

SWING FOR CHANGE 2026

2026 FOUNDING CORPORATE PARTNERSHIP PROPOSAL

CORPORATE PARTNERSHIP & COMMUNITY INVESTMENT PACKET

THE BALTIMORE COMMUNITY WELLNESS CLASSIC

WHEN

Saturday, October 17, 2026
9:00 AM-2:00 PM

WHERE

Planned for Patterson Park
Baltimore, Maryland

RAIN DATE

Saturday, October 24, 2026

HOSTED BY

Julie Community Center
in partnership with GPS University

STRONGER TOGETHER. • HEALTHIER TOGETHER.
CHANGING TOGETHER.

FOUNDING HOST ORGANIZATIONS



BALTIMORE, MARYLAND



THE OPPORTUNITY

BALTIMORE SHOWS UP WHEN THE INVITATION IS REAL.

Swing for Change is being built as more than a softball tournament. It is a platform for connection, wellness, visibility, and community investment.

On October 17, Julie Community Center and GPS University plan to bring nonprofit organizations, churches, businesses, government partners, vendors, athletes, and Baltimore families together for a five-hour community experience at Patterson Park.

The event combines a nonprofit softball tournament with a Community Impact Village - a resource fair where organizations can share services, recruit volunteers, build partnerships, and connect directly with residents.

This is the launch of a signature event designed to return, grow, and create measurable value for the organizations and companies that help build it from the beginning.

150-250

PROJECTED
ATTENDEES

6-8

COMMUNITY
SOFTBALL TEAMS

10-15

PLAYERS PER
ROSTER

5

HOURS OF
COMMUNITY
ACTIVATION

\$500

COMMUNITY
IMPACT GRANT

1

INTEGRATED
IMPACT VILLAGE

THE GOAL



Create one place where community organizations compete, collaborate, and leave stronger than they arrived.

SWING



COMMUNITY INVESTMENT

PARTNER INVESTMENT MOVES THE MISSION.

A strong event requires more than good intentions. Corporate support gives Julie Community Center and GPS University the ability to execute professionally, remove participation barriers, and keep the experience accessible to the organizations and families it is designed to serve.

01

FIELD, PERMIT & EVENT OPERATIONS

Facility costs, tournament logistics, equipment, staffing, safety, and the operational foundation required to deliver the day well.

02

COMMUNITY IMPACT VILLAGE

Resource-fair setup, partner coordination, tables, directional signage, and a welcoming space where residents can find help and opportunity.

03

NONPROFIT TEAM ACCESS

Support that helps community organizations participate, combine teams when needed, and bring staff, volunteers, members, and supporters together.

04

SHIRTS, SIGNAGE & SUPPLIES

Event shirts, recognition materials, participant supplies, field signage, and the details that make the event feel organized and memorable.

05

\$500 COMMUNITY IMPACT GRANT

The tournament champion receives an investment back into its organization, turning a win on the field into impact beyond the field.

06

WELLNESS & AWARENESS

Community wellness, mental health awareness, and an event culture that makes health information approachable, visible, and connected to real people.

INVEST

Corporate support enters the event.



REMOVE BARRIERS

Participation stays accessible.



CONNECT

Organizations meet residents and one another.



DIRECT RESOURCES

People discover services and opportunities.



BUILD TRUST

Partners create visible community value.



BREAST CANCER AWARENESS

A portion of event proceeds is designated to support breast cancer awareness through Susan G. Komen.



VISIBILITY WITH SUBSTANCE

A CAMPAIGN ALREADY BUILT TO MOVE.



Swing for Change already has a unified public identity across sponsorship, team outreach, vendors, the Community Impact Village, community patron giving, and event information.

A sponsor is not funding an idea that still needs to be invented. The campaign framework, visual language, event story, and community-facing materials are already in motion.

WHO YOUR BRAND WILL REACH

Baltimore families & residents

Nonprofit leaders & staff

Churches & community leaders

Local entrepreneurs & vendors

Youth & adult athletes

Civic & government partners

SPONSOR TOUCHPOINTS

PRE-EVENT PROMOTION

Email outreach, social content, partner communications, and selected print/digital materials produced after commitment.

ON-SITE VISIBILITY

Activation space, signage, field or area recognition, emcee mentions, and direct contact with attendees.

EMPLOYEE ENGAGEMENT

Volunteer participation, community activation, and opportunities for staff to serve alongside Baltimore organizations.

POST-EVENT VALUE

A concise impact recap, recognition, and an opportunity to help shape the event's next chapter.

TIMING MATTERS: Sponsor recognition begins as soon as a commitment is confirmed. Placement on print materials is subject to production deadlines.



CORPORATE PARTNERSHIP LEVELS
LEAD THE CHANGE.

Major corporate and institutional partners are invited to invest in the entire community platform - not simply purchase a logo placement. Packages can be tailored around community investment, employee engagement, wellness, visibility, or nonprofit capacity-building goals.

