



Police Athletic League of Wilmington

Building Brighter Futures



Dear Prospective Sponsor,

I am writing to request your participation and financial support for the Police Athletic League of Wilmington. The Police Athletic League of Wilmington (PALW) is a youth serving organization within the City of Wilmington, offering a safe haven with a variety of programs and other events to attract, engage, and develop an active membership base. We are a 501c3 non-profit organization and tax deductible. Our Tax ID number is 51-0388537.

Our mission is to build brighter futures by engaging youth with public safety, and empowering families to build a stronger community.

The PALW offers the opportunity for our youth to build a positive relationship with local law enforcement through our on-site police officers.

We partner with the Wilmington Police Department and our community at large to provide our youth and local community with valuable resources and opportunities including; athletic programs, educational and drug prevention programs, holistic wellness, mentorship, and social development activities.

I hope you will consider supporting the PALW. We have designed a multi-tiered Corporate Sponsorship program that provides substantial benefits at every level. We invite you and your organization to explore the enclosed Corporate Sponsorship Packet that outlines the opportunities and levels of sponsorship, along with the corresponding benefits available.

For further information and to discuss tailoring a sponsorship opportunity that suits your needs, please contact Executive Director Christopher Purnell at Christopher.Purnell@palw.org 302-420-1089 or Deputy Director Kenneth Harris at Kenneth.Harris@palw.org 302-584-8756.

Respectfully,

Christopher Purnell
Executive Director
PAL of Wilmington
3707 N. Market Street
Wilmington, DE 19802
(P) 302.764.6170 | (C) 302.420.1089
Christopher.Purnell@palw.org

Visit our website at www.palw.org



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Police Athletic League of Wilmington Delivers

Highlighted Service Initiatives

ABOUT NATIONAL POLICE ATHLETIC LEAGUE (NPAL)

The National Association of Police Athletic/ Activities League and its chapter work nationwide promoting the prevention of juvenile crime and violence by building relationships among kids, cops and families. National PAL is an organization based on the conviction that young people, if reached early enough, are more likely to become productive adults and agents of change.

ABOUT THE POLICE ATHLETIC LEAGUE OF WILMINGTON (PALW)

The Police Athletic League of Wilmington organization has been in existence since 2002 in the North Wilmington area. We serve all of Wilmington and all areas surrounding New Castle County. The PALW offers a host of services such as our Early Learning Center (all day childcare 6 weeks to 13 yrs. old), Prevention and Mentoring Programs (Life Savers 8-18 yrs. old), Educational Resources, Athletics and Recreations activities, Social and Emotional services, Community Engagements, and Safe Haven for our community families. The PALW provides all day childcare and community services and allows our youth a safe haven to attend after school to channel their energies in a positive direction to promote self-esteem, good life choices, and healthy lifestyles. We greatly appreciate the opportunity to service our community and families as a holistic opportunity to impact their lives. Our Mission is *“Building Brighter Futures, Engaging youth with Public Safety, and empowering families to build a stronger community.”*

NATIONAL PAL MENTORING

This program is for our members ages 8 to 18. During this time our youth are exposed to leadership workshops, learning opportunities and drug and bullying prevention activities. The youth also participate in community service projects and receive tutoring services. This program is funded by the National PAL Organization.

LIFE SAVERS

This program is for our members ages 8 to 18. Students learn how to prevent involvement in areas and help others to be aware of preventing them as well. Students engage in projects and trips to enhance their exposure and awareness. Students will also learn about the LGBTQ community, Educational, Musical, STEAM, Agriculture, Culinary Arts, and Decision making skills. We provide daily healthy nutritional meals and snacks. This program is funded through the Delaware Criminal Justice Council (CJC) by the Department of Services For Children, Youth and Family Services.

D.I.V.A.'S (Developing Independent Valuable Assets)

This is an all female program ages 10-14. D.I.V.A.s is a program designed to assist the young ladies in entrepreneurship, work readiness, and financial literacy. They will build a sisterhood and self-confidence within the group through business projects, prevention programs, and

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support from guest speakers. This program was funded through the Delaware Criminal Justice Council (CJC). It is now incorporated in our Life Savers program.

TOBACCO & SWAT

This program is for our members ages 8 to 18. Students Working Against Tobacco (SWAT) will learn about tobacco products and the companies who make them. They will learn prevention methods to stay tobacco free and help others stay or become tobacco free as well. Students will work on a project each month that creates involvement with the other students and counselors to create an understanding of materials and bonding. This program is funded by the American Lung Association of Delaware.

