

SPONSORSHIP PROPOSAL



www.arealdesire.com

“Do You Have It?”

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A Real Desire

Re: Non-Profit Charity

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Matthew Carter

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About The Organization and Staff

A Real Desire is a nonprofit, talent, faith based organization, geared toward helping people in the community by assisting those who possess "A Real Desire" to be successful and succeed. We believe that the lack of funds of an individual should not determine the reason a person cannot succeed. We focus on how to perfect an individual's talent and do what we can to enhance their craft. We aim to provide the knowledge and education needed for each individual in order to grow and be successful. Having a solid foundation and purpose is something a person will always get from A Real Desire.

A Real Desire is designed to help others execute and excel in their talent, stay in a positive light, grow, and stay on the right path. We are based in Atlanta, GA catering to everyone everywhere. Whatever your passion or desire may be that is positive (i.e., modeling, acting, singing, dancing, designing, etc.) we are ready and willing to help you in any way we can. From personally assisting you to connecting you to someone that you can network with and further your dream is only one of our goals, but part of the process for success.

Understand that by becoming a sponsor or contributing in some way to help the company would be a positive reflection of you to the community, as well as a way for you to give back. You will see that by becoming a sponsor or supporter will help ensure everyone we help get what they need from pictures, portfolios, resumes, and participate in talent shows. As a thank you, you have the option to accept or deny special recognition for your support along with other special privileges that we offer such as free tickets to shows and advertisements.

On behalf of A Real Desire we would like to thank you for your time and consideration in advance to those interested in being a sponsor. We appreciate your DESIRE to proceed on becoming a sponsor, with the hope that you will aide in building this LEGACY, which is soon to become very successful in every state. We look forward to hearing from you for any further information and discussion.

A Real Desire is here and ready to help those who are truly working to help themselves. Anyone willing to invest and assist the company in any way may contact us at any time Monday - Friday from 8:00a.m. - 5:00p.m. We are here to stay and we are waiting to be heard, so please help us to help someone, and make a difference today. We will do WHAT we can; WHEN we can; WHILE we can.

A Real Desire will provide a service to individuals with a limitation based on the need of that particular individual. There will be a general process that each individual would have to complete to determine if they qualify for services that are available. A Real Desire targets those who are financially handicapped to advance in their career. Services may include, but are not limited to; training, photography, resume' development, talent shows, and promotions. A Real Desire will also provide a service to other organizations that include, but not limited to; talent shows, referral services, and events that are family oriented and moral. All funds collected on behalf of A Real Desire will go into developing and growing the organization.

About The Staff

Everyone on staff has years of experience in the arts and have developed very successful events. Matthew has had the opportunity to perform in various clubs and venues around Florida, and has also been given the opportunity to do small modeling jobs after

graduating high school. This has helped Matthew to mold his image and the desire to help others who want to become a success, and this is what gave him the courage and experience to perform for a wide variety of audiences, and develop different preparation techniques to prepare him physically and mentally before each show or performance. Matthew has been seen in more than a dozen fashion shows, appearances as a featured extra in movies, talk show appearance, promotional modeling, and he's appeared in a host of other forums to build his portfolio and resume. Matthew says, "Being that I am in the entertainment industry myself it has allowed me to understand what to do and how to develop successful events for the community." Matthew is a hardworking, dependable, and trust-worthy individual that certainly has the desire to be successful and provide a better life for himself, his family, and others.

Matthew attended First St. Peter A.M.E. Church in Stone Mountain, GA where he was the President and Director over the Dance and Drama Ministry. He has developed many successful events from plays to fashion shows for the church and the community, and he attributes his success this far to having a positive attitude, determination, passion and prayer; which he says these combinations of things have been the fire in his belly.

Tamika began to write poetry after losing her younger brother to a violent death. In 2009, she began performing at open MIC nights back in her hometown. 2012, after the death of her mother, Tamika wrote a poem titled "Who Is She" which inspired her to write her first book using the same title. "Who Is She" will be released on February 23, 2014. Currently, Tamika lives in Stockbridge, Georgia with her four daughters from her previous marriage. She is a poet and a upcoming author trying to make a name for herself in today's society. Overcoming all the adversities she has endured in life thus far and still working hard to fulfill her dreams. Tamika favorite quote that she applies to her daily life is "I'm Still Standing!!!"

