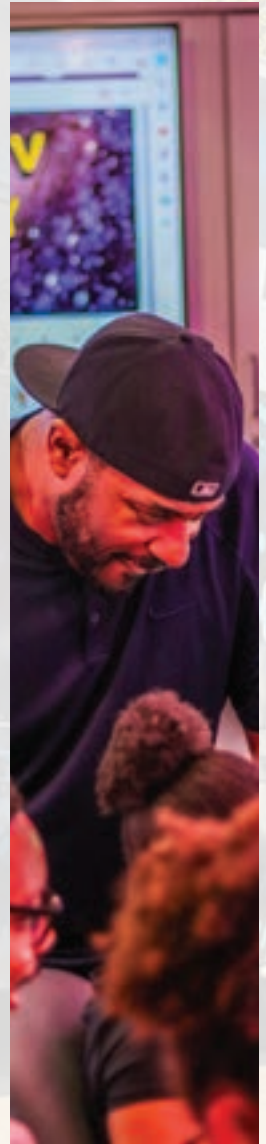
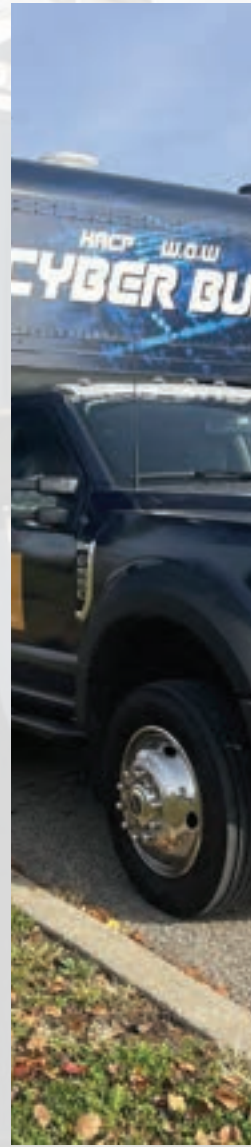
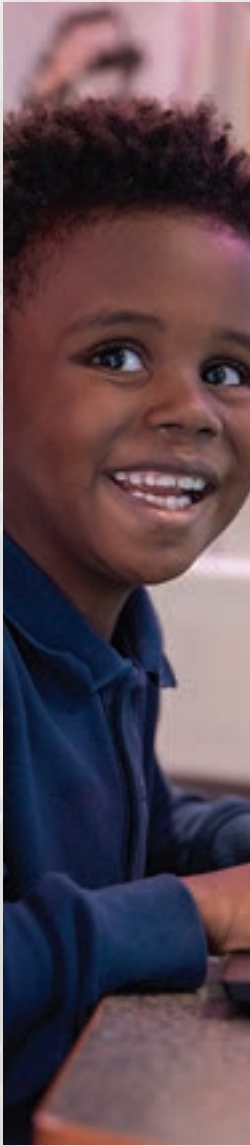


TOGETHER WE DRIVE CHANGE

#ROLLWITHTHEBUS



ABOUT US

The Jerome Bettis Bus Stops Here Foundation was created in 1997 by Pro Football Hall of Fame Running Back Jerome Bettis to provide opportunities for inner-city youth to succeed and become productive individuals in today's society. Jerome Bettis wants to lead by example and give back to societies and communities, which enabled him to achieve the level of success he has acquired. He strongly believes that in addition to his parents and extended family, a multitude of individuals and programs assisted in shaping his life. Now, it is his turn to impact the lives of our youth.

MISSION

The Jerome Bettis "Bus Stops Here" Foundation is dedicated to improving the overall quality of life for troubled and underprivileged inner-city youth. We accomplish this by providing financial resources, educational and recreational programs and mentoring that will assist youth in learning to distinguish between healthy and unhealthy choices.

VISION

Our vision is to provide a safe and supportive environment for youth where they can grow and develop as thoughtful and caring citizens and possess the necessary skills to succeed in the 21st century.



