



JULIO TAVAREZ

CIVIC ASSOCIATION, INC.

COMMUNITY ENGAGEMENT → BUILDING RELATIONSHIPS → COMMUNITY DEVELOPMENT

194 Pearl Street • Paterson, NJ 07501 • (862) 262-8621 • www.JulioTavarez.com

SPONSORSHIP OPPORTUNITIES & BENEFITS 2010 - 2011



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OVERVIEW

The Julio Tavaréz Civic Association is a non-profit corporation whose mission is to empower the 5th Ward community to become active participants in the positive transformation of the 5th Ward and the whole City of Paterson using the **Collaboration Model** developed by Councilman Julio Tavaréz. In order to achieve this transformation, we developed eight (8) initiatives that will allow us to focus our energy in resources in the most efficient and effective way.

COLLABORATION MODEL

Collaboration is key to all of the community's activities. As you can see, it is the base of the Model and therefore it is crucial for this model to be successful. Collaboration is characterized by multi-way relationships in which the community stakeholders form partnerships to yield



mutually beneficial outcomes. Community stakeholders include residents, non-profit organizations (churches, schools, etc), government agencies, and businesses. Bringing all stakeholders together to listen and work on solutions to problems that affect us all, we are able to engage the community to identify priorities, expectations and attitudes; build relationships which is about creating long-term partnerships; this will lead into community development which is about implementing initiatives and responding to the needs of residents, Non-profit organizations, and businesses; while at the same time, contributing to the economic, social, cultural and

sustainable development of the 5th Ward and the City of Paterson. This will foster a sense of community ownership – Paterson is our home and we want to take care of it.

It takes dedication, responsibility, determination, accountability, professionalism, integrity and ENERGY to develop the Community Collaboration Model. This is what is lacking in the 5th Ward, what we need and what The Julio Tavaréz Civic Association, Inc. plans to bring to our city via our collaborative efforts.

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Julio Tavaraz Civic Association Initiatives

Your support will allow us to implement the following initiatives:

1. Merchant Collaborative (Comprehensive Program)

○ Merchants:

The purpose of the 5th Ward Merchant Collaborative is to strengthen the relationship between 5th Ward businesses and residents via a business directory and discount club. Business owners will be able to reach the thousands of potential customers that reside in the 5th Ward making them more competitive in the market place.



Advantages of 5th Ward Neighborhoods Collaborative (Brochure available at www.JulioTavaraz.com)

- Become part of a business network
- You choose the type of discount you offer customers
- No cost for joining the 5th Ward Merchant Collaborative
- Help strengthen the 5th Ward Community
- Take part in workshops to improve your business at no cost

○ RESIDENTS:

We have made arrangements with various member businesses to provide a special 5th Ward Neighborhoods Collaborative discount to members of the collaborative. These member companies have agreed to provide various discounts to you as a member.



To make it easy for you we will list them by category based upon the type of business. So check back often as we increase the number of member companies. You will need to complete a membership form and pay a \$20 annual membership fee in order to have your own 5th Ward Neighborhoods Collaborative membership card.

2. Youth Leadership Corps (Comprehensive Program)



The mission of the Youth Leadership Corps is to provide middle school (6-8) students with the encouragement, support, networking opportunities and leadership skills necessary for them to be successful, effective and efficient members of our society by learning about the complexities of the

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business world, non-profit institutions and the various levels of government. This will in turn provide participants with the foundation necessary to make meaningful and supportive contributions to our Paterson community.

The program was designed to resemble the leadership programs that have been established by chambers of commerce all over the country; but with a larger geography and institutional approach in order to expose participants to a more global experience.

The program has a three (3) prong approach: Local, Regional and National. Students will enter the program in cohorts at the beginning of their 6th grade and will complete the program in the month of May of their 8th grade year.

The program is structured as follows:

- **6th Grade – Local:** Students will participate in four Saturday workshops and four on-site visits of the following locations during the work week.
 - Paterson Board of Education HQ
 - Paterson City Hall and Department
 - Local municipal authority
 - Local Non-profit
- **7th Grade – Regional:** Students will participate in four Saturday workshops and four on-site visits of the following locations during the work week.
 - Passaic County Government
 - Regional Government Authority
 - Regional Non-profit
 - Local Small Business
- **8th Grade – National:** Students will participate in four Saturday workshops and four on-site visits of the following locations during the work week.
 - New Jersey State Government (Trenton)
 - Federal Government (Washington, DC)
 - National Non-profit
 - Private Corporation HQ
- **The Youth Leadership Corps Alumni Network:** In this stage, students will take part in the planning and execution of the Youth Leadership Corps program; as well as become mentors for those undergoing the program. This will in turn reinforce the relationship within participants and alumni.



