Partner sponsorship presents an exclusive and unique opportunity to brand the closing event for the exhibition, and leave attendees with an image of your brand as one of the lasting memories of the entire 3-month exhibition. The VIP closing reception will include a welcome from attending dignitaries, a renowned keynote speaker, and panel focused on what's been learned from the Programming that has taken place during The Soul of Philanthropy Cleveland exhibition. Discussions will take place regarding plans for the Cleveland Black Equity and Humanity Fund, created from Partnership, Sponsorship and donor investment in support of the exhibition. Outstanding food, beverage and entertainment will be featured. The permanent home for the Cleveland African American Philanthropy exhibit will be revealed and dedicated. This evening is designed for celebration, master networking, pointing the way forward, and to say thank you to all entities Partners, Sponsors and Philanthropists that contributed to The Soul of Philanthropy Cleveland.

Included Recognition:

- VIP Closing Reception logo placement on:
 - “Closing Reception” Invitation and Program
 - Electronic Newsletters
 - Press Releases for the “Closing Reception”
 - Exhibition Website Landing Page for the “Closing Reception”
- Opportunity to give remarks at the “Closing Reception”
- Printed Commemorative Exhibition Guide (20 copies)
- Ten (10) invitations to “VIP Opening Reception” and “Closing Reception”
- Ten (10) autographed copies of *Giving Black: A Tribute to Generations of African American Philanthropists*
- Digital promos
- Radio ad mentions (15 sec – 30 sec)
- Print advertisement
- Social media



When I give, I give myself
— Walt Whitman

*Seeing results flow from my gifts is my
greatest pleasure as a philanthropist.*

— Peter B. Lewis

TSOPCLE Sponsorship Level

The following four sponsorship levels are limitless in terms of number of participants at each level.
These levels are named for the four (4) great traditions of American philanthropy.

Philanthropy as CIVIC ENGAGEMENT SPONSOR

\$30,000

Civic Engagement Philanthropy

Invests resources in strengthening relationships and nurturing conversations among citizens, in order to build more reflective and resourceful local communities. Ultimately, the goal of these investments may be to relieve, improve, or reform the communities they serve.

Included Recognition

- Opportunity to sponsor one Signature Program during the exhibition
- Logo Placement on:
 - Printed and electronic Signature Program materials
 - Electronic Newsletters
 - Exhibition Website
- Opportunity to theme and host a unique programming session during the exhibition
- Printed Commemorative Exhibition Guide (50 copies)
- Logo Prominently Featured On-Stage at Opening and Closing Program
- Six (6) Invitations to “VIP Opening Reception” and “Opening Weekend Celebration”
- Six (6) autographed copies of *Giving Back: A Tribute to Generations of African American Philanthropists*
- Digital Promos
- Print advertisement
- Social media

Philanthropy as SOCIAL REFORM SPONSOR

\$20,000

Social Reform

Philanthropy as social reform is dedicated to encouraging social change. Its practitioners believe that societal circumstances are often more powerful in shaping human destiny than the actions of individuals themselves; hence, they argue, philanthropy must strive to change the circumstances.

Included Recognition

- Opportunity to sponsor one Program during the exhibition
- Logo Placement on:
 - Printed and electronic Program materials
 - Printed Commemorative Exhibition Guide (25 copies)
 - Exhibition Website
 - Electronic Newsletter
- Opportunity to give remarks at one pre-planned program
- Four (4) Invitations to “VIP Opening Reception” and “Opening Weekend Celebration”
- Two (2) copies of *Giving Back: A Tribute to Generations of African American Philanthropists*
- Digital promos
- Print advertisement
- Social media

Philanthropy as IMPROVEMENT SPONSOR

\$10,000

Improvement

Improvement philanthropy seeks to maximize human potential and is distinctive in its style of giving for providing opportunities for individual and civic improvement. Many “Improvement Philanthropists” choose to give by underwriting scholarships for talented individuals, sponsoring cultural and artistic activities, or supporting educational and other “improving” organizations.

