



YOUTH LIFE CENTER

OF THE ARTS

CORPORATE SPONSORSHIP & COMMUNITY INVESTMENT PACKAGE

Experiences Change Lives.

Invest in creativity. Invest in confidence. Invest in possibility.

Building From the Inside Out™

YLC creates arts-integrated, character-first experiences where young people are loved, heard, respected, safe, and guided to grow into who they were designed to become.

Youth Development • Arts • Digital Literacy • Life Readiness • Family Support

Riverdale, Georgia | 501(c)(3) Nonprofit Organization

An Invitation to Invest in Becoming

Dear Corporate Leader and Community Partner,

At Youth Life Center of The Arts, we have learned something simple and profound: young people do not only need more activities. They need experiences that help them discover who they are, strengthen what is inside of them, and imagine what is possible for their future.

For more than 15 years, YLC has created spaces where youth can be loved, heard, respected, challenged, creative, and safe enough to grow. The Arts are a distinguishing part of that experience—not entertainment added to the side, but a developmental pathway that helps young people practice confidence, character, collaboration, discipline, voice, and courage.

Our young people are also growing up in a world shaped by technology, artificial intelligence, changing workforce demands, and widening opportunity gaps. We believe they deserve access not only to what is happening now, but to the knowledge, exposure, relationships, and tools that prepare them for what is next.

That is where corporate partnership matters. Your investment can remove barriers, expand access, equip creative and technology spaces, support scholarships, strengthen transportation and meals, expose youth to careers, and help sustain the infrastructure required to deliver excellent experiences consistently.

We are not asking companies simply to put their logo on our work.

We are inviting companies to put their resources, people, expertise, and influence behind the future of young people—and to see clearly what that investment makes possible.

Thank you for considering what we can build together. One meaningful encounter can shift perspective. A changed perspective can influence a decision. A different decision can change the direction of a life.

With appreciation,

Dr. C. Williams

Founder & Executive Director

Why YLC. Why Now.

A whole-child, arts-integrated, character-first approach to youth development.



The YLC Difference

We do not simply create programs. We create experiences. Programs may teach youth what to do; transformational experiences can change how young people see themselves and what they believe is possible.

BELONGING	CREATIVITY	READINESS	COMMUNITY
Loved, heard, respected and safe enough to grow.	Arts as a pathway to voice, confidence and character.	Academic support, digital literacy, life skills and future exposure.	Positive adults, peers, families and partners building a stronger village.

Who We Serve

- Early learners beginning their educational and social-development journey.
- Elementary and middle school youth participating in after-school, homeschool, camp, arts, mentoring, academic, and life-skills experiences.
- Tweens and teens navigating identity, leadership, relationships, purpose, technology, creativity, career exposure, and preparation for adulthood.
- Families experiencing financial hardship, homelessness, transportation barriers, or limited access to high-quality enrichment.
- Parents and caregivers who benefit from resources, community connection, family engagement, and dependable developmental experiences for their children.

Our Experience Ecosystem

Performing & Creative Arts • Music & Production • Dance & Movement • Drama & Theatre • Visual & Media Arts • Martial Arts • Academic Support & Literacy • Digital Literacy & AI Exposure • Robotics & Animation • Mentoring & Character Development • Leadership & Life Skills • Career & Entrepreneurship Exposure • Homeschool Enrichment • After-School Experiences • Family & Community Support

The Creative Catalyst

At YLC, creativity is not extra. Creativity is intrinsic.

The Arts are the bridge between what is being built inside and what young people learn to express outside.

We use arts-based creative expression as a transformational pathway for inside-out development. A rehearsal can teach resilience. A production can teach teamwork. A microphone can teach voice. A stage can teach presence. A creative assignment can teach ownership.

What We Build Inside	How the Arts Give It Practice
Identity	Creativity gives identity expression.
Character	The creative process gives character practice.
Confidence	Performance gives confidence a safe place to grow.
Voice	The arts give voice a form.
Teamwork	Production gives teamwork a shared assignment.
Formation is the goal. The arts are never just about the product. They are about the person being formed through the process.	

Corporate Investment Can Put the Creative Catalyst Within Reach

- Teaching artists and specialty instructors
- Instruments, cameras, lighting and production equipment
- Art, fashion, theatre and performance materials
- Recording, media and technology tools
- Youth showcases, productions and creative field experiences
- Scholarships that remove the cost barrier for families

Choose the Scale of Your Impact

Published levels create a clear entry point; larger and multi-year investments are customized around shared outcomes.



