



Accelerated Learning Centers

# 2019 PROGRAMS AND SPONSORSHIP

## **CONTACT US:**

**888 327-3387**

**WWW.TLAB-GLOBAL.COM**

You can find us at:  
1751 Radcliff St.  
Garden City, MI 48135



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# About Us

## t.Lab

t.Lab is a non-profit organization founded in 2007 which operates accelerated learning centers for students in pre-kindergarten through undergraduate. 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 Garden City, Michigan at Schoolcraft College, and supports parents and students throughout the United States.

Since our inception, we have served approximately 2,000 parents and 1,175 students across the U.S. including 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



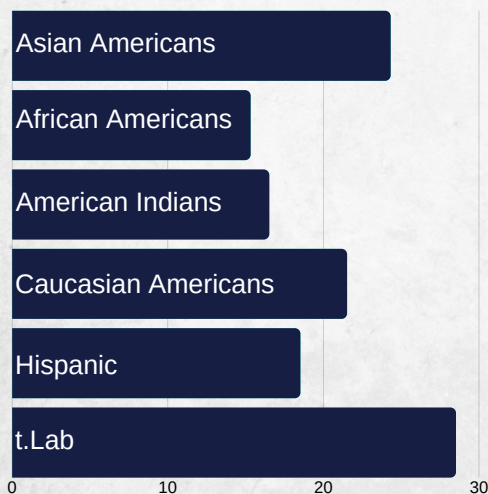
# Academic Program



## 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. In addition, our curriculum includes language, leadership development and technology. Our standards of performance far exceed those of most K-12 academic institutions including a top 10th percentile performance standard. Our expectations and performance standards are well above the market standards. We are aggressively pursuing a "college competence standard" for all students by the end of 6th grade. This standard requires that our 6th 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, should enable students to realize 3-5 completed grades per year. Therefore, t.Lab seeks to provide each student a minimum of 2 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 2017 median ACT Score was "28.5" in a market where the highest median ACT score by ethnicity was "24.3" (Asian Students).

## Parental Coaching and Engagement

Parent University is the most significant element of t.Lab. We provide 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 children. This would include metrics like grade point average (GPA), ACT Scores, and college scholarships to name a few. Participation in Parent University is a requirement for all 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. Likewise, 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 3.4 while majoring in STEM related disciplines.

## Internal Investment

t.Lab leverages a professional fee model to partially support operations. Presently, we conduct three 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 \$50,998.55 in FY 2016 and \$29,850.83 in FY 2017. t.Lab's leadership including the founder and strategic partners make considerable cash investments each year.

### Parent Testimonials



*"My son Kameron is a gifted student, however he was not performing at his potential. Since joining t.Lab, Kameron has increased his median ACT score from 23 to 33. As well, Kameron has realized professional certifications in Bloomberg BMC, and Microsoft Word, PowerPoint, and Excel. t.Lab's coaching and mentoring has transformed my son into a leader and Top 1% academic performer. As a parent, I can say that t.Lab has exceeded my hopes and expectations!"*

*- Ms. Alexis Davenport, Southfield, MI*

*"In 2011 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 operating at honor roll and leadership status within their respective schools. Matter of fact, both Jenay and Jeffrey operate above grade level! Our family strongly endorses and supports t.Lab." - Mr. Jeffrey Holmes, Redford, MI*

*"My sons Jeremiah and Josiah were good students. t.Lab's high academic standards, systems and technology have transformed Jeremiah and Josiah into exceptional students operating at academic levels well beyond their grade and ages. With the support of t.Lab, Jeremiah has been accepted into Kettering University as an engineering and computer science major. His cooperative learning sponsor is Faurecia, a world-class automotive interiors company. We will maintain our relationship with t.Lab for Jeremiah during college years. t.Lab's tutors and support systems are enabling Josiah to master advanced mathematics. Josiah's confidence has skyrocketed thanks to t.Lab. My husband and I are expecting Josiah to perform in the Top 1% on the ACT in 2021. We wholeheartedly endorse t.Lab!"*

