



# 2024

## Sponsorship Packages

AUGUST 31, 2024 - MARRIOTT CITY CENTER NEWPORT NEWS



# The Event

*LITERALLY!*

Fundraising takes new heights with Over The Edge. In August 2024, the bravest of literacy lovers will rappel 150 feet down the side of the 11-story Marriott City Center as their reward for each raising \$1,000 or more to support The DeGood Foundation and our book-gifting program, Dolly Parton's Imagination Library.

Over The Edge urban rappelling events provide a life-changing experience to participants, while making a huge impact on the host non-profit. Teams small and large, CEO's, moms & dads, young & old, and individuals of all ability levels can rappel off the top of Marriott City Center, while raising funds to help get more books into the hands of more children in Hampton Roads!





# What You're Supporting

Our mission is to ensure that all children in Hampton Roads will have equitable access to early literacy resources.



The DeGood Foundation is the home of Dolly Parton's Imagination Library in Hampton Roads. By providing free, high-quality, age-appropriate books to children each month, regardless of income, we inspire a love of books, reading, and learning that will lay the foundation for literacy and learning for years to come.

## WHY IT MATTERS

**80%** of low-income children **93%** of English language learners are not reading at grade level

Children who cannot read proficiently by fourth grade are

**4X**

more likely to **NOT** graduate from high school

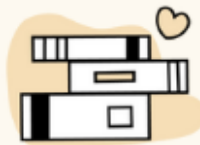
**61%** of low-income families have **NO** children's books in their homes

Among children who participated in the Imagination Library

**56%**

performed better in reading exams than non-participant counterparts.

## BY THE NUMBERS



**88,500+** FREE BOOKS

mailed in Hampton Roads since program inception in 2019



**5,100+** CHILDREN

receiving free, high-quality, age-appropriate books monthly



**6** COUNTIES

serviced with Dolly Parton's Imagination Library



**1 IN 3** CHILDREN

on average in each county served receiving our books

Campaign for Grade Level Reading 2010 report. Tennessee Department of Education. (2021).

Data as of January 2024



# Safety

Our #1 Priority

The DeGood Foundation has specifically partnered with the Over The Edge Global team for their 15 years of impeccable safety records and expertise in urban rappelling events for local nonprofit organizations.



**1200+ Events**



**500+ Buildings**



**100,000+ Rappellers**



**15 Year Safety Track Record**



## Certifications & Protocols

- Over the Edge team's top priority is participant and facility safety
- Every Over the Edge site is set up as an industrial work site
- Adherence to all National and State/Local OSHA laws
- Adherence to SPRAT governing procedures
- Compliance with state/local workers' compensation coverage
- Comprehensive site safety and building inspection plan
- \$10 million occurrence and aggregate insurance policy
- Key stakeholders are named as additional insured on insurance certificate
- Participant waivers
- Participant training





# 2023 Recap

On September 24th, 30 brave participants rappelled down the side of the iconic Marriott City Center in Newport News after each raising \$1,000 or more to support The DeGood Foundation and our work with Dolly Parton's Imagination Library.

Each rappeler descended 11 stories (150 feet) and made it possible for 75 children to receive free books each month for a whole year.

That's 900 total books our rappellers made possible by going Over The Edge!



**SHARON MARTIN**



**KIM + AMANDA**



**KYLE DEGOOD**



**TRADITION BREWING COMPANY**



**CHRIS ELLIOTT**



**ELISA CAMPANA**



**STEPHEN BURNETT**



**FEARLESS VOLUNTEERS**




**LAMAR BURNETT**



**THE WRIGHT FAMILY**



	Presenting Sponsor \$20,000 1 Available	Fearless Sponsor \$10,000 2 Available	Rope Sponsor \$7,500 2 Available	Helmet Sponsor \$5,000 2 Available	Landing Zone \$2,500 3 Available	Toss Your Boss \$2,500 Unlimited
Rappeler Slots	5	4	3	2	1	1
Invitations to VIP Day Celebration	8	6	4	2	2	2
Recognition on Event T-Shirt	XL Logo	Logo	Logo	Logo	Name	Name
Booth at Ground Party/Landing Zone	✓	✓	✓	✓	✓	✓
Digital Recognition	✓	✓	✓	✓	✓	✓
Booth at Ground Party/Landing Zone	✓	✓	✓	✓	✓	
Building/Event site Recognition	Large & Prominent in multiple areas	Check-in table and top of roof	Logo at roof rope station + naming rights.	Logo on rappeler + volunteer helmets	Logos around rappeler landing zone	
TV & Radio Interviews	✓	✓	 <b>"RAPELLER NAME"</b> Is going Over The Edge on the [Your Name Here] Rope!			