ABOUT JEROME

Pro Football Hall of Famer and Super Bowl Champion, **Jerome Bettis** is one of the best all time running backs in the NFL. “The Bus” finished his NFL career in January 2006 after 13 seasons, retiring immediately following the Pittsburgh Steelers’ 21-10 win over the Seattle Seahawks in **Super Bowl XL in his hometown of Detroit**. Bettis ranks Sixth on the NFL’s all-time rushing list with 13,662 yards and is one of six players in NFL history to rush for 13,000 yards. He is one of only eight players in NFL history to rush for 1,000 yards for eight or more seasons. He ranks third in NFL history with 3,369 rushing attempts. Bettis was selected to the Pro Bowl six times, including his rookie season. Bettis finished his college career at Notre Dame averaging 5.7 yards per carry and was drafted by the Los Angeles Rams 10th overall in 1993. He was named NFL Co-Rookie of the Year and also earned Sporting News Rookie of the Year and Rams MVP honors. Bettis followed the team

in their move to St. Louis in 1995 before being traded to the Steelers prior to the 1996 season, where he spent the remaining 10 seasons of his illustrious career. Currently Jerome serves as a Studio Analyst for ESPN on all their main shows Sports Center and NFL Live. He is also one of the most sought after corporate spokesmen for some of the largest Fortune 500 companies in this country.



CYBERBUS

Together, the HACP, STEM Coding Lab, and the Bus Stops Here Foundation envisions the CyberBus becoming an educational community asset, serving children and families throughout the city with crucial programming designed to activate the next generation of digitally literate professionals. In hosting classes for both adults and school-age children, we will aid parents in their learning of computer skills, empowering them to be able to help their children become responsible, skilled, digital citizens as well. To supplement our parent programming, STEM Coding Lab will provide computer science instruction to HACP youth, ages 5 and up, that highlights the varied career pathways students can take to compete for a computer science career, as well as the fun, hands-on experiences needed in order to generate youth excitement in the profession.

The CyberBus will operate weekdays from 10:00 a.m. – 6:00 p.m. and will travel to a different neighborhood each day. Morning hours (10 a.m. – noon) will be reserved for parents who want to learn or hone their computer skills, work on their GEDs or learn how to start their own business. Staff and volunteers will be there to assist them in meeting their needs. We anticipate serving 5-8 parents each day or approximately 25-40 per week. Afternoons will be reserved for students. Each day, we will host two afternoon computer programming classes; each class will serve 10-15 students daily or approximately 100-150 per week. During summer months, the hours can be altered to provide more access to students.

The “New Normal” requires us to rethink our standard approach to education and our efforts to mitigate the digital divide. The CyberBus concept is a unique and novel method to position our “mobile school” at the point of most need – the very communities that need the equipment, resources and the opportunity to get on the digital path to success and upward mobility.



CYBERBUS

PROGRAMMING BUDGET

	COST
Vehicle Costs (one-time)	Donated
STEM Floor Plan / Remodel Bus / HVAC/ AV & Technology	\$284,267
Handicap Accessible	\$12,000
Satellite / Connectivity / AV	\$5,660
Additional Options	
Exterior Graphics Wrap	\$25,398
Interior Ceiling Graphics Wrap	\$7,250
Single Awning Option	\$5,260
Dual Awning Option	\$12,368
Transportation To Be Outfitted	\$7,800
Total One-Time Vehicle Costs	\$360,002.61
Vehicle Costs (on-going)	
Parking	\$15,000
Electricity Costs (fuel)	\$1,200
Vehicle Tires	\$500
Vehicle Maintenance	\$750
Vehicle Insurance	\$5,000
Total On-Going Vehicle Costs	\$22,450.00
Program Costs	
<i>Provide 5 hours of classes daily: 2 for adults, 3 for children @ \$253.70/hour for 45 weeks</i>	
Program Management	\$285,413
Classroom Supplies	\$300
Snacks for Students	\$3,000
Classroom Equipment	\$1,500
Total Program Costs	\$290,213

Total CyberBus Project: \$672,665.11

Plus 10% Contingency: \$67,266.51

Grand Total: \$739,931.62

INNOVATION HUDDLE

In today's technology-driven world, it is critical that all children have access and exposure to computer science (CS) and STEM (science, technology, engineering and mathematics) programs. Through innovative and engaging activities centered around technology creation, youth as young as 8-years-old can learn to develop web pages, video games, animation and more. An early introduction to computer science can spark a child's interest in engineering while also helping them develop critical thinking and problem-solving skills. While classroom learning greatly contributes to student's academic success, it is also important that they are given opportunities to go beyond the classroom to create, build and explore infusing STEM.