PALW EARLY LEARNING CENTER

The PALW Early Learning Center provides daily child care and learning experiences for children six weeks through five years old. Our curriculum offers a comprehensive education that develops the whole child's Cognitive, Physical, Social/Emotional skills, and Character in a safe, clean and nurturing environment. We provide all students with a healthy nutrition daily meal and snack.

BEFORE & AFTER CARE

This program provides supervised care with certified staff. We service school age children from Kindergarten through eighth grade. We provide transportation for several school districts, homework assistance as well as one-on-one tutoring, and a daily meal and snack. PALW is a place designed for school age children to unwind from their long school days in a safe and nurturing environment which expands their interest, supports their education, and affords them opportunities for positive social interactions.

SUMMER CAMP

The PALW Summer Enrichment Day Camp offers a variety of activities to enhance, enthusiastic counselors and reinforce education, improve athleticism, and promote positive attitudes in a healthy environment. We provide weekly theme activities. We have weekly diverting and educational trips. Trauma yoga, nehemiah gateway program, Life Savers prevention and mentoring programs in weekly groups. We also incorporate weekly outside activities such as Monty's Neighborhood Snacks cooking classes, Swimming and Dance. This is a 10 week summer program for school aged children from Kindergarten through eighth grade.

SAFE HAVEN (EXTENDED HOURS)

The Safe Haven program provides an opportunity for youth to have a safe place to enjoy educational and recreational activities throughout the summer late evenings. Safe Haven provides programming for all youth 8-18 years of age from 8 pm to 11 pm. Youth get an opportunity to choose from various activities such as gym, movies on the big screen, board games, Karaoke, computers, xbox, play station, lounge area with pool and ping pong tables, Tv, weight room, yoga and exercise classes. Meals are provided nightly, some are cooked by the staff or food is ordered from local restaurants. We also go on field trips for our students to enjoy



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themselves and get exposure to opportunities outside of our organization. All meals and field trips are free to our participants.

OTHER PROGRAMS

Education and Tutoring Services

Mental Health and Social Services Assistance

Open Recreation

Intramural Sports

Fitness Training

Senior Programming

Homeless Resource for Youth (Activities for Student & Families)

Learn to Ride

Zumba Classes

Yoga Classes

Youth Police Academy (Summer Program)

Exercise Room

Media Center

Rental Area for Community Events



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Why Support the Police Athletic League of Wilmington...

Targeted visibility and marketing exposure to 5,000+ diverse kids and families

PALW Highlights

How we reinvest in our facility providing for the community we serve through partnerships

- Newly Renovated Gymnasium with Bleacher and Design
- State of the Art Multipurpose room
- Lobby signage & office logos
- New lockers
- New weight room
- Cafe'
- Outdoor tables and umbrellas
- 7 bathroom renovations and upgrades
- Newly renovated Early Learning Center for toddlers - four innovative rooms, multimedia, and washing stations
- New addition Multipurpose/Exercise Studio room on the second floor
- Used 72 passenger school bus with Air Conditioning
- New outdoor playspace with multi sports surface
- Acquisition of land

