



November 2024

Dear Partner,

ROC the Future Alliance is a member of the StriveTogether Cradle to Career Network, a national movement to help every child succeed in school and in life, regardless of race, ethnicity, zip code or circumstance. The Cradle to Career Network impacts the lives of 14 million youth – including more than 8 million children of color and 5 million children experiencing poverty.

Together, we remain committed to positioning every child in Rochester on a path of upward mobility. We invite you to join us at our 12th Annual State of Our Children Address and Report Card Release on **Friday, January 17, 2025, at Harro East Ballroom, 155 N. Chestnut Street, Rochester, NY 14604.**

Please join us for this **luncheon** to support our efforts to ensure equitable outcomes. This year, we are honored to welcome [Dr. David Kirkland](#), CEO of forwardED, LLC, as our keynote speaker. A visionary leader and advocate for education equity and social justice, his insights have shaped national conversations and been featured in prominent media outlets like the New York Times, NPR, CNN, and the Washington Post. Your support as a sponsor will help ensure that our collective efforts remain strong as we celebrate 13 years of collective impact. We welcome your support by signing on to sponsor this important community event. All dollars raised will help us continue to increase our impact.

Please select one of the sponsor levels below to show your commitment to every child, cradle to career:

VIP Sponsor (\$10,000)

Meaningful change happens at the policy and practice level. Join us at the VIP level to ensure transformational change happens across the cradle to career continuum.

Champion (\$5,000)

Become a champion for partners, parents, and youth, working together for educational equity so that every child in Rochester can be successful from cradle to career. Join us as a Champion sponsor to stand up for our work and ensure all our children thrive.

Systems Change (\$2,500)

By focusing on making systems more equitable, we can move the needle on critical cradle to career outcomes. Join at the Systems Change level to support our ongoing efforts and make an investment in the work ahead.

Change Maker (\$1,500)

For the fourth year, we have successfully convened the Youth Leadership Coalition, where Rochester's youth and youth serving organizations come together to change systems and improve outcomes. Show your support for our youth by becoming a Change Maker sponsor.

To become a sponsor, please complete the sponsorship form and send payment to be received by **Monday, December 9, 2024**. All proceeds benefit RTFA and are tax deductible. Make checks payable to: ROC the Future Alliance and mail with sponsorship form to Finance Group, Children's Institute, 205 St. Paul Street, Rochester, New York 14604.

We thank you in advance for your support!

ROC the Future Alliance

SPONSORSHIP FORM

Contact Name _____

Company/Organization _____

Address _____

Phone _____ Email _____

Please indicate your sponsorship level below:

Level	Cost	Benefits	Select Here
VIP	\$10,000	<ul style="list-style-type: none"> Meet & Greet with Keynote Speaker, Dr. David Kirkland Premier recognition as Champion Sponsor on all digital materials. Prominent logo recognition on all event-related marketing & promotional material “Short Story” post on social media – photo provided by company “[Company name] believes... (insert message about theme)” Tickets for table of 8 	
Champion	\$5,000	<ul style="list-style-type: none"> Premier recognition as Champion Sponsor on all digital materials. Prominent logo recognition on all event-related marketing & promotional material “Short Story” post on social media – photo provided by company “[Company name] believes... (insert message about theme)” Tickets for table of 8 	
Systems Change	\$2,500	<ul style="list-style-type: none"> Premium recognition as Systems Change Sponsor on all digital materials. Logo recognition during State of Our Children as Systems Change Sponsor Social media recognition Includes 4 tickets 	
Change Maker	\$1,500	<ul style="list-style-type: none"> Recognition as Change Maker on all digital materials. Logo recognition during State of Our Children as Change Maker Sponsor Includes 2 tickets 	

Please complete the sponsorship form and payment to be received by **Monday, December 9, 2024**. Send to Finance Group, Children’s Institute, 205 St. Paul Street, Rochester, New York 14604. Make checks payable to: ROC the Future Alliance. Any questions? Email Jessica Lewis at jlewis@rocthefuture.org