Kimberly Nichelle is from Birmingham, Alabama and has been residing in the Atlanta area since 2002. She studied TV Production & Journalism at The University of Alabama at Birmingham and graduated with a Master of Science in Business Management from the University of Maryland.

Kimberly has always had a passion for the arts. She began her acting and writing career at a very young age and has continued to enhance these creative skills throughout her young adult years. As an actress, she has done theater and has been cast in several major productions here in the Atlanta market. She has done a myriad of extra roles, been featured as an extra, and has been featured as a principal actor.

As a writer, she published her first poem in 2002 for which she received an Editor's Choice Award. Her first book (Reflections of Life: The Love, The Joy and The Afflictions) was published in December, 2010 and is available for sale on Amazon.com. The proceeds from this book benefits Domestic Violence Awareness. A humanitarian by heart, she continues to be a strong advocate for promoting change and creating community awareness through her writing and projects.

Some of her aspirations include, but not limited to; creating a well-received reality show, pitching her novels and scripts to television and film companies in hopes to see the plots come to visual life, and creating her own production company. She is also an avid writer of playwrights and screenplays and has recently finished her first screenplay for which she is seeking film investors.

Upon seeing the vision of A Real Desire Kimberly saw a kindred spirit with Matthew and decided to join forces and help to elevate the cause. Kimberly says, "It's all about servitude." She has been a great support and works very diligently to help fund the organizations with great ideas that will benefit everyone.

Upon Seeing the VISION that surrounded A Real Desire, Tamika decided without question to come aboard to help re-launch the organization, and she has been promoting and marketing to the public with no hesitation. Tamika is a FORCE that should never be challenged or questioned. We are privilege and grateful to have such a CHARISMATIC WOMAN on board to help catapult the organization to a new level with CHARACTER, STYLE, and ELEGANCE.

Benefits to the Sponsor and Fees

There are many benefits to those who become a sponsor with our agency. Being that we are a nonprofit charity, with IRS 501c3 status, those who contribute monetary assistance can utilize their contributions with exclusive opportunities or simply as a write off on their taxes for the upcoming year. There is also the benefit of helping someone in need of the assistance so they can materialize their dream and grow, while building their brand. Depending on what each potential sponsor has to offer; be it services, funding, or materials; it will determine the benefits we can offer in return. There are no upfront, association fees to become a sponsor with us, although the benefits may differ, each sponsor can guarantee being promoted and advertised on some level, to help increase their brand as well as their services offered, by utilizing our services. We offer many ways to do this such as:

- events we produce
- our magazine
- our website

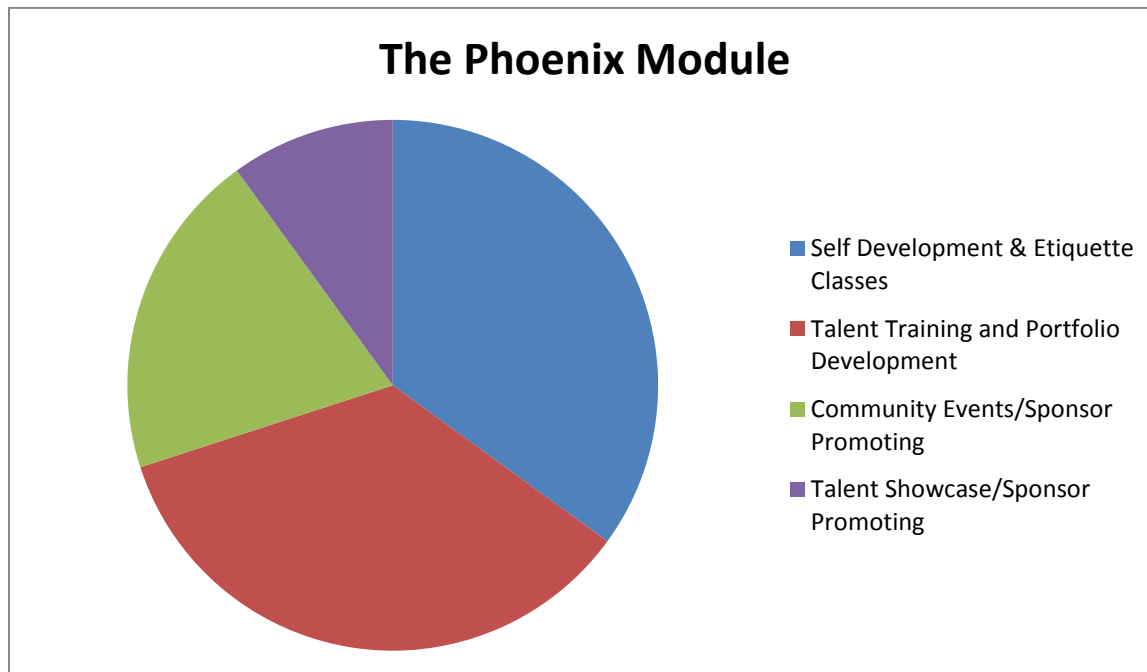
The benefits of sponsoring monetary contributions will entitle the giver to VIP seating to events, projects, advertisement of their business at events, on the website, in the magazine, and all other resources we utilize based on the contract between the two entities/individuals. Funding will ensure the organization maintain the materials and equipment needed to function; such as:

