

ABOUT THE WADE SMITH FOUNDATION



“Our mission is to facilitate the growth of today’s youth, by providing them with the necessary tools to improve their overall development as young adults, through literacy and educational programs”.

Founded by Retired 12-year NFL veteran, Pro Bowl left guard and Dallas native, Wade Smith, The Wade Smith Foundation (WSF) was established in 2012 to provide community support for youth and community programs in the areas of:



- **Childhood Literacy & Education**

- “Reading with the Pros” Literacy Events, serving over 60,000 students)
- Over 80 Elementary schools and libraries visited
- Dr. Seuss Day in conjunction with Reading Across America
- Read all the Wade Contest - 200K books read by student participants, 25K books – 1,800 Home libraries (6 books per student) of winning campuses.
- 21 Reading Corners Dedicated

- **Annual Scholarship Program**

- “Smitty’s Scholars” – Up to 20 scholarships are awarded annually to graduating high school seniors in Dallas and Houston, Texas.
- Total Scholarships distributed by the Wade Smith Foundation has surpassed the \$190,000 mark since its inception in 2012

- **2013-18 Swim Partner with the Lake Highlands YMCA (Dallas)**

- Sponsored 2 months of swim instruction for children at a local apartment complex

- **Memorable Experiences & Opportunities**

- Annual Youth Football & Cheer Clinics – Free instruction to over 2,000 boys & girls by current and former NFL players as well as former cheerleaders since 2012

CHOOSE YOUR PARTICIPATION LEVEL



Annual Corporate Sponsorship

General Program Development

- Annual corporate support allows WSF the flexibility to allocate donations to the areas and programs of greatest need. General giving also helps us to apply donations toward program expansion and additional resources that benefit the community.

Event and Program Specific Sponsorship

• Smitty's Scholars Annual Scholarship Program

- WSF awards scholarships to graduating high school seniors in Dallas and Houston and allows previous scholarship recipients to renew their existing scholarships upon fulfillment of renewal requirements.
- Scholarship range from \$2,000-5,000 based on academic achievement, test scores, community service and essay

Reading with the Pros Literacy Events

- Our hugely successful reading events have provided dozens of professional athletes, celebrities, entertainment and radio personalities, civic leaders and entrepreneurs the opportunity to read to over 60,000 elementary school students and public library visitors in the Dallas and Houston areas. A 'love for literacy' as well as the emphasis on education, community responsibility and personal character is all themes that the speakers use to capture the attention of the children they meet.

"Read All the Wade" Contest

In an effort to encourage reading among elementary school students, the contest challenges all grade levels at participating schools to read twice as many books as Wade's height in inches, which equates to reading 152 books per classroom. The winning grade and classroom is awarded a special appearance and party from Wade to celebrate. The program has dedicated 21 Reading Corners to school libraries, and donated 25K books as well as 1,800 home libraries (6 books each) to students of the winning campuses.

Company Matching

Many businesses have programs to match employee gifts of cash either in whole or in part. In addition to your donation, sponsors will be recognized on the WSF website and in marketing collateral as allowable. Please consult your HR Department about this program.

Smitty's Friends - Personal Monetary Pledge Campaign

Annually, Quarterly or Monthly

- Our donors now have the option to pledge their financial support for WSF year-round through recurring donations, whether via check or electronic debit. You choose the most convenient donation schedule and method of giving.

One-Time Donation

- Donation amounts are completely up to you and every little bit helps!
- Cash, check, PayPal (website) and over the phone credit/debit card transactions available

To confirm your participation at any of the above levels, visit:

www.wadesmithfoundation.org/sponsor

ANNUAL SPONSORSHIP LEVELS



Sponsorship includes the following:	FIRST DOWN	HALF TIME	OVER TIME	PRO BOWL	SUPER BOWL	HALL OF FAME
	\$5,000	\$10,000	\$20,000	\$35,000	\$50,000	\$74,000
Company logo on WSF home page						
Company logo on all WSF special event collateral						
Company logo on WSF's Monthly Newsletters						
Company logo on WSF t-shirts (worn by celebrity talent, volunteers & participants)						
Social media mentions related to Company's involvement						
Company marketing collateral inclusion and signage at events						
VIP Invitation to the to WSF's year-end event						
Exclusive Press Release of Sponsor Status						
Company on-air radio/TV and media mentions						
One (1) Commemorative autographed framed Wade Smith football jersey with inset Company logo and photo of Company Owner(s) photographed with Wade Smith						
Presenting Sponsor of the WSF Reading With The Pros Program						
Presenting Sponsor of the WSF Smitty's Scholarship Program						
Presenting sponsor designation during Annual Wade's Weekend in Dallas/ Or Presenting Sponsor at Bulls & Blackjack Annual Event (Houston)						
Cost to Participate	\$5,000	\$10,000	\$20,000	\$35,000	\$50,000	\$74,000



**WADE SMITH FOUNDATION:
SPONSORSHIP REGISTRATION FORM**

Please complete and return this form along with your donation. All funds should be made payable to:
Wade Smith Foundation

**Mail to: Wade Smith Foundation
2633 McKinney Ave #130-412
Dallas, TX 75204**

PLEASE PRINT

Contact Name

Company/Organization Name

Address

City

State

Zip

Phone

Fax

Email

Hall of Fame: \$74,000

Super Bowl: \$50,000

Pro Bowl: \$35,000

Overtime: \$20,000

Half Time: \$10,000

First Down: \$5,000

Fanatic (Recurring Donation) _____ Annually _____ Quarterly _____ Monthly

One-Time Donation

Enclosed is a check in the amount of \$ _____.

The Wade Smith Foundation is a qualified 501(c)3 charity, doing business under FEIN: 45-4623424. All contributions made to the Foundation are tax-deductible to the fullest extent of the law.