LEGACY / PRESENTING PARTNER \$50,000+	Customized transformational investment across programs, access, capacity, facilities, technology, signature experiences, or multi-year priorities.	Premier recognition • customized activation • executive engagement • impact reporting • eligible naming/presenting opportunities • employee engagement
TRANSFORMATION PARTNER \$25,000+	Expands access and strengthens high-impact programming across multiple areas of YLC.	Premier sponsor recognition • designated initiative • employee engagement • event visibility • impact report • customized storytelling
VISION PARTNER \$15,000	Advances significant youth-development experiences and helps YLC reach more children and families.	Prominent recognition • designated program area • employee engagement • event invitations • impact summary
IMPACT PARTNER \$10,000	Supports scholarships, enrichment, technology, arts experiences, and family initiatives.	Sponsor recognition • program designation • social/website visibility • engagement opportunity • impact update

Choose the Scale of Your Impact — Continued



EMPOWERMENT PARTNER \$5,000	Helps make high-quality enrichment accessible regardless of family financial circumstances.	Recognition on designated materials • website/social acknowledgment • program impact update
EXPERIENCE PARTNER \$2,500	Underwrites meaningful arts, technology, field, workshop, or special enrichment experiences.	Website/social recognition • experience acknowledgment where appropriate
COMMUNITY PARTNER \$1,000	Strengthens everyday experiences that create belonging, learning, and opportunity.	Website listing • digital acknowledgment • annual recognition
YOUTH CHAMPION \$500	Invests in materials, scholarships, supplies, and enrichment opportunities.	Digital acknowledgment • annual community supporter recognition

Corporate Sponsorship Comparison



Benefit	\$2.5K	\$5K	\$10K	\$15K	\$25K	\$50K+
Website recognition	✓	✓	✓	✓	✓	✓
Social media acknowledgment	✓	✓	✓	✓	✓	✓
Annual sponsor recognition	✓	✓	✓	✓	✓	✓
Program/experience designation	✓	✓	✓	✓	✓	✓
Event recognition (as applicable)	✓	✓	✓	✓	✓	✓
Employee engagement opportunity	—	—	✓	✓	✓	✓
Impact update/report	—	✓	✓	✓	✓	✓
Customized activation	—	—	—	—	✓	✓
Eligible naming/presenting opportunity	—	—	—	—	—	✓

Benefits are finalized in the sponsorship agreement and may be adapted to the nature, timing, audience, and designation of the investment.

A note about value

Recognition matters, but the partnership is bigger than visibility. We build corporate relationships around shared outcomes, meaningful employee engagement, authentic community investment, and sustainable impact for youth and families.

What Your Company Can Make Possible

Select a priority—or let YLC align your investment with the area of greatest need and opportunity.

THE ARTS	Music, dance, theatre, visual arts, photography, fashion, media production, creative expression and youth showcases.	\$5,000– \$25,000+
FUTURE-READY YOUTH	AI education, digital literacy, robotics, animation, AV technology, media literacy and career exposure.	\$7,500– \$25,000+
SCHOLARSHIP ACCESS	Tuition assistance, camp, enrichment, arts classes, transportation and special experiences for families facing barriers.	Any Level
CREATIVE / TECHNOLOGY LAB	Computers, tablets, cameras, audio, lighting, instruments, robotics, software and production equipment.	\$10,000– \$50,000+
AFTER-SCHOOL & HOMESCHOOL	Safe, structured, creative, character-building experiences beyond the traditional school day.	\$5,000– \$25,000+
TRANSPORTATION ACCESS	Vehicle support, fuel, maintenance, field experiences and transportation scholarships.	\$5,000– \$50,000+
HAPPY BELLIES	Meals, food supplies, kitchen equipment, dining experiences and nutrition-related supports.	\$2,500– \$15,000+
SIGNATURE EXPERIENCE	Youth showcases, productions, family events, career exposure, leadership experiences and community celebrations.	\$5,000– \$25,000+
ORGANIZATIONAL CAPACITY	The people, systems, safety, compliance, facilities and infrastructure required to deliver excellent youth experiences consistently.	\$10,000– \$50,000+

Strong programs require strong infrastructure.

Corporate investments may support direct programming and the operational capacity necessary to deliver that programming responsibly, safely, and sustainably.

Engage Your People. Share Your Expertise.

Financial sponsorship is one pathway. Corporate employees can also bring knowledge, networks, and real-world exposure into carefully designed YLC experiences.

