



# STREET DREAMZ FOUNDATION THE SNO BALL 2026 SPONSORSHIP PACKET



**Street Dreamz Foundation** is a registered 501(c)(3) founded in 2015 by NY Times Best Selling author, philanthropist, and Grammy nominated artist, Jay “Jeezy” Jenkins. The Foundation was created to provide aid and opportunity to youth in underserved communities.





# The Sno Ball

On Behalf of the Street Dreamz Foundation,

Our 6th annual gala, The Sno Ball, will be on October 8, 2026. This gala serves as a significant event in our fundraising calendar and provides an excellent opportunity for corporations, small businesses, and individuals to demonstrate their commitment to our causes.

We would be honored to have our guests as a sponsor. Your partnership will not only benefit our organization, but also provide an opportunity for you to showcase your brand's support for Street Dreamz Foundation's initiatives.

As a committed advocate for the advancement of young people, we believe that your organization shares our values and desire to making a positive impact. Your sponsorship will help us raise vital funds to enrich the lives of youth in underserved communities.

Jay "Jeezy" Jenkins  
Founder, Street Dreamz Foundation

Donation Link: <https://secure.swell.gives/snoball/donations#/amount>



[www.streetdreamzfoundation.org](http://www.streetdreamzfoundation.org)

# Vision & Mission



## Vision Statement

The Street Dreamz Foundation is dedicated to empowering at-risk youth to become confident and compassionate leaders. Through programs that promote independence, respect, and self-discovery, we inspire and equip each child to achieve their fullest potential in their chosen passions, paving the way for brighter futures and stronger communities.

## Mission Statement

Inspired by a commitment to empowerment and equity, the Street Dreamz Foundation envisions a world where at-risk youth in underserved communities thrive through access to resources, opportunities, and support systems that foster success, resilience, and lasting change, while building a legacy of hope and transformation for generations to come.

# Initiatives

## The Street Dreamz Foundation Technology Initiative

The Street Dreamz Foundation recognizes that E-Learning has become an essential part of modern education. Yet, many school districts continue to face significant challenges—lacking the training, resources, and personnel needed to effectively prepare students for higher education and a technology-driven world. Alarming, an estimated 5 million students in the U.S. still lack reliable internet access at home, creating a deep digital divide.

In response, The Street Dreamz Foundation is launching a bold initiative to raise over \$1 million in support of public educational institutions. These funds will be directed toward providing critical technology and digital solutions to underserved communities—ensuring every student has the tools they need to succeed in today's digital learning environment.

## The Street Dreamz Foundation Entrepreneurship Initiative

The Street Dreamz Foundation Entrepreneurship Initiative is dedicated to empowering students to become the CEOs of their own lives by teaching them how to build and sustain their own businesses. Our Student Development & Entrepreneurship (SDE) program helps young people identify their unique strengths and develop essential skills that pave the way for long-term career success.

With nearly 20% of the population actively engaged in or running a business, entrepreneurship is more than just a career path—it's a powerful engine for job creation, innovation, and economic growth. Cultivating an entrepreneurial mindset from a young age is key to preparing the next generation of leaders and change-makers.

Through this initiative, students will strengthen critical life and career skills, including effective communication, creative problem solving, innovation, and time management. By nurturing these abilities, The Street Dreamz Foundation Entrepreneurship Initiative helps youth turn ideas into action and vision into achievement.

## The Street Dreamz Foundation #HealthIsWealth Initiative

This Street Dreamz Initiative is committed to promoting healthy lifestyles through increased physical activity and improved food choices. In underserved communities, growing food disparity contributes to alarming rates of obesity, heart disease, high blood pressure, and anxiety—conditions that often begin in childhood and persist into adulthood. Statistics show that fewer than 25% of children engage in the recommended levels of daily physical activity. Regular exercise not only supports physical health—such as stronger bones and better sleep—but also plays a vital role in reducing anxiety and improving overall mental well-being. When paired with access to nutritious foods, these factors create a foundation for lifelong health.