Included Recognition

- Opportunity to sponsor one Program during the exhibition
- Logo Placement on:
 - Printed and electronic Program materials
 - Printed commemorative Exhibition Guide (15 copies)
 - Exhibition website
 - Electronic newsletter
- Two (2) invitations to “VIP Opening Reception” and “Opening Weekend Celebration”
- Two (2) copies of *Giving Back: A Tribute to Generations of African American Philanthropists*
- Digital promos
- Print advertisement
- Social media

Philanthropy as RELIEF SPONSOR

\$5,000

Relief

The tradition of philanthropy as relief represents the most ancient form of philanthropy — what is sometimes called “charity.” Of all of the traditions contributing to the contemporary practice of philanthropy, the tradition of benevolence is most obviously rooted in a religious worldview.

Included Recognition

- Name listed on:
 - Printed commemorative Exhibition Guide (10 copies)
 - Exhibition website
 - Electronic newsletter
- Two (2) invitations to “VIP Opening Reception”
- Two (2) copies of *Giving Back: A Tribute to Generations of African American Philanthropists*
- Digital promos (15 sec – 30 sec)
- Print advertisement
- Social media

“Champion of TSOPCLE” Sponsorship

\$2,500

Included Recognition

- Name/organization listed on exhibition website, and select print and electronic media
- Two (2) invitations to “VIP Opening Reception”
- Donor ribbon for events

“Give Back Donor of TSOPCLE” Sponsorship

\$1,000

Included Recognition

- Name/organization listed on exhibition website
- Donor ribbon for events

“Friends of TSOPCLE” Sponsorship

\$250-\$500

Included Recognition

- Name/organization listed on exhibition website
- Donor ribbon for events

TSOPCLE *Philanthropist*

The following gifts are designed for individual and intergenerational inclusiveness. Gifts up to \$249 will be designated as gifts from Legacy Philanthropists. They will be applied in their entirety directly to the Cleveland Black Equity & Humanity Fund and will be managed by an independent committee. The Cleveland Black Equity & Humanity Fund will be held by our TSOPCLE fiscal agent, the United Black Fund.

“Family Philanthropist”

up to \$249

Included Recognition

- Name listed in printed commemorative exhibition guide
- “I Am a Philanthropist” ribbon recognition



“The exhibition and its programs are meant to compel us toward a triumphant movement of conscious giving for social change.”

— Author Valaida Fullwood and Photographer Charles Thomas

How To Become A **TSOPCLE**Sponsor

Sponsorships \$250 and above

To become a TSOPCLE Partner or Sponsor at a level of \$250 and above please send an e-mail to sponsorship@tsopcle.com and include your contact information and the Partnership or Sponsorship level you are interested in securing.
One of our team members will follow-up with you within 24-hours.

Philanthropists – Donations up to \$249

TSOPCLE welcomes donations from community 'philanthropists' at any financial level. Philanthropists donations will be allocated, in their entirety, directly to the new Cleveland Black Equity and Humanity Fund (CBEHF) that has been established at the United Black Fund of Greater Cleveland. To become a CBEHF Community Philanthropist, please visit www.tsopcle.com and click on the DONATE button in the upper right hand corner of the screen and follow the instructions to make your contribution.

Contributions can also be made by check with a note to TSOPCLE CBEHF, payable to:

United Black Fund Inc.

1621 Euclid Ave # 830, Cleveland, OH 44115

THANKS FOR YOUR SUPPORT!

TSOPCLE Executive Steering Committee

Connie Hill-Johnson, Visiting Angels, Managing Director
Teleange Thomas, Foundation Center, Midwest, Director
Cecil Lipscomb, United Black Fund, Executive Director
Susan Hall, Indiana Historical Society, Coordinator of African American History
Kevin Johnson, NexGen Interactive, Managing Partner

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