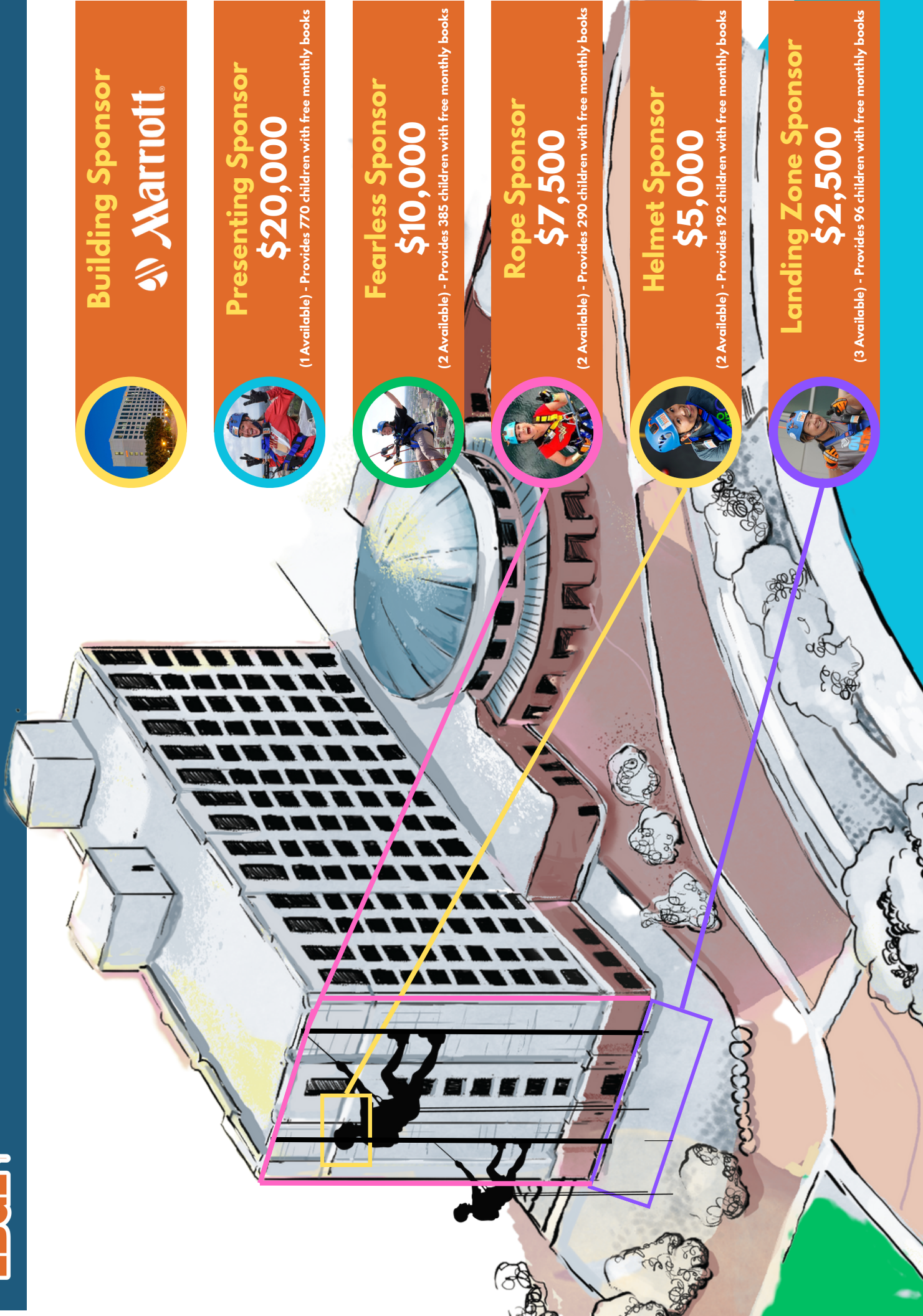


**Toss Your Boss:** Select a distinguished employee to brave the 150 rappel for your entire team! Can be committed as a sponsorship or as a group fundraising goal.

**Digital Recognition:** Sponsor mentioned in Over The Edge and Dolly Parton's Imagination Library e-newsletter. Your logo displayed (and linked to website) on event website. Social media mentions.



