



# **2017 Programs and Sponsorship**







*From Left to Right: Jeremiah McKinney, Ephraim Gibson, Alexis Ford, Wayne County Sheriff Benny Napoleon, J.D., Erica Boswell, Brianna Williams, Michael Parrish*



Children's choir from Detroit Academy of Arts and Sciences performing in t.Lab's 3<sup>rd</sup> Annual Black Tie Ball



*From Left to Right: Myles White, Gabrielle Sturdivant, Mark White and Ms. Sheree Dial*



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# About Us



## **t.Lab**

A non-profit organization founded in 2007, which operates accelerated learning centers for students in Pre-Kindergarten through 12th Grade. T.LAB focuses on assisting students (and parents) with realizing extraordinary academic achievements by leveraging a hybrid curriculum including Humanities, Leadership, Liberal Arts, and STEM disciplines. The delivery model harnesses both skilled professional learning facilitators and a digital virtual content delivery system. Engaging and assisting parents in student development is a core competency. t.Lab is headquartered in Redford, Michigan, and supports parents and students throughout the United States including Illinois and Texas. t.Lab is actively pursuing new facilities in Chicago, Illinois.



Since our inception, we have served approximately 2000 parents and 1165 students across the U.S. including, but not limited to: Arizona, Colorado, Georgia, Illinois, Indiana, Louisiana, Michigan, Minnesota, Missouri, Nevada, New York, Ohio, and Texas.

## **Mission**

Our mission is to create extraordinary academic achievement especially among urban students, to prepare them to assume leadership roles in careers as entrepreneurs, physicians, nurses, research scientists and in other professions.

## **Why Invest in T.LAB?**

We are driven by our passion to lead and outperform the market. Our accelerated learning model, while still developing, is producing extraordinary academic results. Your return on investment can easily be measured by our results in the following areas:

1. Academic Performance (Median ACT Score & GPA)
2. Parental Coaching and Engagement
3. Scholarship Development Strategy & Execution
4. Internal Investment

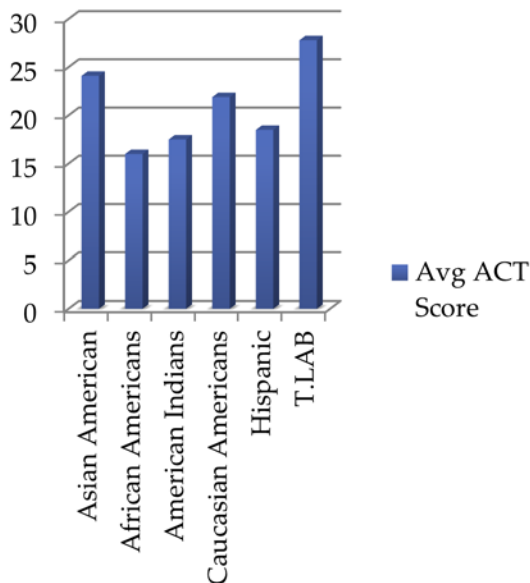




## Academic Performance

t.Lab's custom curriculum is based on the American College Testing (or ACT) core competencies. Therefore, student academic skill development focuses on English, Math, Reading and Science. As well, our curriculum includes language, leadership development and technology. Our standards of performance far exceed those of most K-12 academic institutions including a top 10<sup>th</sup> percentile performance standard. Our expectations and performance standards for English, Math, Reading and Science are well above the market standards. We are aggressively pursuing a "college competence standard" for all students by end of 6<sup>th</sup> grade. This standard requires that our 6<sup>th</sup> grade students will realize a minimum composite score of 21.5 on the ACT.

### Median ACT Score



A principle covenant of our academic performance model is predicated on scholarly research that examined the effect of quality tutoring on academic performance. This research concluded that 1 hour of quality tutoring per week, combined with an average K-12 curriculum, and should enable students to realize 3-5 completed grades per year. Therefore, t.Lab seeks to provide each student a minimum of 1 hour of quality tutoring each week. Our students average a range of 6-12 hours per week in academic development activity outside of their normal K-12 curriculum. Our FY 2016 median ACT Score was **"28"** in a market where the highest median ACT score by ethnicity was **"24.1"** (Asians).

