



# SUMMER OF SERVICE

By Youth For Youth

2004 PROPOSAL

[www.GenerationXcel.com](http://www.GenerationXcel.com)



## EVENT SUMMARY

**July 5 - August 20**

### X-cel Summer

A summer day camp serving 40 children a day from 8:30 am to 5:00 pm, five days a week for eight weeks. Thematic programming features recreation, dance, drama, arts, athletics, field trips, academic enrichment, and more.

**Wednesday, 7/14**

### The 8<sup>th</sup> Annual X-cel Hoops Tournament

Hundreds of youth ages 8 and older compete for trophies in three-on-three basketball tournaments and enjoy refreshments, live entertainment, and block party games.

**Saturday, 7/17**

### A Day of Hope

A day of festivities including a health fair, games, music, inspiration, and food distribution in an outdoor block party and amphitheater setting. Co-sponsored with community groups and churches.

**Sunday, 8/15 —  
Saturday, 8/21**

### Chain Reaction

Fifty junior high and high school students armed with mops, brooms, and assorted cleaning supplies participate in a week of community service including street cleaning, park beautification, and random acts of kindness in public housing projects. Coincides with two additional Chain Reaction weeks in Pennsylvania and Massachusetts.

**Saturday, 8/21**

### X-cel Community Carnival

The fourth annual celebration of summer includes games, prizes, food, live entertainment, and an awards presentation for nearly 2,500 residents.

154 Avenue D  
Ground Floor  
New York, NY 10009

Tel 212 673 XCEL  
Fax 212 673 3361

[info@generationxcel.com](mailto:info@generationxcel.com)  
[www.GenerationXcel.com](http://www.GenerationXcel.com)

An Initiative of  
Community Solutions, Inc.

# Summer of Service

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## SPONSORSHIP LEVELS

Join X-cel's Summer of Service by sponsoring it financially.

As our way of honoring your investment, sponsors will receive the following benefits:

### **Platinum: \$7,500**

Logo on program, poster, flyers and media ads  
Full page ad in commemorative program  
Banners at venues  
Tables at three events  
Sponsorship acknowledgement from stage with opportunity to speak  
Banner ad at [www.Generationxcel.com](http://www.Generationxcel.com)

### **Gold: \$5,000**

Logo on program, poster, flyers and media ads  
Full page ad in commemorative program  
Banners at venues  
Tables at three events  
Sponsorship acknowledgement from stage

### **Silver: \$2,500**

Logo on program, poster, flyers and media ads  
1/2 Page ad in commemorative program  
Banners at venues

### **Bronze: \$1000**

Logo on program, poster and flyers  
1/2 Page ad in commemorative program

### **Partner: \$500**

Name listed as "Partner" in commemorative program  
1/4 Page ad in commemorative program

### **Targeted Media Sponsors**

NY Post  
NY Daily News  
Hoy  
WWJD Radio - 970 AM  
WMCA Radio - 570 AM  
WAWZ - STAR 99.1 FM  
Radiovision Cristiana - 1330 AM  
Bloomberg News Service