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3. Keep Paterson Clean Project (Comprehensive Program)



The “Keep Paterson Clean” Project was started by a resident of the Lower Eastside Neighborhood in the 5th Ward – Mike Wilson. You can read how it began by clicking [here](#).

The concept of the project is to emulate what Mr. Wilson has been doing around his block in the Lower Eastside Neighborhood and spread it throughout the other neighborhoods of the 5th Ward.

The Project is comprised of four (4) components:

- 1) Picking up Litter – randomly select problem areas and conducting clean up days.
- 2) Education – informing residents/business owners how litter affects their lives/business and what they can do to make their neighborhood a cleaner and safer place to live and conduct business.
- 3) Litter Marshall Program – modeled after Fair Lawn’s own “Litter Marshall Program”, the program allows individuals to seriously commit to make the 5th Ward and the City of Paterson a clean and litter free place to live.
- 4) Signage – reproducing Mr. Wilson’s “Help Keep Paterson Clean” signs and place them in key locations throughout the 5th Ward.

We conduct four (4) cleanup operations on a yearly basis: Here is the schedule for this year’s clean up operations:

- 1) **Saturday, April 23rd, 2011**
- 2) **Saturday, May 21st, 2011**
- 3) **Saturday, June 18th, 2011**
- 4) **Saturday, September 17th, 2011**



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4. Anti-Crime Collaborative (Comprehensive Program)

The Anti-Crime Collaborative is a consortium of schools, churches, non-profit and government entities like Operation Cease Fire that have a stake in eliminating crime in the 5th Ward and the City of Paterson.

We are in the process of developing a strategy for the Anti-Crime Collaborative and are looking for community minded individuals that would like join us in this great endeavor.

5. President's Volunteer Service Award

The Julio Tavaréz Civic Association, Inc. is proud to announce the availability of the PRESIDENT'S VOLUNTEER SERVICE AWARD, a prestigious national honor offered in recognition of volunteer commitment. This AWARD is given by the President of the United States and honors individuals, families and groups who have demonstrated a sustained commitment to volunteer service over the course of 12 months.



The Julio Tavaréz Civic Association, Inc. has teamed with hundreds of organizations and businesses across the country to deliver this Award to our most outstanding volunteers – children, adults, families and groups can receive the AWARD. As a Certifying Organization of the PRESIDENT'S VOLUNTEER SERVICE AWARD, we can nominate potential recipients and distribute the Award to those who meet or exceed the AWARD criteria. The only requirement is that the necessary hours be completed within 12 months; recipients can qualify for a new AWARD each year.

The PRESIDENT'S VOLUNTEER SERVICE AWARD is issued by the President's Council on Service and Civic Participation – created to recognize the valuable contributions volunteers make to our nation.

6. Cell Phone and Ink Cartridge Recycling Program

The Julio Tavaréz Civic Association, Inc. is involved in the FundingFactory.com Recycling Program! This fundraiser is FREE and simple because there is nothing to sell, no paperwork to fill out and no deadline. The program runs year-round, accumulating constant income for our efforts. But we will not get very far without your support. Last year alone, more than 300 million cartridges were thrown away, while 30 million cell phones were tossed or replaced. We are alleviating the volume of waste that goes into



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landfills, while collecting the resources we need to keep our organization active in the community. Your help is vital to our fundraising success.

7. The 5th Ward Spring Fest

This year will be our first time conducting this event, but it will be an annual occurrence. The 5th Ward Spring Fest will feature a flea market, a health fair, farmers' market and entertainment for the whole family – clowns, cotton candy, and other activities for children. The 2nd Annual 5th Ward Spring Fest will take place on **Saturday, May 14th, 2011** – Rain Date will be Saturday May 21st, 2011.



8. 5th Ward National Night Out Against Crime



National Night Out (NNO), a unique crime/drug prevention event sponsored by the National Association of Town Watch (NATW), has been scheduled for **Tuesday, August 2, 2011**. We cordially invite you to be a part of our NIGHT OUT 2011 team. This year, the Julio Tavaréz Civic Association, Inc. will once again join forces with the City of Paterson to celebrate National Night Out throughout the 5th Ward.





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Julio Tavaréz Civic Association, Inc. Sponsorship Opportunities

A. Comprehensive Program Benefactor - \$20,000 (exclusive)

- Benefactor's name (personal or corporate) will be included on above the logo of the program; for instance "Company A's Program".
- Premier Logo placement in all program marketing collateral and program's website with a link to Benefactor's website.
- Logo placement and recognition on Julio Tavaréz Civic Association website, marketing collateral (T-shirts, brochures, flyers, etc) promotional emails, mailers, and events signage for all our initiatives.
- One full color page in the in the *Annual Merchant Collaborative's Merchant Directory that will be mailed to all members - both residents and merchants.*
- Table display during our Annual 5th Ward Spring Festival.

