



COMMUNITY OF VISION & EXCELLENCE

FOR LOCAL & REGIONAL BUSINESSES

Support Today. Shape Tomorrow.

Empower youth. Build legacy. Your brand, behind the kids building tomorrow — five sponsorship tiers, real community visibility, and a story your customers will love.

\$20 retail value per calendar

Built to stay in the home for years

PERFECT PARTNERS

Built for businesses families already trust



Banks & Credit Unions

Co-branded calendars & academy materials that teach kids saving and investing — with your name behind it.



Pediatricians & Family Practices

Sponsor a screen-free activity parents actually want, displayed right in your waiting room.



Real Estate Agents

A memorable, branded gift for families with kids, tied to a mission worth mentioning at closing.



Camps & After-School Programs

A built-in month of structured, skill-building activities, with your logo alongside ours.



Your Business Here

Any local business that serves families is a fit — there's a tier sized for you.

What Your Sponsorship Puts In Homes

One small mission a day, for 31 days — but this isn't a 31-day flyer that gets tossed in June. The Cove calendar is laminated and wipe-clean by design, so families run the challenge again the next year, and the year after that, with your logo still on the front the whole time. Sponsor a calendar and your brand doesn't just get 31 impressions — it becomes part of something a family keeps.

What It Means For Your Community Standing

Real financial literacy and entrepreneurship education for local kids — a story worth telling your customers and staff. For banks and credit unions, sponsorship aligns naturally with community reinvestment and outreach goals. For every partner, it's local visibility your brand earns by showing up for families, not by buying an ad they scroll past.

HOW SPONSORSHIP WORKS

1

Pick Your Package

Choose the tier that fits your budget and your goals below.

2

We Produce, You Distribute

We handle design, printing, and lamination of your co-branded calendars.

3

Families Keep It For Years

Kids complete daily missions during the Challenge, then the calendar stays in the home as a lasting keepsake — your brand in view long after day 31.

A note on tax treatment: The Cove is a program of MVG Holdings, LLC. For most businesses, sponsorship functions as a marketing and community-outreach investment, which can often be deducted as an ordinary business expense — not as a charitable donation. Please confirm the specifics with your own tax advisor or accountant.

Five Tiers. Real Impact. Choose Your Level.

Every tier directly funds calendars, student kits, and Future CEO Academy pilot seats for local kids — each one includes everything from the tier before it.

TRY IT FIRST

Sample Sponsor Pack — \$135

10 co-branded calendars · **\$13.50 each** · same benefits as Starter — your logo on every calendar, delivered laminated, listed as a sponsor on thecove4kids.com. Never sponsored before? This is the low-risk way to see what The Cove does for your brand before committing to a full tier.

TIER 1 Starter \$650

50 co-branded calendars · **\$13 each** · a \$20 retail value

- ✓ Your logo on the front of every calendar
- ✓ Listed as a sponsor on thecove4kids.com
- ✓ Delivered laminated & ready to hand out

Perfect for a single branch, office, or a first-time sponsor testing the waters.

TIER 2 Builder \$1,200

100 co-branded calendars · **\$12 each** · everything in Starter, plus:

- ✓ Logo on event materials
- ✓ A dedicated thank-you post on Instagram
- ✓ Sponsored calendars in local classrooms
- ✓ Logo on The Cove's community banner

Perfect for businesses ready to be seen at school and community events, not just handed out at the counter.

TIER 3 Champion \$2,200

200 co-branded calendars · **\$11 each** · everything in Builder, plus:

- ✓ Co-branded Future CEO Academy materials
- ✓ Logo on Showcase signage, seen by every family
- ✓ Featured recognition at Showcase / Graduation Day

Perfect for businesses that want their name in the room the day families watch kids launch real businesses — The Cove's most emotional, most photographed moment of the year.

TIER 4 Visionary \$3,500

200 co-branded calendars included · everything in Champion, plus:

- ✓ Named sponsorship of one full Academy cohort — up to 10 students carry your name for all 15 sessions
- ✓ A standing invite for your team to attend that cohort's Graduation Showcase and meet the kids you funded
- ✓ "[Your Business] Cohort" branding on every material that cohort touches, including their Showcase table
- ✓ A dedicated feature story on The Cove's website and social channels

Visionary sponsors don't just put a logo in a home for a season — you put your name behind ten real kids building ten real businesses, start to finish, and you get to watch it happen.

MOST POPULAR

TIER 5 Legacy \$6,000

300 co-branded calendars included · everything in Visionary, plus:

- ✓ Founding Partner status — permanent recognition as a business that helped launch The Cove
- ✓ First right of renewal each year, securing your place before new sponsors are accepted
- ✓ A co-authored press & social moment marking your partnership as a founding chapter of The Cove's story
- ✓ Multi-cohort commitment across the full season, not just one classroom
- ✓ Direct input on which schools, camps, and neighborhoods The Cove expands to next

Legacy is priced by the relationship, not the calendar — this is for the business that wants more than visibility, and wants to be remembered as the reason this worked. Limited by design, and may close to new partners once launched.

FOUNDING PARTNER

Put Your Business Behind Young Dreamers

Sponsorships are limited by design. Early partners get the best placement and the biggest story.

Become a Sponsor

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