

SPONSORSHIP OPPORTUNITY

Capital Region **Make the Right Move** Free Chess For Youth 2012-2013 Season

Contact: Brother John McMannus at mtrmcf@hotmail.com



Make the Right Move (www.maketherightmove.org) is a local group dedicated to developing a love of chess among grade school and high school students throughout the Capital Region, particularly students in city schools in Albany and Schenectady.

Founded in 2004 and managed entirely by volunteers, MTRM has grown steadily under the dedicated leadership of Brother John McManus. The group hosts 10 FREE scheduled tournaments annually as well as a few “extras” as opportunities arise. On average, more than 100 local students (and a handful of adults) compete in each tournament.

Until last year, Make the Right Move was funded by a private gift. But with the death of its founding benefactor, it must now seek alternate funding. Staffed entirely by volunteers, the group’s financial needs are modest – trophies, a few replacement chess sets and chess clocks, and an end-of-year hot dog and hamburger picnic.

For the 2012-2013 season, Make the Right Move is seeking corporate sponsorships. (See next page.)



[1] SEASON SPONSOR: A brand name “lock-up” in all promotion of the Make the Right Move 2012/13 season schedule, plus a tournament banner and frequent mentions (with logo usage where possible) in news releases, on the website, on Facebook and in all ancillary promotional materials: **\$2,000**

[10] TOURNAMENT SPONSORS: Brand name “lock-up” in all promotion and reporting for each individual tournament (preliminary schedule posted here: <http://www.chesstrm.org/?p=2103>): **\$200 each**

[1] FACEBOOK LIKER DRIVE SPONSOR: A two month online and word-of-mouth promotion. Sponsor will pledge to donate \$1 for each new Facebook liker up to 500 likers: **\$500**

[1] PICNIC SPONSOR: A cash or in-kind gift of hot dogs, hamburgers, drinks, ice cream and sundries for approximately 125 people (June 2013). **Cost TBD.**

Organization name, address, telephone, and web address:

The Right Move Chess Foundation, Inc.
PO Box 120991
Staten Island, NY 10312

Organization service area:

New York’s Capital Region

Organization’s executive director

Brother John McManus

Organization's W-9

ID# 020214811

Project/program coordinator’s contact information

Brother John McManus
(518) 242-4731 x341
mtrmcf@hotmail.com

Project/program description

Free scholastic chess tournaments in Albany area supported by a volunteer staff. All the tournaments are reported in Schenectady Gazette *Sunday Chess Column* and Sponsor’s name will be listed in the article. Sponsors have the opportunity to present the trophies and medals, and sponsors will be listed on the website as well as Facebook.

Thank you for your consideration,
Brother John McManus