

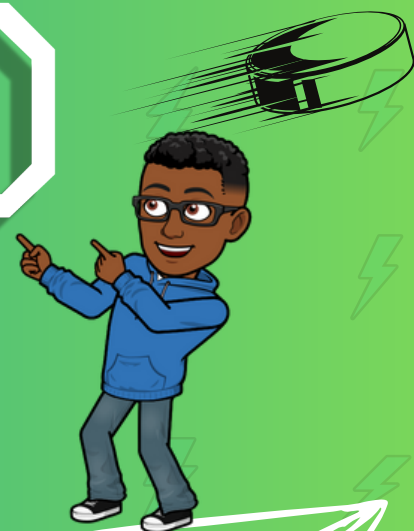
WHO'S
IN?



LET'S
GO!



MVP



@MICAHGIVES
WWW.MICAHGIVES.COM

SPONSORSHIP PROPOSAL

2024

PREPARED BY
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ABOUT

MICAH CLAYBORNE-FOUNDER

Micah Clayborne is a remarkable 13-year-old with a heart as courageous as the name implies. At the age of 10, Micah founded the inspirational company "Micah Gives" with a mission to encourage fellow kids to be brave in the face of life's challenges. Micah's motivation sprang from watching his mother's extraordinary battle with heart failure, her subsequent survival through a heart transplant, and her resilience in the face of stage 4 cancer.

Witnessing his mother's strength ignited a spark within Micah, inspiring him to channel his own adversity into a force for good. During a check up in December 2023 Micah was suddenly diagnosed with heart failure, immediately admitted to ICU and told that he would need a heart transplant.

Micah had several thoughts over those life changing two weeks. One was that he wanted to have a journal to put his thoughts and feelings, but something that also was fun and engaging for him. He worked with his mom and developed "The Brave Journal", and "The Brave Transplant Journal". The Brave Transplant Journal is not only a journal but also a teaching tool that helps to simplify the organ donation process and makes understanding seamless for the adolescent mind.

Micah also enjoys sports and live events and one of his most discouraging thoughts was how he would not be able to go to these events anymore because of the immunosuppressive medications that he would be on for life. During his stay he also met a lot of other kids that echoed the same sentiment.

He began to research suites or private boxes and asked if we could rent a box for a game. Once finding out the price he thought he would plan to do a fundraiser, but not just for him, but for other patients as well who wouldn't be able to experience the game otherwise. From there the Micah Gives MVP program was born.



THE PROJECT- MICAH GIVES MVP

MEDICALLY VULNERABLE PERSON

The Micah Gives MVP (Medically Vulnerable Person) Program is dedicated to fostering a sense of community, inclusivity, social/emotional well being, and compassion by enabling vulnerable patients to enjoy the excitement of live sports, concerts, and other live events without compromising their health. By securing suites in stadiums, we aim to offer MVPs a protected space, ensuring their safety and well-being during the event.

Micah's goal is to create partnerships across various genres and locations that would enable us to create a nationwide support system for our MVPs to bolster their sense of well being and community connection in the midst of their health challenge.

We are writing to ask for your support in reaching our goal of carrying out this mission.

Companies that sponsor the MVP (Medically Vulnerable Person) Program would be showcasing their commitment to social responsibility, community well-being, and inclusivity by displaying:

1. Corporate Social Responsibility (CSR):

- Demonstrates a strong commitment to social impact and contributing to the well-being of the community.

2. Compassion and Empathy:

- Shows empathy and compassion towards individuals facing health challenges, aligning with values that prioritize human welfare.

3. Inclusivity and Diversity:

- Promotes inclusivity by supporting a program that aims to include individuals of all backgrounds, regardless of their health conditions.

4. Philanthropy and Giving Back:

- Exhibits a philanthropic spirit by investing in programs that go beyond business objectives and contribute to the greater good.

5. Public Health Advocacy:

- Positions the company as a supporter of public health, recognizing the importance of addressing the needs of medically vulnerable populations.

6. Brand Visibility and Recognition:

- Enhances brand visibility through association with a meaningful cause, contributing to positive public perception and brand recognition.

7. Corporate Leadership:

- Demonstrates corporate leadership by taking an active role in addressing societal challenges and leading by example.

8. Employee Morale and Engagement:

- Boosts employee morale and engagement by involving the workforce in initiatives that make a positive impact on the community.

9. Positive Public Relations:

- Generates positive media coverage and public relations by aligning with a program that resonates with the community's values and needs.

10. Long-Term Impact:

- Shows a commitment to creating a lasting impact on the lives of medically vulnerable individuals, contributing to the overall well-being of the community.