This Street Dreamz Initiative's mission is to provide both physical activity opportunities and access to healthy food options for children living in urban food deserts. Through our Wheel of Dreamz initiative, we've already distributed over 1,500 bikes to children, encouraging movement, independence, and wellness in their daily lives.

## The Street Dreamz Foundation Financial Literacy Initiative

The Street Dreamz Foundation's Literacy Initiative was developed to serve youth and families in underserved communities, with a focus on closing the financial knowledge gap. Financial illiteracy in disadvantaged communities has far-reaching economic consequences—it contributes to cycles of poverty and limits opportunities for upward mobility.

By equipping young people with essential financial skills, we aim to empower the next generation to take control of their economic future. This initiative provides accessible resources and practical education in key areas such as budgeting, credit, savings, investing, and banking.

Through early financial education, The Street Dreamz Foundation is building a foundation for lifelong financial stability and helping families break free from generational financial hardship.

Sent from my iPhone

# sponsorship

## PRESENTING SPONSORSHIP

**\$150,000**

**3 Prominent Tables of 10 at the Gala**  
**Onstage Greetings at Gala**  
**Presenting Sponsor Listing mention at Gala**  
**Mention in pre and post news releases**  
**Sponsor recognition via secured media outlets**  
**Logo displayed on Step and Repeat at Red Carpet**  
**Photo Opportunities**  
**Social Media Exposure**  
**Logo displayed on all printed materials**  
**Logo displayed on Street Dreamz Foundation Website**

## PLATINUM SPONSORSHIP

**\$100,000**

**2 Prominent Tables of 10 at the Gala**  
**Onstage Introduction at Gala**  
**Platinum Sponsor Listing mention at Gala**  
**Mention in pre and post news releases**  
**Logo displayed on Step and Repeat at Red Carpet**  
**Photo Opportunities**  
**Social Media Exposure**  
**Logo displayed on all printed materials**  
**Logo displayed on Street Dreamz Foundation Website**

## GOLD SPONSORSHIP

**\$50,000**

**1 Tables of 10 at the Gala**  
**Gold Sponsor Listing mention at Gala**  
**Mention in pre and post news releases**  
**Logo displayed on Step and Repeat at Red Carpet**  
**Social Media Exposure**  
**Photo Opportunities**  
**Logo displayed on Street Dreamz Foundation Website**

## SILVER SPONSORSHIP

**\$25,000**

**1 Table of 10 at the Gala**  
**Silver Sponsor Listing mention at Gala**  
**Photo Opportunities**  
**Social Media Exposure**  
**Logo displayed on Street Dreamz Foundation Website**

## SUPPORTER

**\$10,000**

**5 Seats at the Gala**  
**Supporter Sponsor Listing mention at Gala**

## TICKET

**\$1,000**

**1 Ticket to the Gala**



[www.streetdreamzfoundation.org](http://www.streetdreamzfoundation.org)



# Impact



**WASHINGTON D.C.  
GROCERY GIVEWAY**

Investing in our communities to change the trajectory of our youth impacting over 5,000 lives.



**YOUTH  
ENTREPRENEURSHIP  
IMPACT**

Teaching youth about entrepreneurship and the advantages of being a business owner — with 75% of participants launching a business idea.



**RESOURCE ROOM  
GOLF EVENT**

Giving a group of 100 kids exposure to fun and healthy activities.



**AMAZON PARTNERSHIP  
TOY DRIVE**

Donating \$30,000 toward toys for the holiday season.



# The Sno Ball Gala

This Gala serves as a significant event in our fundraising calendar and provides an excellent opportunity for corporations, small businesses, and individuals to demonstrate their commitment to our initiatives.



**The Honorable Andre Dickens  
61st Mayor of Atlanta**



**TIP "T.I." Harris,  
Jay "Jeezy" Jenkins  
and other supporters**



**Jay "Jeezy" Jenkins and kids of  
the Street Dreamz Foundation**



**4th Annual Host Mike Epps  
and Jay "Jeezy" Jenkins**



## **Na'eema Rashad**

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