## Parental Coaching and Engagement

Parent University is the most significant element of t.Lab. t.Lab provides parents and guardians with assistance in child development, academic development, college selection, scholarship development, and guiding students through their college careers. Activities include planned formal monthly seminars and ongoing training and development in areas such as emotional intelligence, leadership assessment, and technology skills. 95% of our parents who regularly engage in our Parent University are realizing targeted performance objectives from their students. This would include metrics like Grade Point Average, ACT Test Scores, and College Scholarships to name a few. Beginning January 1, 2014, participation in Parent University is a mandatory requirement for all t.Lab parents.







## **Scholarship Development Strategy & Execution**

A four (4) year college degree is valued at \$250,000. Our college scholarship target is a minimum of \$300K per student. Our formal college scholarship development strategy and execution program is rapidly improving in both efficiency and effectiveness metrics. In fiscal year 2017, t.Lab high school seniors (8) are expected to realize approximately \$1.8M in academic college scholarships. As well, our formal “high school to college transition program” continues to yield significant results. In FY 2015 and FY 2016, our new college freshman students were not required to take remedial courses, maintained an average GPA of 3.0 while majoring in STEM related disciplines.

## **Internal Investment**

t.Lab leverages a professional fee model to partially support operations. As well, we conduct two fundraisers each year. t.Lab invests a range of 55% to 75% of collected professional fees with students and families. Through our discounting and scholarship programs, we invested \$21,106.78 in FY 2014 and \$55,106 in FY 2015. As well, T.LAB’s leadership including the founder and strategic partners make considerable cash investments each year.

## **Parent Testimonials**

“My daughter Emily was a student in t.Lab. When we started in t.Lab, she had an ACT score of 24 and a GPA of 3.9. When she graduated, her GPA was 4.02 and her ACT score was 30.25. As a parent, I can say that t.Lab has exceeded my hopes and expectations!”

*- Mrs. Dorothy Hanlon, Livonia, MI.*

“After being told of Jenay’s and Jeffrey’s academic opportunities for improvement in math and reading, I enrolled my children in t.Lab. They have been transformed into aggressive and independent learners. They are both in honor roll and leadership status within their respective grades. Matter of fact, both Jenay and Jeffrey are now operating at the next grade level! Our family strongly endorses and supports t.Lab.”

*- Mr. Jeffrey Holmes, Redford, MI.*

“My daughter was a good student. t.Lab’s high academic standards, systems and technology have transformed Karmen into an exceptional student operating at academic levels well beyond her grade and age. As a seventh grade student, Karmen maintains a 1<sup>st</sup> year college vocabulary! As well, she was a winner in t.Lab’s oratory contest – competing with Middle School and High School students. I wholeheartedly endorse t.Lab!”

*-Mr. William Bryant, Canton, MI.*





Accelerated Learning Centers



# **Academic Programs**







# t.Lab's Core Academic Program

- ❖ **Math**
- ❖ **Science**
- ❖ **Reading**
- ❖ **English**
- ❖ **Humanities**
- ❖ **Language**
- ❖ **Technology Certification**
- ❖ **ACT Preparation**
- ❖ **Leadership Development**
- ❖ **Research & Development**
- ❖ **Public Speaking**
- ❖ **Parent University**





# Event

## t.Lab's Black Tie Ball

This event honors a community leader and a high performing t.Lab staff and students for excellence in academics, coaching, mentoring, tutoring and information technologies. This year's event will be held on Friday, June 30, 2017 at the Charles H. Wright Museum of African American History in Detroit, Michigan



## Raffle and Tie Sale

During late summer of 2017, t.Lab will host a raffle and tie sale! We will raffle a two (2) year lease for a new 2017 Cadillac ATS. Our students will sell ties donated by some of Metro Detroit's best dressed people! Ties will be on sale for \$5 to \$15. Proceeds will be used to purchase new Apple iPads in support of t.Lab's coding program







