

DETOUR FANCY  
EXPO & LEADERSHIP ACADEMY  
FOCUSED AND NATURALLY CONFIDENT YOUTH

# 2026 F.A.N.C.Y EXPO & SCHOLARSHIP AWARDS LUNCHEON

*Empowering the Next Generation of Leaders — Where Girls Discover Their Power, Purpose, and Pathways*



## SPONSORSHIP OPPORTUNITIES

**Empowering the Next Generation of Leaders**

**F.A.N.C.Y. Scholarship Awards Luncheon – March 28, 2026**

**FANCY In STEM Expo – March 7, 2026**

**Depositing Empowerment  
Through Outreach and  
Urban Redevelopment (DETOUR)**

404 Euclid Ave., Ste. 329

San Diego, CA 92114

[www.detourempowers.org](http://www.detourempowers.org)

**Primary Contact**

Tinesia Conwright

Executive Director

[tinesia@detourempowers.org](mailto:tinesia@detourempowers.org)

(619)750-1180

 @DETOUREMPOWERS

 DetourFancyTeenGirls

 @detourfancy

## Why It Matters

Since 2011, DETOUR has helped over 3,000 girls of color develop confidence, leadership, and college-readiness. San Diego's Promise Zone neighborhoods face the highest poverty and lowest college attainment rates in the county. DETOUR's FANCY programs change that trajectory—one girl at a time.

## Mission Statement

DETOUR is a mentoring organization whose mission is to prepare girls of color to reach their highest educational, professional, and life aspirations by increasing access to opportunities and self development through our **Focused And Naturally Confident Youth (F.A.N.C.Y.)** Leadership programs.

## Core Values

DETOUR serves our community with a culture of respect, honesty, authenticity and integrity. We are committed to excellence in our approach. We believe in delivering programs and services in innovative and inclusive ways. We foster an environment of healing and self-exploration, strengthening the resilience of girls, femmes and gender-expansive youth of Color. We are committed to advancing equity and inclusion both internally and externally.

## Demographic Served

Youth of color that identify as female or are gender expansive, in grades 4-12. On average, our program participants are 81.82% Black, 11.36% Latinx, 4.55% Asian-American/Pacific Islander, 2.27% Other.

## Geographic Area Served

We primarily serve youth in Southeastern San Diego and the Promise Zone (zip codes 92113, 92114, and 92102), and have recently expanded our services throughout San Diego County to four additional school districts to reach more of our target demographic in the region. Our office is located in Southeastern San Diego, an area lagging behind County averages in income and workforce participation. The majority of the youth benefiting from our services are from low- to moderate-income households. About 65% of our current participant families are low-income, earning 80% or less of San Diego's annual median income. Of these households, 65% are extremely low income, earning 30% or less of San Diego's annual median income.

## Event Overview

The F.A.N.C.Y. (Focused and Naturally Confident Youth) Expo and Scholarship Awards Luncheon are pivotal annual events by DETOUR. These initiatives empower and inspire girls of color in Southeastern San Diego and beyond, providing workshops, community resources, and scholarships. The events bring together over 300 young attendees and their families, along with community leaders and organizations dedicated to fostering educational and professional growth.



# ORGANIZATION HISTORY

DETOUR began as casual meetings between our Executive Director and her younger foster sisters, then transitioned into weekly workshops at the Skyline Recreational Center with her sisters' friends, navigating issues of identity, self-esteem, and expressing emotions. Today, DETOUR's evidenced based, culturally- and gender-responsive curriculum supports girls of color to reach their full potential.

Since our founding in 2011, we have empowered more than 3,000 youth in Southeastern San Diego and Promise Zone neighborhoods with statistically high unemployment and poverty rates, and low educational attainment levels. We recognize this demographic deserves programs that create space, opportunities, and a sense of belonging. We focus on youth of color in these communities because research shows they face disproportionate barriers to educational success. Long-term consequences of the marginalization faced by this demographic include economic hardship and inequity across generations. Our programs break down barriers, while building up the participants' confidence to pursue their passions regardless of structural boundaries in place.

DETOUR programs provide resources and support to rise above these disparate statistics. 100% of youth that have completed our Leadership Academy program have been accepted into 4 year universities. We have placed 79 Youth in paid internships. And, we've awarded over \$52,800 in scholarship monies to 75 youth to support their college education.