PALW Future- Introducing the PALW Campus

- Aquatic center
- Indoor turf facility
- PALW Community Resource Center



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CORPORATE SPONSORSHIP OPPORTUNITIES AVAILABLE

Sponsorship Levels	Benefits
<p>\$1,000,000 Platinum</p>	<ul style="list-style-type: none"> ● Name displayed on exterior of building ● Plaque placed on donor wall ● Featured in all marketing and communications ● Advertisement or video displayed on TVs monitors (3 yrs) ● Social media e-blast / acknowledgement on the website (3 yrs) ● Logo and Slogan on Marquee sign (3 yrs) ● 20 PALW T-Shirts ● 20 Golf Classic attendees or passes ● 6/8 events in multipurpose room or gym ● Invite to all fundraising events during calendar year
<p>\$500,000 Gold</p>	<ul style="list-style-type: none"> ● Name displayed in designated area of building ● Plaque placed on donor wall ● Featured in all marketing and communications ● Advertisement or video displayed on TVs monitors (2 yrs) ● Social media e-blast / acknowledgement on the website (2 yrs) ● Logo and Slogan on Marquee sign (2 yrs) ● 16 PALW T-Shirts ● 16 Golf Classic attendees or passes ● 4 events in multipurpose room or gym ● Invite to all fundraising events during calendar year
<p>\$100,000 Silver</p>	<ul style="list-style-type: none"> ● Plaque placed on donor wall ● Article in online local publication ● Advertisement displayed on TV monitors (1 yr) ● Social media e-blast / acknowledgement on the website (1 yr) ● Logo and Slogan on Marquee sign (1 yr) ● 12 PALW T-Shirts ● 12 Golf Classic attendees or passes ● 2 events in multipurpose room or gym
<p>\$50,000 Bronze</p>	<ul style="list-style-type: none"> ● Brand placement on donor wall (1 yr) ● Featured in all marketing and communications (1 yr) ● Advertisement displayed on TV monitors (1 yr) ● Social media e-blast / acknowledgement on the website (1 yr) ● Logo and Slogan on Marquee sign (1 yr) ● 8 PALW T-Shirts ● 8 Golf Classic attendees or passes ● 1 event in multipurpose room or gym

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<p>\$25,000 Copper</p>	<ul style="list-style-type: none"> • Brand placement on donor wall (1 yr) • Featured in all marketing and communications (1 yr) • Advertisement displayed on TV monitors (1yr) • Social media e-blast / acknowledgement on the website (1 yr) • 4 PALW T-Shirts • 4 Golf Classic attendees or passes
<p>\$15,000 Special</p>	<ul style="list-style-type: none"> • Brand placement on donor wall (1 yr) • Featured in all marketing and communications (1 yr) • Advertisement displayed on TV monitors (1 yr) • Social media e-blast / acknowledgement on the website (1 yr) • 2 PALW T-Shirts • 2 Golf Classic attendees or passes
<p>\$10,000 Friend</p>	<ul style="list-style-type: none"> • Brand placement on donor wall (1 yr) • Featured in all marketing and communications (1 yr) • Advertisement displayed on TV monitors (1 yr) • Social media e-blast / acknowledgement on the website (1 yr)
<p>\$5,000 Patron</p>	<ul style="list-style-type: none"> • Brand placement on donor wall (1 yr) • Featured in monthly newsletter (1 yr) • Social media e-blast / acknowledgement on the website (1 yr)
<p>\$2,500 Supporter</p>	<ul style="list-style-type: none"> • Brand placement on donor wall (1 yr) • Featured in monthly newsletter (1 yr) • Social media e-blast / acknowledgement on the website (1 yr)
<p>\$1,000 Ally</p>	<ul style="list-style-type: none"> • Brand placement on donor wall (1 yr) • Social media e-blast / acknowledgement on the website (1 yr)
<p>\$500 Imagine</p>	<ul style="list-style-type: none"> • Social media e-blast / acknowledgement on website (6 mo.)
<p>\$250 Build</p>	<ul style="list-style-type: none"> • Social media e-blast (6 mo.)



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Sponsorship Commitment Form

ORGANIZATION: _____ CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

Please indicate your organization's desired level of participation below

- | | |
|---|--|
| <input type="checkbox"/> Platinum - \$1,000,000 | <input type="checkbox"/> Patron - \$5,000 |
| <input type="checkbox"/> Gold - \$500,000 | <input type="checkbox"/> Supporter - \$2,500 |
| <input type="checkbox"/> Silver - \$100,000 | <input type="checkbox"/> Ally - \$1,000 |
| <input type="checkbox"/> Bronze - \$50,000 | <input type="checkbox"/> Imagine - \$500 |
| <input type="checkbox"/> Copper - \$25,000 | <input type="checkbox"/> Build - \$250 |
| <input type="checkbox"/> Special - \$15,000 | |
| <input type="checkbox"/> Friend - \$10,000 | |

Please forward payment to Police of Athletic of Wilmington

MAIL THIS FORM WITH PAYMENT TO

3707 N. MARKET STREET
WILMINGTON, DE 19802

Electronic payment options are available

QUESTIONS

Please feel free to direct any questions to our staff below.

Christopher Purnell - Christopher.Purnell@palw.org or 302-764-6170 / 302-420-1089

Kenneth Harris - Kenneth.Harris@palw.org or 302-764-6170 / 302-584-8756

Visit our website at www.palw.org