B. Program Patron - \$10,000 (exclusive)

- Patron's name (personal or corporate) will be included on above the logo of the program; for instance "Company A's Program".
- Premier Logo placement in all program marketing collateral and program's website with a link to Patron's website.
- Logo placement and recognition on Julio Tavaréz Civic Association website, marketing collateral (T-shirts, brochures, flyers, etc) promotional emails, mailers, and events signage for all our initiatives.
- One full color page in the in the *Annual Merchant Collaborative's Merchant Directory that will be mailed to all members - both residents and merchants.*
- Table display during our Annual 5th Ward Spring Festival.

C. Program Sponsor - \$5,000

- Sponsor's name will be placed at the bottom of the program's logo.
- Logo placement in all program marketing collateral and program's website.
- Logo placement and recognition on Julio Tavaréz Civic Association website, marketing collateral (T-shirts, brochures, flyers, etc) promotional emails, mailers, and events signage for all our initiatives.
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- Table display during our Annual 5th Ward Spring Festival.

D. Collaborator - \$1,000

- Logo placement and recognition on Julio Tavaréz Civic Association website, marketing collateral (T-shirts, brochures, flyers, etc) promotional emails, mailers, and events signage for all our initiatives.
- Opportunity to provide a 10-minute presentation during Merchant Collaborative Workshop sessions (2 per year).
- Opportunity to underwrite one Merchant Collaborative workshop.
- Opportunity to include marketing material in the *Annual Merchant Collaborative's Merchant Directory that will be mailed to all members - both residents and merchants.*
- Opportunity to have a display table during our Annual 5th Ward Spring Festival.
- Opportunity to distribute a promotional item to attendees during the *Annual 5th Ward Spring Festival.*

E. Partner \$500

- Logo placement and recognition on Julio Tavaréz Civic Association website, marketing collateral (T-shirts, brochures, flyers, etc) promotional emails, mailers, and events signage for all our initiatives.
- Opportunity to underwrite one Merchant Collaborative workshop.
- Opportunity to have a display table during our Annual 5th Ward Spring Festival
- Opportunity to distribute a promotional item to attendees during the *5th Ward Spring Festival*

F. Supporter \$250

- Recognition on Julio Tavaréz Civic Association website, marketing collateral (T-shirts, brochures, flyers, etc) promotional emails, mailers, and events signage for all our initiatives.
- Opportunity to underwrite one Merchant Collaborative workshop

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Advertising Specifications

I. Sponsorship Agreement Form

To secure your sponsorship please submit the attached sponsorship agreement immediately to: Julio Tavaréz Civic Association, Inc. 194 Pearl Street, Paterson, NJ 07501. You can also submit your sponsorship by fax to 973-653-3610 or by email to info@juliotavarez.com

II. Send Ad and/or Logo to our office or electronically in JPEG or PDF format to: info@juliotavarez.com

III. Cancellation & Payment Policy

All sponsorship, advertising and exhibiting requests are final. Payment must be made in U.S. dollars drawn from a U.S. bank to the Julio Tavaréz Civic Association, Inc. (JTCA). All rates quotes are net and non-commissionable. Check payments should be submitted to: Julio Tavaréz Civic Association, Inc. 194 Pearl Street, Paterson, NJ 07501.

IV. Tax Information

The Julio Tavaréz Civic Association, Inc. is a non-profit organization, tax ID number 26-4461254



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CATEGORY OF SPONSORSHIP SELECTION

Please send Ad and/or Logo to our office or electronically in JPEG and PDF Format to info@juliotavarez.com

Please make checks payable to:

JULIO TAVAREZ CIVIC ASSOCIATION, INC

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- Comprehensive Program Benefactor \$20,000**
 - Select a program:
 - Merchant Collaborative
 - Youth Leadership Corps
 - Keep Paterson Clean Project
 - Anti-Crime Collaborative
- Program Patron - \$10,000**
 - Select a program:
 - President's Service Award
 - Cell Phone and Ink Cartridge Recycling Program
 - 5th Ward Spring Fest
 - 5th Ward National Night Out
- Program Sponsor - \$5,000**
- Collaborator - \$ 1,000**
 - Workshop Underwriter - \$250
- Partner - \$500**
 - Workshop Underwriter - \$250
- Supporter - \$250**

Payment Form:

Your signature below signifies your commitment to pay for all sponsorship as stipulated herein:

Company: _____
Address: _____ City: _____ State: _____ Zip: _____
Telephone: _____ Fax: _____ Email: _____
Total \$ _____
Name: _____ Title: _____
Signature: _____ Date: _____

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