## Programs

- Leadership Academy
- School-Based F.A.N.C.Y. Clubs
- Workforce Development
- STEAM Engagement
- Scholarship



**3,000+**  
YOUTH SERVED



**100%**  
COLLEGE  
ACCEPTANCE



**79**  
INTERNS



**OVER \$50,000**  
IN SCHOLARSHIPS  
AWARDED



@DETOUREMPOWERS



DetourFancyTeenGirls



@detourfancy

## ACTIVATE

TITLE SPONSOR

**\$25,000+**

- 2 Tables at F.A.N.C.Y. Awards (20 Tickets)
- Name Recognition as Title Sponsor
- Customized corporate volunteer experience
- Scholarship in sponsor's name (They can attend or present the award at the luncheon)
- Internship and job posting opportunities
- Back cover ad in both program booklets
- All items in Empower package

## EMPOWER

**\$15,000**

- 1 Table at F.A.N.C.Y. Awards (10 Tickets)
- One workshop at F.A.N.C.Y. Expo for youth/parents
- Video production to showcase DETOUR's initiative
- Two workshops for F.A.N.C.Y. Leadership Academy
- Two organization highlight article/flyer in Newsletter
- Two page ad in both program booklets
- All items in Inspire package

## INSPIRE

**\$10,000**

- 5 Tickets to F.A.N.C.Y. Awards
- Workshop for F.A.N.C.Y. Leadership Academy
- One organization highlight article/flyer in F.A.N.C.Y. newsletter
- One page ad in both program booklets
- All items in Motivate package

## MOTIVATE

**\$5,000**

- 2 Tickets to F.A.N.C.Y. Awards
- Vendor Table at Expo
- Half-page ad in both program booklets
- Name on donor wall
- Organization name and logo display at both events, on marketing materials, T-shirts, website
- Ongoing live recognition and mentions during both events



# WHY PARTNER WITH DETOUR?

## Social Impact

Support a proven organization with a commitment to community transformation and youth empowerment.

## Brand Visibility

Reach an engaged audience through extensive event promotions, on-site visibility, and year-round acknowledgment.

## Community Engagement

Showcase your company's values through a community-driven partnership that fosters positive change.

## BECOME A SPONSOR TODAY!

### Together, We Can Empower Future Leaders

Your partnership with DETOUR goes beyond sponsorship; it's a direct investment in the lives and futures of young girls of color. By joining us as a sponsor for the 2026 F.A.N.C.Y. Expo and Scholarship Awards Luncheon, you'll help break down barriers, foster confidence, and create opportunities for young women to excel academically, professionally, and personally.



“ Because of DETOUR, I’m the First in My Family to Attend College. ”  
- Leadership Academy Graduate



@DETOUREMPOWERS



DetourFancyTeenGirls



@detourfancy

# SPONSORSHIP OPTIONS FOR EVENT ESSENTIALS

To make a targeted impact, companies can also choose to sponsor specific items, each integral to a successful event experience:

## T-Shirts for Expo Participants – \$5,000

- Logo placement on T-shirts provided to over 200 youth attendees and event staff
- Sponsor acknowledgment on social media

## Food & Refreshments for Expo and Luncheon – \$4,500

- Logo placement at all food service areas
- Sponsor recognition in the event program booklets and DETOUR's social media

## Media & Entertainment – \$5,000

- Sponsor of live entertainment and digital media engagement at the event
- Recognition in event announcements and programs

## Materials & Supplies – \$5,000

- Sponsor the essential materials and supplies for workshops and Expo activities
- Recognition in each workshop area and in the event program booklets

## Marketing & Outreach – \$5,000

- Sponsor DETOUR's pre-event promotional campaign across San Diego County
- Logo featured on all digital marketing materials and press releases

**Each sponsorship supports equitable access to leadership opportunities for over 300 youth plus their families in San Diego.**



# READY TO MAKE AN IMPACT?

## Choose Your Sponsorship Level

Review the sponsorship tiers and targeted opportunities that best align with your company's values and impact goals.

## Customize Your Partnership

Interested in creating a unique sponsorship experience? Reach out to discuss custom options that fit your vision.

## Get in Touch with Us

Contact us to confirm your sponsorship or discuss next steps. We're here to help you make the most of this impactful partnership.

## Contact Information

✉ [tinesia@detourempowers.org](mailto:tinesia@detourempowers.org) ☎ (619)750-1180

🌐 [www.detourempowers.org](http://www.detourempowers.org)

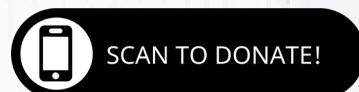
### Follow Us on Social Media

📷 @DETOUREMPOWERS    📘 DetourFancyTeenGirls    🐦 @detourfancy

## Ready to sponsor?

Visit [detourempowers.org/sponsor](http://detourempowers.org/sponsor) or scan the QR code below to confirm your partnership.

**Join Us in Creating Change.  
Make a Lasting Impact Today!**



# THANK YOU TO OUR 2025 SPONSORS

We are grateful to the sponsors, donors, and partners who make our work possible, including:

## ACTIVATE TITLE SPONSORS (\$50,000+)



PREBYS  
FOUNDATION



## EMPOWER SPONSORS (\$20,000+)

- VERNITA TODD
- SARAH PRETANVIL
- CALIFORNIA ENDOWMENT



PNC BANK



The California  
State University



## INSPIRE (\$15,000)



## MOTIVATE (\$10,000)



## UPLIFT (\$5,000)



## ENCOURAGE (\$1,000+)



## SUPPORTERS



@DETOUREMPOWERS



DetourFancyTeenGirls



@detourfancy