*- Mr. and Mrs. Thompson, Macomb, MI*





## CORE ACADEMIC SUBJECTS

t.Lab provides academic development, coaching, mentoring, and tutoring services in the following areas:

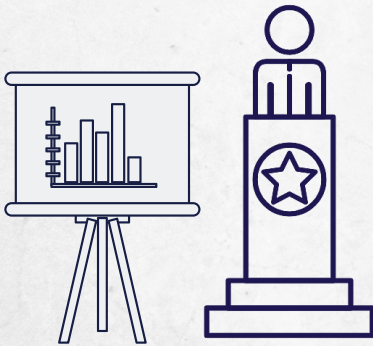
- English
- Humanities
- Math
- Advanced Math
- Reading
- Science
- Language
- Computer Science (*leveraging t.Lab's proprietary curriculum*)
- Public Speaking
- Technology Skill Development & Certification (over 150 technologies)
- ACT Preparation
- SAT Preparation
- Leadership Development (*Leveraging t.Lab's proprietary leadership model*)
- Mentorship (*leveraging t.Lab's R&D model*)
- Parent University (*leveraging t.Lab's student development model*)



# Events



## Symposium on Media, Education, & Economics



This event will engage and enlighten parents, students, and the community at large on the critical issues impacting Education and Economics. t.Lab has assembled a group of national and local thought leaders to share their views on addressing these issues. This event will be held on **Wednesday, March 27, 2019**, from **4:30 PM through 6:30 PM** at the **Spencer M. Partrich Auditorium, Wayne State University Law School**. The same symposium will be held on the next three quarters of the year (May 10, 2019; August 9, 2019; and November 8, 2019).

## 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 28, 2019**, from **6:30 PM through 10:00 PM**, at the **Vista Tech Center of Schoolcraft College in Livonia, MI**.

## Diversity and Multi-Cultural Golf Outing



t.Lab will host its 8th Annual Diversity and Multi-Cultural Golf Outing on Friday, **August 23, 2019**, at **The Michigan TPC in Dearborn, Michigan**. We will raffle a two (2) year lease for a new 2019 Cadillac ATS. Our students will sell ties donated by some of Metro Detroit's best dressed people! Ties will be on sale for \$3 to \$15. Proceeds will be used to purchase new Apple iPads in support of t.Lab's coding program.



# Sponsorship



## ***Symposium on Media, Education, and Economics***

***Wednesday, 27 March 2019 (Q1)***

### **PLATINUM**

**\$10,000**

- ★ 20 Tickets to the Symposium
- ★ 5 Sponsored Scholarships
- ★ Priority invitation to upcoming t.Lab Events
- ★ Logo in Program & Brochures
- ★ Meet Guest Panelist
- ★ Acknowledgement on t.Lab Radio & Internet
- ★ Logo on t.Lab Website

### **GOLD**

**\$5,000**

- 10 Tickets to the Symposium
- 2 Sponsored Scholarships
- Priority invitation to upcoming t.Lab Events
- Logo in Program & Brochures
- Acknowledgement on t.Lab Radio & Internet
- Logo on t.Lab Website

### **SILVER**

**\$2,500**

- 7 Tickets to the Symposium
- 1 Sponsored Scholarship
- Logo in Program & Brochures
- Logo on t.Lab Website

### **BRONZE**

**\$1,500**

- 5 Tickets to the Symposium
- Name in Program
- Logo on t.Lab Website

### **Program Book Sponsor Advertisement**

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

- Front Cover- \$1,500
- Back Cover- \$1,500
- Full Page- \$500
- 1/2 Page- \$200
- 1/4 Page- \$100
- 1/8 Page- \$50

### **TICKETS**

- Students: \$10
- Adults: \$30



# Sponsorship



## **Black Tie Ball**

*Friday, 28 June 2019*



### **PLATINUM**

\$25,000

- ★ 20 Tickets to Black Tie Ball
- ★ 5 Sponsored Scholarships
- ★ Priority invitation to upcoming t.Lab Events
- ★ Signage on Tables & Media Exposure
- ★ Logo in Program & Brochures
- ★ 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
- Logo in Program & Brochures
- Signage on Tables & Media Exposure
- Logo on t.Lab Website

