PONGO
poetry project

SPEAKING VOLUMES

PONGO'S 5TH ANNUAL FALL CELEBRATION

CORPORATE SPONSORSHIP PACKET

OCTOBER 2024

Join Pongo in sharing the healing power of poetry with youth coping with trauma.

Dear Community Supporter,

Since 1995, Pongo Poetry Project has shared the transformative power of poetry with youth in need of healing. We invite you to join us in that work by partnering with us for Speaking Volumes 2024.

The need for Pongo's work is more urgent than ever. Pongo primarily serves youth of color in institutional settings, across juvenile detention centers and psychiatric hospitals, who have experienced significant mental, emotional, and behavioral challenges over the last three years including depression, memory problems, anxiety, and substance abuse issues. **Pongo has an extensive track record of effectively supporting their healing through our therapeutic and trauma-informed poetry programming.**

At the heart of our program is the Pongo Method, our uniquely successful, evidence-based approach for mentoring poetry. We mentor poetry with youth, publish and widely distribute their work, and train educators and organizations on our trauma-informed approach. Pongo has served 6,950 individuals, spurred the creation of 96 projects based on our model, published 16 anthologies of youth poetry, and donated 17,000 copies to youth and others. As a result, **Pongo has left an enduring impact on thousands of trauma victims around the world.**

This year, we have an ambitious goal of raising $25,000 in support of our certification program; our effort to build a network of healing poetry writing programs based on our proven approach, supporting vulnerable youth across Washington State and nationwide.

As an event sponsor you will reap the benefits of being publicly associated with a highly effective nonprofit backed by a devoted community of supporters. Pongo has been featured in PBS Newshour, The Seattle Times, NPR, and KING-5 News. We have received accolades for our work from the Seattle Mayor's Office, King County, and Bill & Melinda Gates, among others.

Furthermore, as a sponsor you will partner with Pongo as we inspire healing and growth in the lives of youth contending with systemic and interpersonal trauma. We leave an enduring impact on the individuals and communities we serve, and we invite you to join us in that effort. In the sponsorship materials below, you can find more information on partnering with Pongo.

If your company is interested in supporting our work, contact us at **nebeu@pongopoetryproject.org** or **(206) 816-0414**.

With Gratitude,
Nebeu Shimeles
Pongo Poetry Project
Co-Executive Director, Development & Finance

PONGO TESTIMONIALS

I believe in everything Pongo does. The happy contagion which springs from telling one's own true story, writing one's own thoughts, and following the trail of imagination, continues to pass from person to person as a healing gift. Listen to these brave, beautiful voices and feel fortified on your own trail.

– Naomi Shihab Nye
Award-winning poet and novelist

[Pongo] helped shape my life. Poetry has been a pretty big key factor in my life, and helped me grasp the big picture; what I needed to do differently to stay alive and healthy. I wanted to say thank you from the bottom of my heart.

– Anonymous former Pongo youth writer

At a tough point in my life - when I felt voiceless – [Pongo] came along like a touch of reassurance. It gave me a place to start over; a megaphone to shout through. It's helped me build my identity up from the ground and now my voice now feels heard and valued.

– Kusumita, former Pongo youth writer

A definition for joy that I have is 'the light that emanates from us as we help each other carry our sorrows.' We become luminous in the mutual tending to, and carrying of our sorrows. I think Pongo poetry does that, and Pongo poetry knows that.

– Ross Gay, Award-winning poet and essayist

MENTAL health MATTERS

EVENT BACKGROUND

Event: Speaking Volumes 2024
Date: October 2024
Time: 6:30 – 8pm PST
Location: Virtual
Goal: Raise $25,000 in support of Pongo's therapeutic poetry programming

Speaking Volumes 2024 will be an unforgettable evening highlighting the transformative capacity of the expressive arts to spark therapeutic healing.The evening will consist of a panel discussion and poetry reading featuring award-winning poets, the voices of the youth we serve, and stories of impact from across our history. All donations will support Pongo Poetry Project's vital therapeutic poetry programming that inspires recovery, healing, and growth in the lives of youth coping with traumatic experiences.

