Uptick Sponsorship Guidelines

for the 2027-2028 Cohort Year

1. Sponsors may be churches, nonprofit organizations, employers, business mentors, or individuals who know the Uptick candidate and can vouch for his/her character, leadership potential, etc.

2. Sponsors will communicate with a member of the Uptick Team to learn more about Uptick, review sponsorship guidelines, address questions and concerns, and arrange for payment of the sponsorship fee (if applicable).

3. Sponsors will provide a recommendation letter for the Uptick candidate and send it to uptick@uptick.org at least 45 days prior to the cohort's start date (see the cohort page on uptick.org). The letter should include
    a. how the candidate is affiliated with the sponsor,
    b. what position the sponsor holds within the organization,
    c. why the sponsor is recommending the candidate, including the candidate's character, work, leadership roles, leadership potential, etc.

4. Sponsors (or contact within the sponsoring organization) will be available for a follow-up conversation with an Uptick cohort leader, as needed.

5. Sponsors will pay a $1500 sponsorship fee.
    a. This fee may be waived for sponsors who have donated at least $2000 directly to Uptick or to BGAV (Uptick's parent organization) in this or the previous calendar year.
    b. This fee may be reduced for sponsors who sponsor more than one Uptick participant in a cohort cycle.
    c. Other exceptions may be made on a case-by-case basis at the discretion of Uptick.
    d. Payment plans may be available, subject to Uptick approval.

6. Sponsors are encouraged to connect with the Uptick participant and ask them questions about the Uptick cohort experience. In addition, sponsors are invited to join Uptick for Regional Connect dinners, sign up for our monthly prayer email, listen to our podcast *Living the Jesus-shaped Life*, and follow us on Instagram @uptickleaders.