### **BRONZE**

\$1,500

- 4 Tickets to Black Tie Ball
- Name 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
- 1/2 Page- \$200
- 1/4 Page- \$100
- 1/8 Page- \$50



# Sponsorship



## ***Diversity and Multi-Cultural Golf Outing***

***Friday, 23 August 2019***

### **TITLE SPONSOR**

**\$25,000**

- ★ Title Sponsor designation on all media mentions and print
- ★ Sponsor 3 students
- ★ Top Recognition on banner
- ★ (8) Foursomes
- ★ Sponsors Press Reception
- ★ Press Release announcing Title Sponsorship
- ★ Full page Back Cover Ad
- ★ Corporate Participation at Awards Dinner
- ★ 40 Tickets for all meal events (box lunch [hotdog, chips & drink] & Awards Dinner)
- ★ Goody Bag for each team member

### **PLATINUM**

**\$15,000**

- Sponsor designation on all media mentions and print
- Sponsor 2 students
- Recognition on banner
- (5) Foursomes
- Sponsors Press Reception
- 1 full page Ad
- 32 Tickets for all meal events (box lunch [hotdog, chips & drink] & Awards Dinner)
- Goody Bag for each team member

### **GOLD**

**\$10,000**

- Sponsor designation on all media mentions and print
- Sponsor 1 student
- Recognition on banner
- (3) Foursomes
- Sponsors Press Reception
- 1 full page Ad
- 20 Tickets for all meal events (box lunch [hotdog, chips & drink] & Awards Dinner)
- Goody Bag for each team member

### **AWARDS DINNER**

#### **SPONSOR**

**\$5,000 (Limit: 1)**

- On Site Signage with Awards
- Dinner Sponsor designation
- Logo Inclusion selected media and printed material
- (2) Foursomes
- Recognition on Event banner
- 1 full page Ad
- 12 Tickets for all meal events (box lunch [hotdog, chips & drink] & Awards Dinner)
- Goody Bag for each team member

### **SILVER**

**\$2,500**

- On Site Signage with Awards
- Dinner Sponsor designation
- (2) Foursomes with full meal events
- (2) Hole Sponsorship
- Recognition on Event banner
- A half page Ad
- Goody Bag for each team member

### **BRONZE**

**\$1,200**

- Foursomes with full meal events
- Hole Sponsorship
- A quarter page Ad
- Goody Bag for each team member

### **HOLE-IN-ONE SPONSOR**

**\$1,500 (Limit: 4)**

- Recognition as Hole in One Sponsorship
- Listing in the Program Book
- 4 Tickets for Awards Dinner
- Insurance Coverage included





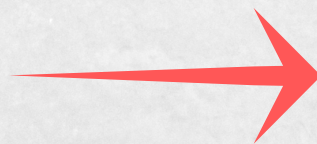
## INDIVIDUAL STUDENT SPONSORSHIP

**\$35,000**



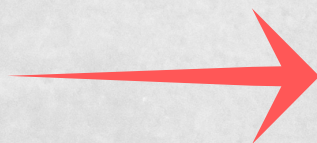
10 High School Students

**\$25,000**



10 Middle School Students

**\$18,000**



10 Elementary School Students

*"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

- Acquire One
- Advocate Health Care
- Ariel Investments
- Black Family Development, Inc.
- Bright House Networks
- Comerica Bank
- Detroit World Outreach
- DTE Energy
- Gkanks Technology Group
- Knight Foundation
- Kostopoulos Law Group PLLC
- Mango Languages
- McDonald's
- Morgan Stanley
- PNC Bank
- R.L. Polk & Co.
- St. John Health System
- Sterling Group
- Talmer Bank and Trust
- The Mall at Bay Plaza
- The Ritz-Carlton
- The Skillman Foundation
- The Washington Group, LTD.
- United Automobile Workers
- VisionIT
- Wayne County
- Wayne County Sheriff
- Wayne State
- World Wide Technology, Inc.



## BOARD OF DIRECTORS



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Detroit Housing Commission







*To God be the Glory!*