- office supplies
- teaching material
- cameras for photography and video
- lighting equipment
- flyers
- stage props
- and more

This will help to construct a successful event, show, we will be able to provide models and actors to the sponsor to help them capitalize on their business by allowing those involved to be compensated for their time. Ensuring venue space is achieved in a respectable and safe location, providing security to those that attend the events and shows, and allowing both parties to be recognized in the community are other benefits. There is a lot that can be done with funding, and with the proper financial resources we can use those funds to create jobs as well as provide an outlet of what is needed to you and in the community.

The benefit of sponsoring products, giveaways, and other items gives us the chance to better advertise you as a sponsor. It allows us to always have items available to display and demonstrate to others, and it also allows those who are on staff to use those products so we can talk from experience on how they work. Contributions of items can be very beneficial with both parties, because it allows the organization to receive directly what is needed, and is the perfect way for the sponsor to advertise. It is a proven fact that when someone observes another using a great product with the correct technique they are encouraged to want to buy it or learn more about it. We are more than willing to be that form of advertising for you.

We are in need of \$50,000 to produce projects and create more jobs. Although do have certain programs in place, as well as fund raisers to raise the funds needed, we are in need of funding to kick start these programs so they are executed with precision and excellence, and with your support we can achieve this goal expeditiously. If you, as a sponsor, want to donate money and have outlined specifically what you would like to see the money go toward within the organization to help that department, we will honor that. You can rest assured that we will not agree to promote your products if we do not feel there will be mutual benefits. We believe that it is a team effort to support each other in achieving our goals, and because of that we aim to please those who work with us.



- We believe this company would benefit from sponsoring the organization by improving on the positive image you reflect. The fact that A Real Desire is a faith based agency, and is community driven, will help to ensure that benefit. Helping us ensures others in the community can be helped.
- We understand that many of our sponsors share the same target audience as A Real Desire, and we know that if we support each other we can elevate each other to the next level.
- Business operations are those tasks and activities that an organization undertakes to produce the services or goods that it provides to its customers. Efficient operations help companies reduce costs, and they might improve customer satisfaction. Technology can be used to automate many operations and improve efficiency.

Specific business tasks can vary depending on the type of organization. For example, business operations for an insurance company might include receipt of an insurance application, underwriting, accepting or rejecting the application and claims processing. In the case of a technical support organization, they might include things such as entering a service request, resolving it, escalating it to a higher level of support or putting it on hold.

Efficiency is important for large or small business operations, because efficient operations keep expenses down. Although operations don't directly affect revenue, they do directly affect the company's cost of doing business, so operations strongly influence its ability to be profitable. Indirectly, efficient operations might enhance revenue if they increase customer satisfaction, which can help increase sales in the same city.

- A Real Desire supports health & active living, and encourages its staff, as well as those involved, to engage in community fundraising.
- People measure success in many different ways and on many different levels. When setting goals in life, it's important that we identify what success means to us personally, so that when we succeed we will know it.

For example, most people measure success in business according to their income; however this may not be an accurate assessment. If your business efforts provide a substantial monetary reward but you don't enjoy what you do, can this really be called success?

If on the other hand, if we were measuring financial success then income would be an accurate indicator. Knowing what you expect from your business in advance gives you a way of gauging your progress.

