



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.



STREET DREAMZ
FOUNDATION

The Sno Ball

On Behalf of the Street Dreamz Foundation,

Our 6th annual gala, The Sno Ball, will be on November 10, 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

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.

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sponsorship

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 marketing materials
Logo displayed on Street Dreamz Foundation Website**

GOLD SPONSORSHIP

\$50,000

**1 Table 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**

INDIVIDUAL TICKET

\$1,000

1 Ticket to the Gala



Impact



THANKSGIVING MEAL GIVEAWAY

Thanksgiving meal give-away in conjunction with Shanti Das, Sincethe80s at the Atlanta Mission.



MAKE-A-WISH PARTNERSHIP

Wish Kid granted a wish through Make-A-Wish Foundation to produce and create music with Jay "Jeezy" Jenkins.



GAME DAY COVENANT HOUSE

Program with Covenant House, a non-profit in Atlanta providing shelter, food, and support services to youth experiencing homelessness or human trafficking



URBAN LEAGUE YOUNG CEO PROGRAM

The Young CEO program In conjunction with Jay "Jeezy" Jenkins equips the next generation with the financial knowledge to create a foundation for lasting economic mobility and generational wealth.

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



2025 Sno Ball Host, Chris "Ludacris"
Bridges, TIP Harris,
Ryan Cameron



Jay "Jeezy" Jenkins and mentees
of the Street Dreamz Foundation
at the Sno Ball



Tamika D. Mallory
Social Justice Activist

Vikki M. Morrow

Executive Director
Street Dreamz Foundation

2221 Peachtree Rd NE,
Suite D-183
Atlanta, Georgia 30309

C: (404) 218-8351

E: vikki@streetdreamzfoundation.org

