

2018  
*Baltimore City White Knight Track  
Club*  
*Press Kit*

*“Keeping Youth On Track”*

Sytieia Brown 2018 AAU Club Championship National Champion in Discus



### Our Mission:

- *BCWKTC is a non-profit youth sports program serving children ages 5-14 in the Baltimore metro area. The mission of BCWKTC is to create a positive environment for youth and promote track and field in the Baltimore Metro area. The program supports education, healthy development and deter youth from incarceration.*

### Objectives:

- *Fostering national amateur sports competition.*
- *To increase participation in youth track in field in the Baltimore Metro area.*
- *To provide safe activities for youth and deter them from being involved in criminal acts and incarceration.*
- *To create an education centric culture with sports as a tool in the quest for higher education.*
- *To support healthy lifestyles and quality physical, emotional and social development.*

### Programs:

- *Core Form Conditioning Training (November-February)*



- *Spring & Summer Track & Field (March-August)*
- *Track Our Youth Program Long time commitment to every athlete in our program. Quarterly events hosted and planned by our youth to re-engage our athletes who've moved onto high school. In this interaction we get reports on grades, social development and community service hours. We also offer resources for mentoring, college preparation/support and complete registrations for outdoor track.*
- *Community Service Hours Our coaches and parents chaperone youth as we serve our Baltimore communities with community cleanup efforts, family adoption for the holiday, serving the homeless, food drives and delivering memo's to residents from their community leaders and organizations.*
- *Spare Your Spikes Program We accept used competition track spikes that athletes can no longer fit. Spikes will be offered a discounted price of \$10 to assist parents with some of the financial burdens. Sales of all spikes will be donated back to the program for equipment needs, travels expenses etc.*
- *Peer Tutoring All of our youth are supported as students first. Students are required to maintain a 2.0 GPA with no failing grades. Instead of kicking youth off the team, we mandate tutoring and suspend track meet privileges. This peer support network has worked in maintaining a 3.29 team GPA.*

### 2018 Student Athletes:



- As a program we've served 248+ student athletes in the Baltimore area since 2014. In 2018 we served 78 kids, ages 5-14. The vast majority of our student athletes are from the East Baltimore community (Frankford, Cedonia, Hamilton). Our athletes are required to complete a student athlete agreement in order to participate with the White Knights. Athletes are required to submit their report cards quarterly and maintain a minimum 2.0 average with no failing grades. The 2017-18 school year our team had a combined GPA of 3.29.
- We have 4 student athletes heading to high school. Talil Atkins will attend Polytechnic Institute, Jordan James and Mia Thomas will attend City College High School, Zion Robinson will attend Carver Center for Arts and Technology and Madison Parham will attend Mercy High School, all boasting GPA's over 3.0.

### 2018 Athletics:

- In 2018 The White Knight Track Club bought home 7 medals from an International Meet at Morgan State University.
- In 2018 The White Knight Track Club accounted for 2 National Champions.
- In 2018 The White Knight Track Club accounted for 13 All-Americans between AAU and USATF.
- This year 36 youth in our program competed on a national level with our travel team in the USATF and AAU tournaments. 42 youth were in our developmental program. 100% of the youth on our





travel team qualified for regional championships. 78% of youth qualified for national championships.

- This year youth traveled to Hampton University, North Carolina A&T University, Liberty University and ESPN Worldwide Sports Arena in Orlando, Florida for competitions which were all amazing experiences for our inner city youth.
- We've had 106 athletes qualify and compete on a national level since 2014 for a total of 24 All-Americans.
- We've celebrated 52 top Top 25 performances at national meets

### Sponsors, Funders And Partners:

- Special Thanks To Our Community Partners, Funders, Sponsors, Donors: Councilman Brandon Scott, Baltimore City College High School (Principal Harcum, Coach Hamilton, Coach Duane), Reginald F. Lewis High School (Principal Patterson), Baltimore City Recreation and Parks (Herring Run Recreation Center Antonio Jones) YFL Cardinals, McKim Track Club (Garfield Thompson), Baltimore City Track Club, Dick's Sporting Goods, USATF Foundation, Baltimore Community Foundation, Chipotle, Antoine Coleman, Phil-Mor Fit, Jet Tees, Charm City Run, Road Runners Store, Chick Fil-A, Root Exposure Photography, Sandy Adams Lachance, Baltimore Orioles, Uproar Church.















