

**PARTNER  
WITH THE  
MISSION**

**2023**

*Inspiring confidence in men through career development that enables them to significantly improve the quality of life for their families and our communities.*

**CAREER :: GEAR**  
G R E A T E R H O U S T O N

**2023 RISE Series Sponsorships**

In 2004, Career Gear Houston was established to serve the needs of fathers obtaining employment to provide for their children. Today, our mission has expanded to overcome the employment barriers faced by veterans, students, ex-offenders, recovering addicts, the homeless and the disabled. The mission of Career Gear is fulfilled through the offering of 2 base and 3 demographical programs. This programmatic approach offers our sponsors the ability to target their support of our mission to match their community engagement initiatives. Over the last 23 years, we have served over 55,000 men seeking to become gainfully employed, economically self-sufficient, providers for their families and examples in our communities.

## **RISE REENTRY CAREER TRANSITIONAL SERIES**

In 2014, Career Gear Houston established demographic programming to target the barriers faced by the largest demographic groups we historically served. A review of clients served in 2013, showed that 23% of the men served that year, were those who had been negatively impacted by our criminal justice system.

The RISE – Reentry into Societal Excellence Career Transitional Series was formed to assist these previously incarcerated men in making a successful transition from incarceration to successful employment. RISE has 3 programmatic offerings: the Career Transition Workshop, RISE Networking Breakfast, and an Entrepreneurship Incubator.

**Career Transition Workshops** are held every month in a small group setting that ensures each client receives the information needed to create a result driven resume, learns the power of networking, and can master the art of interviewing as they begin the journey of finding their next career. Within 3 months, 52% of the clients who apply what they have learned in this workshop are gainfully employed.

**The RISE Networking Breakfast** creates a unique opportunity for our clients to connect with local hiring managers from various industries. During the breakfast, our clients use the skills they have learned as they completed our career workshop. The goal of the networking breakfast is to make a connection that leads to an interview, career referral or job offer.

Our **Entrepreneurship Incubator** helps clients who wish to become business owners create a plan, turn that plan in to a proposal, and take that proposal to market. This 12 month incubator has produced 3 reentry-owned and operated businesses. These business owners offer hiring opportunities to fellow reentry clients.

Since 2014, RISE has served over 6,500 reentry clients as they transition into their second chance for societal excellence.



## TITLE SPONSORSHIP

# \$20,000

RISE REENTRY CAREER TRANSITIONAL SERIES

The Title Sponsorship offers exclusive title naming rights for the RISE Reentry Career Transitional Series. In addition to naming rights, the following deliverable marketing, programming, and volunteerism opportunities create a mutually beneficial collaboration between Career Gear Houston and our Title Sponsor.

### MARKETING ENGAGEMENT

- Career Transition Workshop - Workbook
  - Cover Logo/Name Placement
  - Front Interior Cover Greeting Page
- Program Overview Rack Cards
- Series Fliers and Invitations
- Address at RISE Networking Breakfast (200 guests)
- Video & Imagery on Website and at Events
- Targeted Post on Social Media platforms
  - Twitter, Facebook, LinkedIn, Instagram & YouTube
- Mention in press releases and interviews (television, radio)
- Quarterly digital newsletter sent to email list of 12,000+
- Name/logo on home page of website (with hyperlink)
- Name/logo on top of RISE page of website (with hyperlink)

### VOLUNTEER & EMPLOYEE ENGAGEMENT

- Volunteer opportunities with programming
- Volunteer opportunities at Career Gear facilities
- Direct engagement in sponsor initiated volunteering
- 2- Tables of 8 at RISE Networking Breakfast



## PLATINUM LEGAL SPONSOR

# \$15,000

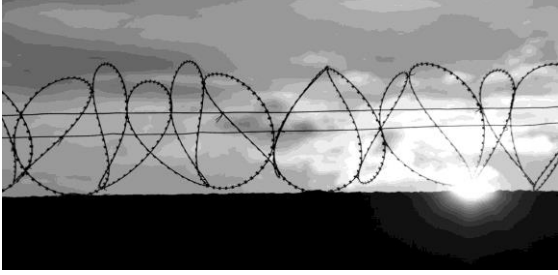
RISE REENTRY CAREER TRANSITIONAL SERIES

### MARKETING ENGAGEMENT

- Career Transition Workshop - Workbook
  - Backpage Logo/Name Placement
- Targeted Post on Social Media platforms
- Quarterly digital newsletter sent to email list of 12,000+
- Name/logo on home page of website (with hyperlink)
- Name/logo on RISE page of website (with hyperlink)

### VOLUNTEER & EMPLOYEE ENGAGEMENT

- Employee volunteer opportunities with programming
- Volunteer opportunities at Career Gear facilities
- Engagement in sponsor initiated volunteer events
- Table of 8 at RISE Networking Breakfast



**GOLD LEGAL SPONSOR**

**\$10,000**

**RISE REENTRY CAREER TRANSITIONAL SERIES**

**MARKETING ENGAGEMENT**

- Career Transition Workshop - Workbook
  - Backpage Logo/Name Placement
- Targeted Post on Social Media platforms
- Quarterly digital newsletter sent to email list of 12,000+
- Name/logo on RISE page of website (with hyperlink)

**VOLUNTEER & EMPLOYEE ENGAGEMENT**

- Employee volunteer opportunities with programming
- Volunteer opportunities at Career Gear facilities
- Engagement in sponsor initiated volunteer events
- Table of 6 at RISE Networking Breakfast



**SILVER LEGAL SPONSOR**

**\$5,000**

**RISE REENTRY CAREER TRANSITIONAL SERIES**

**MARKETING ENGAGEMENT**

- Career Transition Workshop - Workbook
  - Backpage Logo/Name Placement
- Targeted Post on Social Media platforms
- Quarterly digital newsletter sent to email list of 12,000+
- Name/logo on RISE page of website (with hyperlink)

**VOLUNTEER & EMPLOYEE ENGAGEMENT**

- Employee volunteer opportunities with programming
- Volunteer opportunities at Career Gear facilities
- Engagement in sponsor initiated volunteer events
- Table of 4 at RISE Networking Breakfast

Customization to any of the listed benefits is available to meet the community engagement initiatives of prospective programming sponsors. Please contact our Executive Director to discuss customization of the collaboration.

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