The Opportunity

It is not uncommon for perks to be obtained by the corporations that sponsor charitable organizations. For example, a business may donate money to assist in the production of A Real Desire's benefit gala. In return, the corporation will receive tickets to the event, where they will be served a multicourse dinner. They will often be given gift bags filled with unique and sometimes exclusive items, such as electronic devices or gift certificates. In addition, they may be given the opportunity to meet one-on-one with celebrity guests who may be attending, hosting or performing. There may also be a special area open to them where they may network with VIP attendees. This provides the donating firm with opportunities for business development.

When a business donates to worthy local causes, its image is often enhanced in the public's perception. No longer considered as simply a profit seeking corporation, a business' investment in the community signals a commitment and concern for its neighbors. Many consumers make purchasing decisions based upon this quality. Residents of a community will often show favor to local businesses. In many cases, they will go out of their way to support companies that support that community.

Perhaps the biggest advantage given to businesses that sponsor charitable organizations and events is the increased visibility gained throughout the community. In exchange for a financial donation, a corporation's name and logo are included on all mailings, advertisement and other promotional material produced by the nonprofit. In some cases, a large

donation may even culminated in property, such as a conference room, garden or computer laboratory being named in honor of the donating corporation.

The increase visibility of a company's name and logo leads to increased brand recognition throughout the community. An easily recognized brand makes closing sales all the more effortless. Increased sales equals increased revenue.

At the moment we are working on a full featured film to help advertise who we are, and show the world what we can do. You can select a level via www.gofundme.com/ARealDesire or mail your donation in. These levels on the site are:

Level 9: \$50	Receive a personalized copy of the movie trailer thanking you for your support. (Only 420 slots)
Level 8: \$75	Receive everything in level 9, plus a signed poster of the main cast addressed to you. (Only 320 slots)
Level 7: \$100	Receive everything in Levels 8 & 9, plus 2 tickets to the movie. (Only 200 slots)
Level 6: \$150	Receive everything in Levels 7-9, plus a personalized War-Angel T-shirt signed by War-Angel. (Only 100 slots)
Level 5: \$500	Receive everything in Levels 6-9, plus a day on set while filming. (Transportation NOT provided. Only 20 slots)
Level 4: \$1,000	Receive everything in Levels 5-9, plus your name in the movie credits as a sponsor. (Only 10 slots)
Level 3: \$5,000	Receive everything in Levels 4-9, and added as a Co-Producer of the movie. (Only 2 slots)
Level 2: \$10,000	Receive everything in Levels 4-9, and added as a Producer of the movie. (Only 2 slots)
Level 1: \$15,000	Receive everything in Levels 4-9, and added as an Executive Producer of the Movie. (Only 2 slots)

All funding collected will go towards the production of the film. All levels qualify to gain access to all talent/fashion show events (Showcases). Please send notice to ensure you are on the list to enter without any conflicts.



Contact Information

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Direct Donation Form

A Real Desire is a non-profit, 501c3 organization that supports, contributes to, and promotes the talent of those in the community. The organization provides “no strings” funding for many valuable programs and projects that benefit people of all ages. We invite you to make a direct donation to A Real Desire to support one or more of these individuals, programs, or projects:

- ☐ Talent Shows (venues, DJ’s, transportation, promotions, catering, staff, special guest, and advertisement through radio, TV and personal appearances)
- ☐ Photography & Videography
- ☐ Equipment and Supplies (for talent development)
- ☐ Portfolio Development (demo reels, resume building, etc.)
- ☐ Talent Training and Classes (training material, teachers, trainers, book storage and advertising costs)
- ☐ Unrestricted or general donation to be used where funding is most needed
- ☐ Other _____

I want to make a donation to A Real Desire to support the programs, individuals, and projects in the community with one of the following.

- ☐ Enclosed is my \$ _____ donation to support the program or project checked above.
or
- ☐ I would like to donate my time and/or professional experience to the organization valued at:
\$ _____

- ☐ My company has a matching gift program. Please contact me for details.

Given by: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Please make your check payable to A Real Desire and mail to:

A Real Desire
855 E. 227th St. Suite 2R
Bronx, NY 10466

A Real Desire is a non-profit, 501c3 organization. Donations to the organization under IRS regulations are deductible as allowable by law. All donations will be acknowledged in writing, including A Real Desires’ tax identification number for your records. Contact your tax advisor for advice concerning the deductibility of your donation.