LEAD / EXCLUSIVE OPPORTUNITY
PRESENTING PARTNER
\$10,000

- "Presented by" designation wherever feasible
- Premier event-wide brand visibility
- Premium 10x20 activation footprint
- Welcome or speaking opportunity
- Custom employee engagement activation
- Highest level digital and on-site recognition

MAJOR CORPORATE / REGIONAL PARTNER
COMMUNITY CHAMPION
\$5,000

- Prominent sponsor designation
- Premium 10x10 activation space
- Field, zone, or program recognition
- Multiple social and email acknowledgments
- Employee volunteer opportunity
- Post-event impact recap

IMPACT / COMMUNITY INVESTMENT PARTNER
IMPACT PARTNER
\$2,500

- Prominent logo placement
- 10x10 community activation space
- On-site verbal recognition
- Two dedicated digital acknowledgments
- Selected event signage
- Post-event recognition

EVENT / SMALL CORPORATE PARTNER
EVENT PARTNER
\$1,000

- Logo on sponsor board and select materials
- Complimentary 10x10 table or activation
- One dedicated digital acknowledgment
- On-site verbal recognition
- Post-event supporter recognition

COMMUNITY SPONSORSHIP OPPORTUNITIES

Field Sponsor \$500 | Team Sponsor \$250 | Shirt Sponsor \$100 | Community Patron \$10+



BENEFITS & ACTIVATION

WHAT YOUR PARTNERSHIP INCLUDES.

PARTNERSHIP BENEFIT	\$10K PRESENTING	\$5K CHAMPION	\$2.5K IMPACT	\$1K EVENT
Presenting / lead designation	EXCLUSIVE	-	-	-
Logo placement	Premier / largest	Prominent	Featured	Sponsor board
On-site activation footprint	Premium 10x20	Premium 10x10	10x10	10x10 table
Welcome or speaking opportunity	Included	By arrangement	-	-
Field, zone, or program naming	Priority choice	Included	By agreement	-
Dedicated social / email recognition	Up to 8	Up to 4	Up to 2	1
Employee volunteer engagement	Custom service team	Priority access	Upon request	Upon request
On-site verbal recognition	Lead recognition	Multiple mentions	Included	Included
Post-event impact recap	Report + photo package	Impact recap	Impact recap	Supporter recap

CUSTOM ACTIVATION MENU

COMMUNITY IMPACT VILLAGE

Own the resource-fair experience and help organizations connect directly with Baltimore residents.

EXPAND THE IMPACT GRANT

Increase the \$500 grant or create additional awards tied to wellness, service, or collaboration.

NONPROFIT TEAM ACCESS

Underwrite registrations, shirts, or participation costs for selected community organizations.

WELLNESS / HYDRATION ZONE

Create a branded space centered on health, recovery, hydration, screenings, or community education.

EMPLOYEE SERVICE TEAM

Engage staff through volunteer roles, event support, welcome teams, or community-facing activation.

EVENT OPERATIONS

Support the field, permits, equipment, shirts, signage, and infrastructure that make the day possible.

Benefits are subject to commitment date, production schedules, space availability, and final event logistics. Packages may be customized by written agreement. Industry exclusivity may be available for the Presenting Partner.

SWING



THE ORGANIZATIONS BEHIND THE EVENT

LOCAL LEADERSHIP. CLEAR ACCOUNTABILITY.



JULIE COMMUNITY CENTER

A Baltimore community hub advancing youth development, mentoring, education, food access, family support, and neighborhood connection. Julie Community Center serves as the event's nonprofit host and community-impact anchor.



GPS UNIVERSITY

A community-focused organization using fitness, mentorship, leadership, service, and event experiences to help individuals and families grow stronger. GPS University supports event strategy, outreach, wellness, and execution.

WHAT PARTNERS CAN EXPECT

ONE ACCOUNTABLE LEAD

A direct point of contact for package confirmation, logo collection, activation, and event-day coordination.

CLEAR DELIVERABLES

Written recognition benefits and a practical activation plan shaped around the sponsor's goals.

COMMUNITY-CENTERED EXECUTION

An event built around real organizations, families, residents, and direct access to resources.

POST-EVENT FOLLOW-THROUGH

A sponsor recap that documents recognition, participation, photos, and visible community outcomes.

FOUR SIMPLE STEPS

1

SELECT THE GOAL

Visibility, employee engagement, wellness, nonprofit support, or a custom mix.

2

CONFIRM THE PACKAGE

Choose a level or customize a partnership around the company's priorities.

3

SEND LOGO & INVESTMENT

Complete payment by invoice or through the secure Zeffy campaign link.

4

ACTIVATE & MEASURE

Coordinate recognition, show up on event day, and receive the impact recap.

TYRELL "TYE" GIBSON

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Founder & Executive Director, GPS University
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NONPROFIT HOST

Julie Community Center
EIN: 52-1062380

EVENT

Saturday, October 17, 2026
Patterson Park, Baltimore



LET'S MAKE THE FIRST SWING COUNT.

Founding partners will help launch a signature Baltimore event where organizations compete, collaborate, connect with residents, and reinvest in the community.

**\$10,000
PRESENTING**

**\$5,000
CHAMPION**



SCAN TO SPONSOR

Complete a sponsorship payment through the secure Swing for Change Zeffy campaign, or contact Tye to request an invoice and confirm a customized package.

zeffy.com/en-US/donation-form/swing-for-change

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