Accelerated Learning Centers



# **Event Sponsorship**



*Black Tie Ball Only*

## **SPONSORSHIP LEVELS**

### **PLATINUM**

**\$25,000**

- ☐ 20 Tickets to Black Tie Ball
- ☐ 5 Sponsored Scholarships
- ☐ Priority invitation to upcoming T.LAB Events
- ☐ Logo in Program & Brochures
- ☐ Signage on Tables & Media Exposure
- ☐ Meet Guest Speaker
- ☐ Acknowledgement on T.LAB Radio & Internet
- ☐ Logo on T.LAB Website

### **GOLD**

**\$10,000**

- ☐ 10 Tickets to Black Tie Ball
- ☐ 2 Sponsored Scholarships
- ☐ Priority invitation to upcoming T.LAB Events
- ☐ Logo in Program & Brochures
- ☐ Signage on Tables & Media Exposure
- ☐ Acknowledgement on T.LAB Radio & Internet
- ☐ Logo on T.LAB Website

### **SILVER**

**\$5,000**

- ☐ 6 Tickets to Black Tie Ball
- ☐ 1 Sponsored Scholarship
- ☐ Logo in Program & Brochures
- ☐ Signage on Tables & Media Exposure
- ☐ Logo on T.LAB Website

### **BRONZE**

**\$1,500**

- ❖ 4 Tickets to Black Tie Ball
- ❖ Signage on Tables
- ❖ Position on T.LAB Website

### **TABLE**

**\$1,750**

- ❖ 10 Tickets to Black Tie Ball
- ❖ Signage on Tables
- ❖ Name listed in the program

### **Program Book Sponsor Advertisement**

**\$50- \$1,500**

- ❖ Front Cover- \$1,500
- ❖ Back Cover- \$1,500
- ❖ Full Page- \$500
- ❖ ½ Page- \$200
- ❖ ¼ Page- \$100
- ❖ 1/8 Page- \$50



# SPONSORSHIP LEVELS

*Individual Student Scholarship Only*



- ❖ High School- \$3,500
- ❖ Middle School- \$2,500
- ❖ Elementary- \$1,800

*"To think and speak on behalf of others is noteworthy; to serve and act on behalf of others is heroic".*



## t.Lab's Previous Sponsors







## t.Lab's Previous Sponsors





## *Board of Directors*

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*Please write in Print*

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Authorized Signature: \_\_\_\_\_

*Please choose one of the following sponsorship options below by checking the appropriate box.*

Platinum Sponsorship  
\$ 25,000

☐

Gold Sponsorship  
\$ 10,000

☐

Silver Sponsorship  
\$ 5,000

☐

Bronze Sponsorship  
\$ 1,500

☐

Table Sponsorship  
\$ 1,750

☐

**Program Book Sponsorship**

❖ Front Cover- \$1,500

☐

❖ Back Cover- \$ 1,500

☐

❖ Full Page- \$ 500

☐

❖ ½ Page- \$200

☐

❖ ¼ Page- \$100

☐

❖ 1/8 Page- \$50

☐☐

**ADVERTISEMENTS:** Digital Ads, PREFERRED in PDF, TIF or 300 dpi JPEG format. Please send your marketing and promotional material in electronic format to [tlab@tlab-global.com](mailto:tlab@tlab-global.com)

**DEADLINE:** Please submit camera- ready ad in PDF format for souvenir program book by **June 25, 2017.**

**SPECIFICATIONS:** Ad sizes are ¼ , ½, and Full page Ads on an 8.5 x 11 page format. Please maintain 1/8 margin for page bleeding.

**REGISTRATION:** [www.tlab-globalevents.com/black-tie-ball.html](http://www.tlab-globalevents.com/black-tie-ball.html)

**PAYMENTS:** Please make all checks payable to T.LAB Accelerated Learning Centers. Please remit payment, contract and advertisement to:

T.LAB Accelerated Learning Centers  
P.O. Box 530181  
Livonia, Michigan 48153

Proceeds will support T.LAB services and activities.  
Your contributions are tax deductible in accordance with federal regulations.



*To God be the glory!*