WHAT ATTENDEES ARE SAYING

"I appreciate the writers, mentors, and board members who facilitate beauty and healing."

"We enjoyed the evening so much! Such a beautiful, creative process to initiate healing in young lives that have been shattered by trauma."

"I've always been a huge fan of all that Pongo. Thank you for your hard work and daily commitment to sharing the power of writing and self expression."

"I am deeply moved by Pongo's impact and honored to support its mission."

SPONSORSHIP BENEFITS

CULTIVATE A POSITIVE BRAND IMAGE

70% of consumers believe it's important for brands to take a stand on social issues

WIN OVER CUSTOMERS FROM COMPETING BUSINESSES

69% of consumers prefer to buy from brands committed to socially conscious causes

9 out of 10 millennials would switch brands to one associated with a cause

DEEPEN CONNECTION WITH YOUR CUSTOMER BASE

66% of consumers are willing to spend more on products and services from companies committed to positive social and environmental impact

PONGO POETRY PROJECT VALUE ADD

Audience at a Glance

4,800 +
Followers across all social platforms

12%
YTD growth in social media following

35 – 44
Primary age cohort of social media followers

77%
of social media followers are women

54%
2022 donor retention rate (industry avg: 45%)

101%
increase in contributed revenue since 2019

144%
growth in major donors since 2019

Partnership with Pongo is a win-win

Your company **demonstrates a commitment to the mental and emotional well-being of young people**, enhancing its standing in the community and growing its customer base.

Pongo receives vital revenue to **support young people through our highly effective poetry programming**.

Our respective audiences are **introduced to the value we create in the Seattle community**.

RECOGNITION OPPORTUNITIES

Platinum Sponsor – $5,000

- Sponsor will:
  - be referred to as the official presenter of Pongo Poetry Project's Fall Celebration in all promotional and event materials.
  - receive 5 guest tickets to Speaking Volumes 2024
  - be prominently featured in monthly e-newsletter, delivered to over 3,200 individuals from across the country.
  - appear in the title and text of all e-blasts as the presenting sponsor, with a link to the organization’s website.
  - have logo appear on the Pongo website with a link to the organization’s website.
  - appear in Pongo’s 2024 Annual Report.
  - be referred to as the presenting sponsor in all related press releases and media announcements.
  - have name and logo included in the event invitation, on event signage, and in event program.
  - have the opportunity to provide previously agreed upon signage to be displayed at event.
  - receive tax deduction benefits to the fullest extent of the law.

Gold Sponsor – $2,500

- Sponsor will:
  - receive 2 guest tickets to Speaking Volumes 2024
  - be prominently featured in monthly e-newsletter delivered to over 3,200 individuals from across the country.
  - have logo included in all event e-blasts, and on Pongo’s website, with a link to the organization’s website.
  - have name and logo included in Pongo’s 2024 Annual Report.
  - be referenced in all related press releases and media announcements.
  - have name and logo included in the event invitation, on event signage, and in event program.
  - receive tax deduction benefits to the fullest extent of the law.

RECOGNITION OPPORTUNITIES

Silver Sponsor – $2,500

- Sponsor will
  - be referenced in monthly e-newsletter delivered to over 3,200 individuals from across the country.
  - have logo included on the Pongo website, with a link to the organization's website.
  - appear in Pongo's 2024 Annual Report.
  - be referenced in all related press releases and media announcements.
  - have name and/or logo included in the event invitation, on event signage, and event program.
  - receive tax deduction benefits to the fullest extent of the law.

Bronze Sponsor – $500

- Sponsor will
  - be referenced in monthly e-newsletter, delivered to over 3,200 individuals from across the country.
  - have name included in Pongo's 2024 Annual Report.
  - be referenced in all related press releases and media announcements.
  - have name and/or logo included in the event invitation, on event signage, and in event program.
  - receive tax deduction benefits to the fullest extent of the law.

INTERESTED IN SPONSORING? CONTACT NEBEU@PONGOPOETRYPROJECT.ORG