Through the Innovation Huddle students will experience:

Coding Classes

Coding is computer language used to create computer software, apps and websites. Students will learn the general bases of coding in an effort to help them create projects such as: web pages, game designs and more.

Summer Technology and Innovation Camp

The week-long tech camp, for youth ages 8-16, includes 2-3 workshops focusing on robotics, web design, game app development, animation and/ or rocketry. The camp also includes: speakers/mentors, student presentations, certificates and more. On the last day of the event, "demo day", campers showcase what they created.

Hackathon

This two-day event is designed to pair technology mentors with students in an effort to collaborate around computer programming to problem solve community, social and global issues.

Tech and Innovation Coaches

The Innovation Huddle will also feature tech MVP's (most valuable programmers) who will talk to students about various STEM career fields.



INNOVATION HUDDLE

PROGRAMMING BUDGET

	QUANTITY	COST
Staff/Programming		
Instructors	2	\$9,600 @ \$20/hr per instructor, 40hrs/mth for 6mths
Coordinator	1	\$32,400 @ \$2,700 per month
Materials/Equipment		
Projector	1	\$500
Screen	1	\$100
Laptops	30	\$10,500 @ \$350 per laptop
Liability insurance	120	\$1,500 @ \$250 per month
Journals	120	\$130
Pens/Pencils	120	\$25
Certificate Kits	150	\$120 @ \$10 per kit w/ 30 pieces
T-shirts		\$750
Food		
Snacks	120 students	\$1,200 @ \$200/month, 6 months
Transportation		
Bus	1	\$500
Marketing		
Flyers, printing, press releases, badges		\$1,200
Summer Technology Camp		
Programming		
Workshop facilitators	4	\$2,880 @ \$20/hr, 36 hours
Camp assistants	2	\$1,080 @ \$15/hr, 36 hours
Workshop materials	25 robot kits	\$12,500 @ \$500 per kit
Food (breakfast, lunch, snacks)		\$2,500
Decorations		\$250
Event insurance		\$500
T-shirts	100	\$500
Certificate paper	100	\$40
DJ	1	\$200
Space	6 classrooms, gym, cafeteria	
Hours of code activity & Hackathon		
Instructors	6	\$3,000
Certificate paper	100	\$25
T-shirts	60	\$300
Food	70	\$500
Prizes		\$1,500
DJ	1	\$200
Event insurance		\$500

12 Month programming estimated cost per school: \$85,000

TAKE IT TO THE LINKS

The Jerome Bettis Bus Stops Here Foundation, in partnership with the First Tee of Pittsburgh, proudly presents "Take it to the Links"—a transformative program that not only teaches the fundamentals of golf but also imparts essential life-long skills and mentorship to young individuals, preparing them to thrive in diverse professional environments.

Take it to the Links is designed to empower youth by integrating golf instruction with comprehensive life skills education. Through targeted recruitment and a structured curriculum, the program emphasizes First Tee's Five Key Commitments: Pursuing Goals, Growing through Challenges, Collaborating with Others, Building Positive Self-Identity, and Using Good Judgment. By combining these principles with practical mentorship, participants are equipped with the tools necessary for success both on and off the course.



TAKE IT TO THE LINKS

PROGRAMMING BUDGET

	QUANTITY	COST
Staff/Programming		
Instructors/Facilitators	5	\$15,000
Coordinator	1	\$35,000
Facility Rental		
Simulators		\$1,000
Materials/Equipment		
Liability Insurance	1	\$1,500
Journals	60	\$60
Pens/Pencils	60	\$20
Certificate Kits	60	\$75
T-shirts	60	\$1,250
Food		
Water and Dinner	60 kids	\$2,500
Transportation		
Bus	1	\$5,000
Marketing		
Flyers, printing, press releases, badges		\$1,200

Programming Cost: \$62,605

HOLIDAY TOY DRIVE

During the holidays, everyone deserves a gift. The Bus Stops Here Foundation is dedicated to partnering with a corporation to hold an annual toy drive to collect gifts for underprivileged youth. In addition, a holiday party is held for the children with great food, holiday story time, and gift opening.