## Contact:

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Facebook: Baltimore City White Knight Track Club

Instagram: Bmore\_White\_Knights





## *SPONSORING BCWKT'C*

*Our sponsors and community play a vital role in providing optimum services for the youth we serve. In order to maintain manageable registration fees (\$450 includes Indoor, Spring Track and Summer Track) and have favorable participation from low-income families sponsors like you are of the utmost importance.*

*Sponsoring BCWKT'C would assist in the following areas for our upcoming season.*

- > Host our annual East Baltimore Spring Open Track Meet*
- > AAU & USATF Association fees*
- > Team transportation and housing costs when competing nationally*
- > Purchase, upgrade or repair equipment*
- > Subsidize registration fees, provide resources for the youth, scholarships for running shoes, uniforms etc.*



- Snacks and sports drinks for track meets
- Supplemental funding for coaches training, membership fees and travel
- Advertisements to increase participation
- Yearly Award Banquet
- Club administration/operating expenses, maintaining an official website, office supplies etc.

## SPONSORSHIP TIERS

### **PLATINUM SPONSORS = \$2500 +**

- Business Logo on team tent and banner displayed at our track meets, largely held in Baltimore, Surrounding counties in Maryland, DC, Virginia and other states that host regional and national competition.
- Advertising post on social media pages once per week on day and time of choice.



- *Business logo on the back on the team running uniform, worn during competition.*
- *Business logo on the team website homepage and premium location on the Sponsors page with hyperlink.*
- *Business name in the Spring Open Meet title and free vending space at the Meet*
- *Donor recognition at the Spring Open Track Meet and Annual Banquet.*
- *Appreciation Plaque for the year with donation total.*
- *White Knight Track and Field Hooded Sweatshirt.*
- *Tax deductible receipt for donation.*

#### **GOLD SPONSORS = \$1000**

- *Business logo on the team website homepage and premium location on the Sponsors page with hyperlink.*
- *Advertising post on social media pages once per week on day and time of choice.*
- *Free vending space at the Spring Open Track Meet*
- *Donor recognition at the Spring Open Track Meet and Annual Banquet.*
- *Appreciation Plaque for the year with donation total*



- *White Knight Track and Field Hooded Sweatshirt.*
- *Tax deductible receipt for donation.*

#### **SILVER SPONSORS = \$500**

- *Business logo with hyperlink on the team website sponsor page.*
- *Advertising post on social media pages once per month on designated day and time of choice.*
- *Appreciation Plaque for the year with donation total*
- *White Knight Track and Field Hooded T-shirt.*
- *Tax deductible receipt for donation.*

#### **TEAM SPONSORS = \$250**

- *Business logo with hyperlink on the team website sponsor page.*
- *White Knight Track and Field T-Shirt*
- *Tax deductible receipt for donation.*



Sponsorship Amount \$ \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### *Payment Methods*

- > Make Checks payable to: White Knight Track Club, 4935 Schaub Ave.  
Baltimore, MD 21206.
- > Pay Online via PayPal at  
[www.whiteknighttrack.com/www.whiteknighttrack.org](http://www.whiteknighttrack.com/www.whiteknighttrack.org)



*Baltimore City White Knight Track Club Inc. is a registered 501c(3) nonprofit organization. All donations are tax deductible. All donors will receive a letter confirming donation along with our Tax ID number.*

*Thank you for your Sponsorship and Support. GO WHITE KNIGHTS!!!*