MICAH GIVES MVP

OUR MVP PROGRAM PARTNERS WITH SPORTS TEAMS, LIVE VENUES, AND COMPANIES NATIONWIDE TO PROVIDE COMPLIMENTARY SUITES, OFFERING A SAFE AND UPLIFTING EXPERIENCE FOR THOSE FACING HEALTH CHALLENGES. TOGETHER, WE AIM TO CREATE LASTING MOMENTS OF JOY AND INCLUSIVITY FOR VULNERABLE PATIENTS. THE BENEFIT OF USING SUITES FOR THESE PATIENTS IS:

- **Flexible Seating Arrangements:** Adaptable seating arrangements to accommodate individuals with mobility challenges or specific medical equipment such as external life supporting devices or IV medications.
- **Catering Services:** Access to catering services within the suite, ensuring that patients have a variety of food options that meet their dietary needs and immunosuppressive restrictions such as temperature and food handling requirements.
- **Exclusive Views:** Enhanced visibility and proximity to the action, allowing patients to enjoy the event without any obstructions because of limited mobility.
- **Flexible Schedule:** The freedom to arrive and leave at their convenience, accommodating any medical needs or limitations.
- **Accessible Amenities:** Additional amenities such as private restrooms and the ability to monitor guests for symptoms of illness and dedicated staff to assist with any specific requirements.
- **Reduced Stress:** A more controlled and serene environment, reducing stress and allowing patients to focus on the enjoyment of the event.

BUDGET ESTIMATE

This is our budget estimate for the yearly operation of this program. Our goal for the first year would be to host 10 suites for the entirety of the year.

These costs would cover suite rentals, in-suite catering, and other unforeseen expenses.

Our ultimate goal is to secure partnerships with the sports teams and venues to have them donate a suite for one of their games, thus significantly cutting down the costs associated with the suite rentals.

No	Material	Qty	Price	Total
1	Suite	10	\$20,000	\$200,000
2	Catering	10	\$2,000	\$20,000
3	Parking Passes	50	\$75	\$3,750
4	Misc			\$10,000
	Total			\$233,750



MICAH GIVES VIP SPONSORSHIP OPTIONS

RING OF HONOR-DONATE OR SPONSOR A SUITE FOR MORE THAN ONE EVENT

- Legend Plus
- Permanent recognition as the highest-level sponsor.
- Naming rights for a significant program or initiative.
- Strategic partnership opportunities with Micah Gives.
- Joint ventures and co-branded initiatives with Micah Gives.

LEGEND-DONATE OR SPONSOR A SUITE FOR ONE EVENT

- All Star Plus
- Exclusive presenting sponsor status for flagship events.
- Top-tier logo visibility on all marketing collateral.
- Featured in event-related documentaries or coverage.
- Featured in media interviews and articles.

ALL STAR-MAKE A DONATION OF MORE THAN \$15,000

- MVP Plus
- Title sponsorship acknowledgment in event names.
- Premier logo placement on all materials.
- Featured in media interviews and articles.

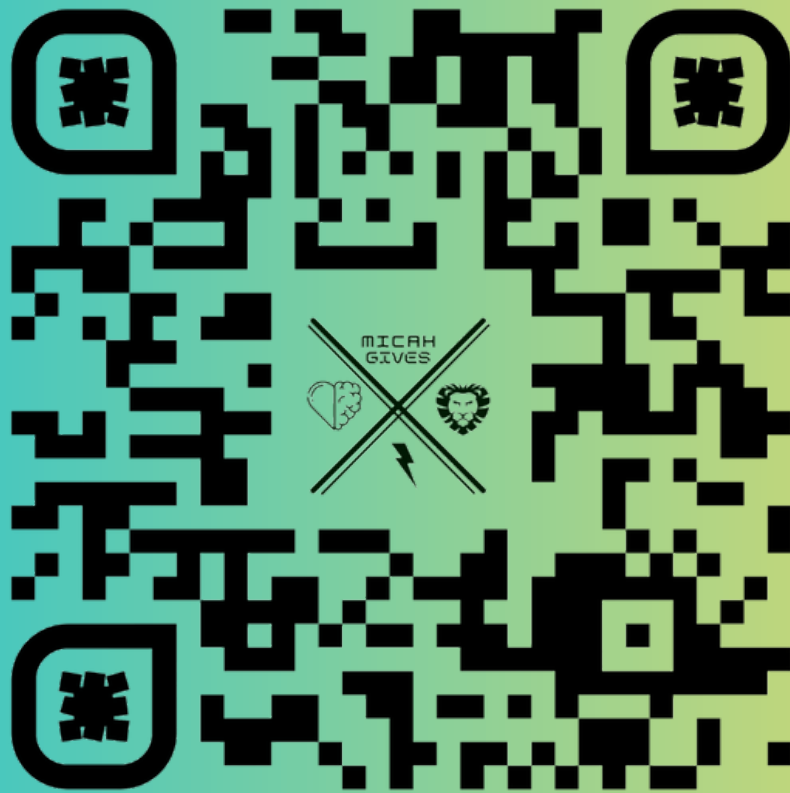
MVP-MAKE A DONATION OF \$5,000-\$15,000

- Team Player plus
- Prominent logo placement on all promotional materials.
- Invitations to exclusive sponsor-only events.
- VIP access to special meet-and-greet sessions.

TEAM PLAYER-MAKE A DONATION OF \$500-\$4,999

- Logo placement on promotional materials.
- Mention in press releases and event communications.
- Regular mentions on Micah Gives social media platforms.

**THANK YOU FOR YOUR
CONSIDERATION**



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