EMPLOYEE ENGAGEMENT

- Career conversations
- Professional demonstrations
- Technology workshops
- Financial literacy
- Entrepreneurship
- Mock interviews
- Creative workshops
- Facility beautification
- Special-event support

STRATEGIC IN-KIND SUPPORT

- Computers & tablets
- Musical instruments
- AV & photography equipment
- Software licenses
- Art & educational supplies
- Furniture
- Transportation resources
- Facility improvements
- Printing & marketing
- Professional services

Youth Protection Standard

All volunteer and employee-engagement activities are coordinated through YLC and remain subject to applicable youth-protection, supervision, clearance, and background requirements. Youth safety, dignity, and developmental appropriateness always come first.

Custom Corporate Partnerships

Banks, healthcare systems, airlines, utilities, technology firms, retailers, professional-services companies, foundations, and other employers may build a customized investment around education, the Arts, workforce readiness, digital equity, family stability, leadership, entrepreneurship, or community development.

Your Investment at Work

YLC believes good stewardship means helping partners understand not simply where dollars went, but what their investment made possible.

WHAT WE CAN REPORT

- Number of youth/families reached
- Programs or experiences supported
- Scholarships or access created
- Activities completed
- Authorized stories and photographs

WHAT PARTNERS CAN SEE

- Program outcomes and milestones
- Community reach
- Sponsor recognition documentation
- Employee engagement participation
- Qualitative impact and next-step opportunities

Partnership Principles

Mission Aligned: The relationship positively contributes to youth, families, and community.

Mutually Beneficial: Partnership creates meaningful value for both YLC and the sponsoring organization.

Financially Sustainable: Sponsorship strengthens the work rather than creating unfunded obligations.

Youth Centered: Safety, dignity, development, and the best interests of young people remain paramount.

Relationship Driven: Strong partnerships are built through trust, clarity, communication, and shared responsibility.

Impact Focused: Investments create meaningful experiences and measurable opportunity.

People before processes. Sustainability before spectacle.

We design partnerships so systems support people, resources support outcomes, and the relationship can be stewarded well over time.

Corporate Sponsorship Commitment Form

This page may be completed and returned to YLC to begin sponsorship activation and agreement development.



Company / Organization	
Primary Contact	
Title	
Email	
Phone	
Mailing Address	

Sponsorship Level

- ☐ \$50,000+ Legacy / Presenting Partner ☐ \$25,000+ Transformation Partner ☐ \$15,000 Vision Partner
☐ \$10,000 Impact Partner ☐ \$5,000 Empowerment Partner ☐ \$2,500 Experience Partner
☐ \$1,000 Community Partner ☐ \$500 Youth Champion ☐ Custom / In-Kind Partnership

Preferred Investment Area

- ☐ Arts & Creative Expression ☐ Future-Ready Youth ☐ Scholarship Access
☐ Creative / Technology Lab ☐ After-School / Homeschool ☐ Transportation
☐ Happy Bellies ☐ Signature Experience ☐ Organizational Capacity
☐ Area of Greatest Need

Additional Notes / Partnership Goals

Authorized Representative Signature

Date

YLC Representative

—

Date

Final sponsorship benefits, payment terms, use designations, recognition, activation, and any naming rights are confirmed through a written sponsorship agreement.

Put Your Company Behind What Comes Next

Youth Life Center of The Arts creates transformational, arts-integrated youth-development experiences in South Metro Atlanta. We help young people build identity, character, confidence, creativity, leadership, digital readiness, and life skills—from the inside out.

THE INVITATION

Partner with YLC to remove barriers, expand access, equip creative and technology spaces, expose youth to careers, support families, and sustain the infrastructure that makes excellent experiences possible.

WHY YLC?

15+ years of community service
Arts-integrated, character-first model
Whole-child development
Family and community connection

WHAT YOU CAN FUND

Arts + creative expression
AI + digital literacy
Scholarships + access
Transportation + meals
Technology + equipment

HOW YOU CAN ENGAGE

Corporate sponsorship
Program underwriting
Employee engagement
In-kind investment
Customized multi-year partnership

Corporate Partnership Levels

\$500 Youth Champion • \$1,000 Community • \$2,500 Experience • \$5,000 Empowerment • \$10,000 Impact • \$15,000 Vision • \$25,000+ Transformation • \$50,000+ Legacy / Presenting

MORE THAN LOGO PLACEMENT

A YLC partnership tells a young person: your gifts are worth developing. It tells a parent: you do not have to build your village alone. It tells a community: our young people are worth investing in.

LET’S BUILD SOMETHING THAT MATTERS.

Youth Life Center of The Arts

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