HOLIDAY TOY DRIVE

PROGRAMMING BUDGET

	QUANTITY	COST
Staff/Programming		
Coordinator	1	\$5,000
Materials/Equipment		
Gifts for Kids	300	\$30,000
T-shirts	300	\$2,500
Food		
Lunches		\$9,000
Transportation		
Bus	1	\$1,000
Marketing		
Flyers, printing, press releases, badges		\$1,000

Programming Cost: \$48,500

SPONSORSHIP OPPORTUNITIES

Gold Jacket Sponsor – \$50,000

- Opportunity to have Jerome Bettis speak at your company event for one hour on mutually agreed upon date
- Inclusion in all marketing & advertising (i.e. radio, print & television)
- Company logo prominently placed on Bus Stops Here Foundation website and company link on website
- 2 Company tables at annual Caring for Kids Gala
- Naming rights to one of the foundation's programs
- Opportunity for table to display marketing materials at select foundation program events
- Opportunity to have Jerome Bettis speak at your company event for one hour on mutually agreed upon date
- 2 Autographed Jerome Bettis jerseys
- 4 Autographed Jerome Bettis footballs
- 20 social media mentions from Bus Stops Here Foundation social media
- 5 social media mentions from Jerome Bettis personal social media outlets
- Company recognition in e-blasts

World Champion Sponsor – \$25,000

- Inclusion in all marketing & advertising (i.e. radio, print & television)
- Company logo prominently placed on Bus Stops Here Foundation website and company link on website
- 2 Company tables at annual Caring for Kids Gala
- 2 Autographed Jerome Bettis jerseys
- 4 Autographed Jerome Bettis footballs
- 10 social media mentions from Bus Stops Here Foundation social media
- 3 social media mentions from Jerome Bettis

Touchdown Sponsor – \$10,000

- Inclusion in all marketing & advertising (i.e. radio, print & television)
- Company logo placed on Bus Stops Here Foundation website and company link on website
- Company table at annual Caring for Kids Gala
- 1 Autographed Jerome Bettis jerseys
- 2 Autographed Jerome Bettis footballs
- 5 social media mentions from Bus Stops Here Foundation social media
- 2 social media mentions from Jerome Bettis

First Down Sponsor – \$5,000

- Inclusion in select marketing & advertising (i.e. radio, print, television & social media)
- Company logo placed on Bus Stops Here Foundation website and company link on website
- 2 Autographed Jerome Bettis footballs
- 2 social media mentions from Bus Stops Here Foundation social media

MVP Sponsor - \$1,000

- Company logo placed on Bus Stops Here Foundation website and company link on website
- 2 Autographed Jerome Bettis footballs
- 2 social media mentions from Bus Stops Here Foundation social media

End Zone Sponsor - \$500

- Autographed Jerome Bettis footballs
- Social media mentions from Bus Stops Here Foundation social media

SPONSORSHIP AGREEMENT FORM

Please check one of the following sponsorship levels:

- | | |
|---|---|
| <input type="checkbox"/> Gold Jacket Sponsor - \$50,000 | <input type="checkbox"/> First Down Sponsor- \$5,000 |
| <input type="checkbox"/> World Champion Sponsor - \$25,000 | <input type="checkbox"/> MVP Sponsor - \$1,000 |
| <input type="checkbox"/> Touchdown Sponsor - \$10,000 | <input type="checkbox"/> End Zone Sponsor - \$500 |

Your Name		Your Title	
Primary Contact person (if different from above)		Company Name	
Street Address	City	State	Zip Code
Telephone Number		Fax Number	
Email			

- Please Invoice
- Check Enclosed (The Bus Stops Here Foundation)
- Credit Card Payment (Please complete the information below)

Credit Card Number	Expiration Date	3-Digit CVV #
Authorized Signature		Date

This form may be returned via email or mail to:
Bethany Vietmeier, The Bus Stops Here Foundation
bethv@thebusstopsherefoundation.org, (412) 720-5195

Thank you for your support!

