

Virtual Inspire 2021: Week for the Kids



February 22-26, 2021
College Mentors for Kids

What is Inspire 2021: Week for the Kids?

For the past eleven years, we have hosted the Inspire Awards, recognizing outstanding mentors in the workplace and community. The awards, hosted in Indianapolis, raised funds for College Mentors for Kids' national mentoring program. With the circumstances of COVID-19 still prevalent, we have shifted to a weeklong virtual celebration of mentoring to maximize event exposure and to connect with our supporters all over the country.

Celebrate the Power of Mentoring

College Mentors for Kids believes that mentoring transforms lives. Our mission is to connect kids to college students through weekly on-campus activities that inspire growth, confidence, and brighter futures. In 2019-20, we connected over 3,300 college student mentors across 32 chapters with 2,700 kids in 9 states. We know mentoring makes a difference because we see it every day in the lives of our college students and little buddies, as well as in the stories we hear about workplace and community mentoring. During **Week for the Kids**, we will celebrate the power of mentoring by inviting all who care about College Mentors to share their own stories of transformative mentoring.

Inspire Brighter Futures and Lifelong Leaders

Each College Mentors chapter is established as a student organization on campus and is college student led. This allows us to have a dual impact on kids and college students, who learn about giving back to the community, while building leadership and professional skills. College student chapter leaders learn how to manage their chapter and gain a range of life skills, all while providing structured weekly activities for 1st-6th graders on the topics of **higher education and career, community service, and culture and diversity.**



National
Conference
2019



Inspire 2021: Week for the Kids Series of Events

Monday, February 22: Mentoring Matters Monday *Live Webinar*

This kick-off event features David Shapiro, CEO of MENTOR National, the unifying national champion for expanding quality mentoring relationships for young people. For more than 25 years, MENTOR has helped build and serve the mentoring field by providing a public voice; developing and delivering resources to mentoring programs nationwide; and promoting quality for mentoring through evidence-based standards, innovative research and essential tools.

Tuesday, February 23: College Chapters Takeover Tuesday *Social Media*

College student volunteers will share highlights from their chapters' mentoring activities.

Wednesday, February 24: Why Wednesday *Social Media*

Sponsors, community leaders, board members, and alumni will share their stories about the transformative power of mentoring.

Thursday, February 25: Inspire 2021 *National Virtual Evening Event* and Thank You Thursday *Social Media*

Leading up to the evening event, we will thank our thousands of college student volunteers, share stories of people thanking their mentors, and highlight our sponsors who made Week for the Kids possible. We will end the day with a special virtual event full of storytelling, an interactive College Mentors for Kids activity, and announce the Outstanding Alumnus/Alumna award recipient. Attendees will receive an envelope before the event and will be invited to open it during a designated time. The attendee envelope will feature sponsor-related content.

Friday, February 26: Fun Memory Friday *Social Media*

We will celebrate Thursday evening's success and ask our community to share their favorite memories of either College Mentors for Kids or stories about their own mentors.



Sponsorship Opportunities

National Audience Exposure

The following constituents will be invited to participate throughout the week and join Inspire 2021 on Thursday evening:

- Business and community leaders in chapter areas (Indiana, Illinois, Ohio, Kentucky, North Carolina, Maryland, Missouri, New York and Virginia – [check them all out here!](#))
- 200 college student leaders across 33 chapters in 9 states
- 14,000+ program alumni
- 7,000+ chapter donors
- 33 university partners
- 70 elementary school partners
- 1,800+ College Mentors for Kids little buddies and their families

Inspire 2021 Event Presenting Sponsor - \$15,000

- 12 VIP Tickets: includes pre-event special feature and treat, one per household (mailing addresses must be provided by January 28) – attendance to the event is free, sponsor will be able to invite all employees
- Opportunity to connect with leaders at Mentoring in Action event on January 13
- Invitation to Discussion on Mentoring Matters Webinar with MENTOR CEO David Shapiro February 22
- Logo included in pre-event envelope mailed to all event attendees and on electronic event invitations (if pledged by January 11)
- Personalized college student leader thank-you video on College Mentors' social media
- Opportunity for sponsor to create custom content for College Mentors to share on social media, such as a video about their organization, a social media takeover, a story about their organization's culture of mentoring or an outstanding mentor
- Logo and link on event website; logo on event communications and post-event thank you
- 4 mentions in College Mentors e-newsletters (20,000+ subscribers)
- 8 mentions on social media

College Mentors Fellowship Sponsor - \$10,000

- 8 VIP Tickets: includes pre-event special feature and treat, one per household (mailing addresses must be provided by January 28) – attendance to the event is free, sponsor will be able to invite all employees
- Opportunity to connect with leaders at Mentoring in Action event on January 13
- Invitation to Discussion on Mentoring Matters Webinar with MENTOR CEO David Shapiro February 22
- Logo included in pre-event envelope mailed to all event attendees and on electronic event invitations (if pledged by January 11)
- Personalized college student leader thank-you video on College Mentors' social media
- Opportunity for sponsor to create custom content for College Mentors to share on social media, such as a video about their organization, a social media takeover, a story about their organization's culture of mentoring or an outstanding mentor

- Logo and link on event website; logo on event communications and post-event thank you
- 4 mentions in College Mentors e-newsletters (20,000+ subscribers)
- 4 mentions on social media

Masters Sponsor - \$5,000

- 4 VIP Tickets: includes pre-event special feature and treat, one per household (mailing addresses must be provided by January 28) – attendance to the event is free, sponsor will be able to invite all employees
- Opportunity to connect with leaders at Mentoring in Action event on January 13
- Invitation to Discussion on Mentoring Matters Webinar with MENTOR CEO David Shapiro February 22
- Logo included in pre-event envelope mailed to all event attendees and on electronic event invitations (if pledged by January 11)
- Personalized college student leader thank-you video on College Mentors’ social media
- Logo and link on event website; logo on event communications and post-event thank you
- 3 mentions in College Mentors e-newsletters (20,000+ subscribers)
- 3 mentions on social media

Undergraduate Sponsor - \$3,000

- Logo included in pre-event envelope mailed to all event attendees and on electronic event invitations (if pledged by January 11)
- Attendance to the event is free, sponsor will be able to invite all employees
- Personalized college student leader thank-you video on College Mentors’ social media
- Logo and link on event website; logo on event communications and post-event thank you
- 2 mentions in College Mentors e-newsletters (20,000+ subscribers)
- 2 mentions on social media

Mentor Pair Sponsor - \$1,500

- Logo on event website and name listed on post-event thank you
- Attendance to the event is free, sponsor will be able to invite all employees
- 1 mention in College Mentors e-newsletters (20,000+ subscribers)
- 1 mention on social media



“This program really does foster growth in children, helps them build memories that will shape them, and provides great role models they might not have elsewhere. I know all of this from experience.”

- Former Little Buddy





Thanks to generous donations

from individuals and corporate sponsors like YOU, College Mentors is able to inspire brighter futures for thousands of college students and kids across the nation. **During this time of social distancing, mentoring matters more than ever.**

For more information about how we've adjusted this year, please visit collegementors.org/virtual-program or contact **Katie Brownlee, National Director of Development**, at kbrownlee@collegementors.org or 317.727.8718.