# Sponsorship Opportunities



**Building Sponsor**



**Presenting Sponsor**

**\$20,000**

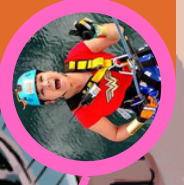
(1 Available) - Provides 770 children with free monthly books



**Fearless Sponsor**

**\$10,000**

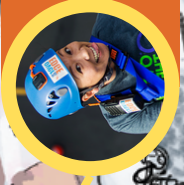
(2 Available) - Provides 385 children with free monthly books



**Rope Sponsor**

**\$7,500**

(2 Available) - Provides 290 children with free monthly books



**Helmet Sponsor**

**\$5,000**

(2 Available) - Provides 192 children with free monthly books



**Landing Zone Sponsor**

**\$2,500**

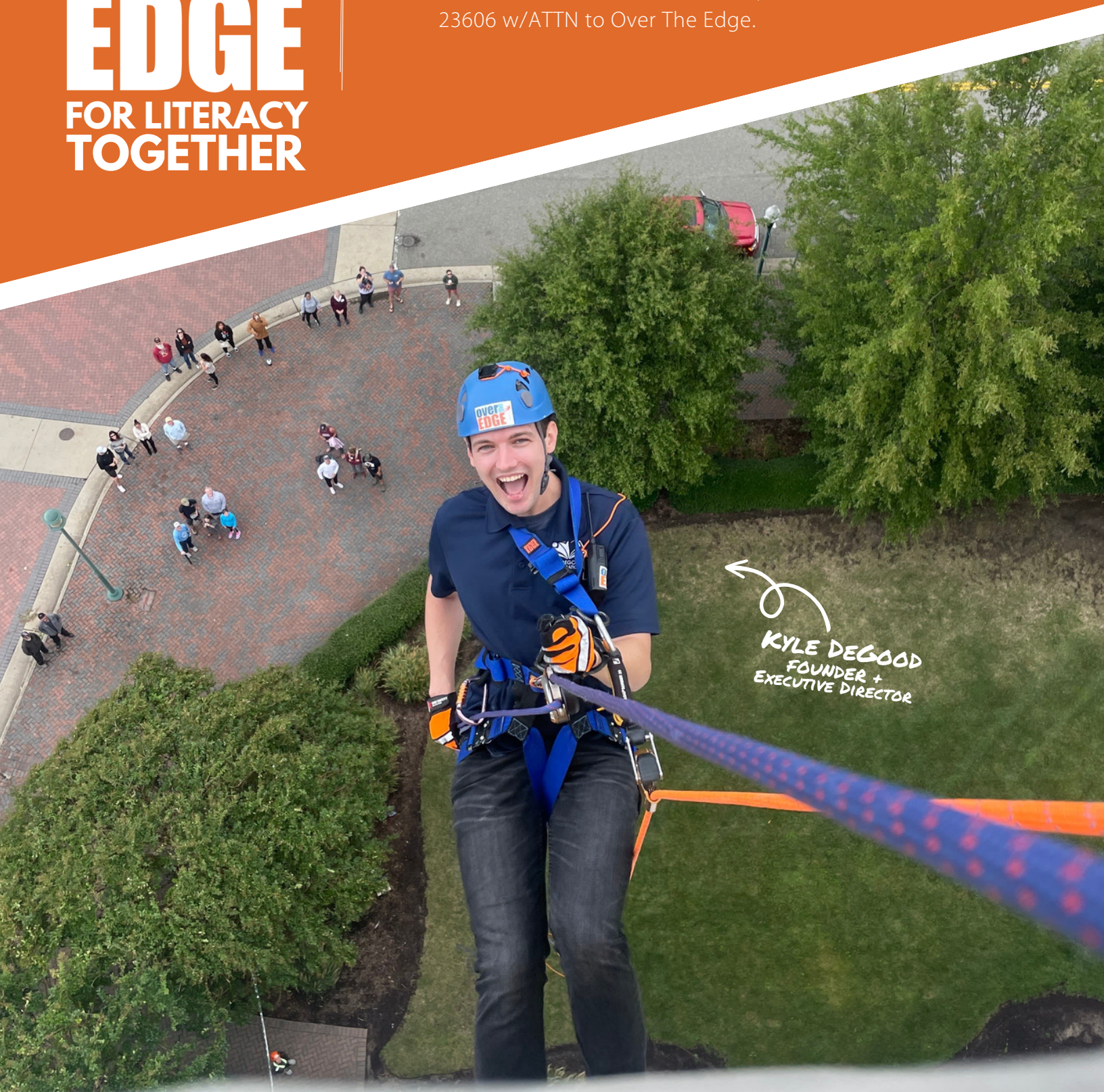
(3 Available) - Provides 96 children with free monthly books

# LET'S GO Over the EDGE

FOR LITERACY  
TOGETHER

## READY TO GET BOOKS INTO THE HANDS OF CHILDREN?

Send an email to [kyle@degoodfoundation.org](mailto:kyle@degoodfoundation.org) to get started or mail a check payable to The DeGood Foundation at 11832 Canon Blvd Suite F Newport News, VA 23606 w/ATTN to Over The Edge.



←  
KYLE DEGOOD  
FOUNDER +  
EXECUTIVE DIRECTOR



THE DEGOOD  
FOUNDATION

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[www.degoodfoundation.org](http://www.degoodfoundation.org)