



2026 ROAD TO CHICAGO CAMPAIN

Sponsor a Dream.
Fuel a Journey.
Change a Life.

Help Send Memphis Youth to the **Historic Bud Billiken Parade**



“ For many of our students, this will be their first opportunity to travel beyond Memphis and represent their city on a national stage. ”



SUPPORTING MEMPHIS YOUTH THROUGH ARTS, LEADERSHIP, AND OPPORTUNITY



AUGUST 8, 2026
CHICAGO, ILLINOIS



2ND ANNUAL SUMMER LEADERSHIP & PERFORMANCE EXPERIENCE

A TRANSFORMATIVE OPPORTUNITY

On behalf of the **Memphis Youth Arts Initiative (MYAI)**, we invite partners to help create a transformative experience for young people across Memphis and Shelby County. This summer, MYAI will host its 2nd Annual Road to Chicago Summer Leadership and Performance Experience, culminating in a featured performance at the historic **Bud Billiken Parade** in Chicago, Illinois, on **August 8, 2026**.



WHY THIS MATTERS

-  Travel beyond their neighborhoods
-  Experience a new city
-  Engage with diverse cultures
-  Develop leadership skills
-  Represent **Memphis** on a national stage
-  Build confidence and teamwork



“Many of our students have never traveled outside Memphis. This journey expands their **vision, confidence, and possibilities.**”



Why CHICAGO? Why BUD BILLIKEN?

THE ROAD TO CHICAGO IS MORE THAN A TRIP—
IT'S A LIFE-CHANGING EXPERIENCE.

The Road to Chicago experience culminates in a performance at the historic Bud Billiken Parade on August 8, 2026.



FOUNDED IN
1929



ONE OF THE **OLDEST**
AND **LARGEST** AFRICAN
AMERICAN PARADES
IN THE NATION



A **NATIONALLY**
RECOGNIZED STAGE
FOR YOUTH, CULTURE,
AND COMMUNITY

Participation in Bud Billiken Parade gives our students a once-in-a-lifetime opportunity to showcase their talents, connect with other young performers, and **represent Memphis with pride** on a national stage.



WHAT STUDENTS GAIN



CULTURAL
EXPOSURE



ARTISTIC
GROWTH



CONFIDENCE



TEAMWORK



LEADERSHIP

PROJECT BUDGET



Estimated cost to send a busload of Memphis youth to Chicago for the **2026 Bud Billiken Parade** experience.

EXPENSE CATEGORY	ESTIMATED COST
 Charter Bus Transportation & Driver Lodging	\$5,000–\$8,500
 Hotel Accommodations (2 Nights)	\$4,200
 Student Meals	\$1,840
 Uniforms, Flags & Equipment	\$1,500
 Registration, Insurance & Other Fees	\$500
TOTAL PROJECT COST	\$16,540

“ One sponsor can change a trip. A community of sponsors can change a generation. ”





Ways to Support

Your support **empowers** young artists, leaders, and change makers to **represent Memphis** on a national stage and open doors to a **brighter future**.



 **PRESENTING SPONSOR** \$16,540
Sponsor the entire Road to Chicago Experience.

 **GOLD SPONSOR** \$5,000
Supports transportation and travel expenses.

 **SILVER SPONSOR** \$2,500
Supports lodging and accommodations.

 **BRONZE SPONSOR** \$1,000
Supports meals, equipment, and student supplies.

 **STUDENT CHAMPION SPONSOR** \$250
Helps sponsor one student's participation.

 **FRIEND OF MYAI** ANY AMOUNT
Every gift makes a difference.

Presenting Sponsor Benefits

- ✓ recognition as Official Presenting Sponsor
- ✓ company logo on trip shirts, promotional materials, and parade banner
- ✓ recognition during performances and public appearances throughout 2026–27
- ✓ social media spotlight campaign
- ✓ featured recognition on MYAI website and donor communications
- ✓ opportunity to address students prior to departure
- ✓ framed appreciation plaque and impact report



“With your help, our students will march with pride, perform with excellence, and **inspire** the next generation of leaders.”





JOIN THE JOURNEY

Together, we can ensure that Memphis youth have access to experiences that inspire, empower, and prepare them for future success. Thank you for investing in the next generation of leaders, artists, educators, and community changemakers.



ADDITIONAL SPONSORSHIP OPPORTUNITIES

-  In-kind meal sponsorships
-  Hotel partnerships
-  Fuel donations
-  Uniform and equipment sponsors
-  Corporate matching gifts
-  Church and civic organization sponsorships



WAYS TO GIVE



ONLINE:
www.memphisyoutharts.org



CASH APP:
 \$MEMPHISYOUTH



MAIL CONTRIBUTIONS TO:
 Memphis Youth Arts Initiative
 1910 Madison Avenue #2442
 Memphis, TN 38104



**EMPOWERED THROUGH THE ARTS.
 CONNECTED FOR LIFE.**