# Event Sponsorship Opportunities

**CAREER TECHNICAL EDUCATION FOUNDATION**

# More than $10M invested in schools.

CTE Foundation helps students prepare for their future. Our vision is for all Sonoma County students to have careers that make their lives and our community stronger. We do this by investing in career-connected learning. We provide resources such as funding for schools and teachers, as well as countywide student programs. Every dollar invested aims to ignite student curiosity and open doors to local careers.

# A VISION OF READINESS

## Money for Schools

Since 2013, CTE Foundation has partnered with schools to forge new pathways in career technical education (CTE). Our grants allow schools to test innovative teaching methods. The goal is that students learn real-world skills while nurturing their passion. We bridge the gap between what students learn in the classroom with what they choose to do after high school.

## Internship Programs

We partner with schools and local employers on a two-year college and career readiness program. Sonoma Corps builds work-ready skills and knowledge about local careers among high school seniors. Graduates complete a paid internship and earn scholarship funds toward their continued education and training.

## Supporting STEM

The STEM workforce is underrepresented by women and people of color, yet provides some of the highest earning careers in the U.S. Tinker Academy is a free camp for targeted populations in middle school to learn STEM skills and explore STEM careers. This summer camp builds skills through hands-on activities, such as coding, robotics and 3-D modeling. Students gain confidence and get inspired to become future STEM leaders.

## Revolutionizing Education

Students are disengaged, don't feel connected and leave high school anxious and unprepared for what's next. We're investing in "new school models" designed to transform the educational experience for all students. Our support is driving long-term transformation toward integrated pathways for learning. Our funding empowers schools to design and deliver a student-centered learning experience that aligns with young people's aspirations for college, career and life.

## More Than Career Technical Education

CTE is a model of coursework in high schools that blends academics with hands-on skills. CTE helps students identify their interests and make smarter choices about their future careers. CTE courses cover many different industry sectors from agriculture, engineering to culinary arts. We partner with local employers to provide meaningful career-connected experiences for students. In this way, young people see a prosperous future for themselves here in Sonoma County.

Learn more at www.ctesonomacounty.org.

# Spark the Future!
## Spark an interest. Ignite a passion.

## ABOUT SPARK THE FUTURE

Spark the Future brings together more than 300 guests and features several opportunities where attendees can see firsthand their impact and how their support transforms the educational experience for Sonoma County students.

Guests enjoy a dinner and formal program but most importantly the Student Showcase, where local high school Career Technical Education (CTE) classes demonstrate student projects developed over their school year. Up to 10 Sonoma County high school classes showcase projects centered around students' career interests and exploration. Projects range from electrical and mechanical engineering, computer science, audio visual production, culinary, AgTechnoloy and more. Spark the Future demonstrates the impact of career-connected learning, while directly supporting local students of Sonoma County through fundraising efforts.

## YOUR OPPORTUNITY

As a sponsor you gain direct access to engage with and support your future workforce pipeline through CTE Foundation's countywide programs that deliver career-connected learning in and out of the classroom. We strive to create opportunities for our sponsors to engage, collaborate, network and socialize with local students, leaders in education, other local business leaders and members of our philanthropic community.

Sponsors gain exposure among targeted audiences, enhanced brand recognition, and visibility within local advertising, social media and experiential marketing.

## YOUR IMPACT

The success of CTE Foundation would not exist without the financial support of our sponsors. Your sponsorship provides CTE Foundation with the necessary resources to support transformational education strategies in Sonoma County, and fosters collaboration among the business community in a focused and impactful way. Your sponsorship directly supports student programming and career-connected learning that is proven to increase engagement and bring relevancy into the classroom, which better prepares local graduates for college, career and life.

# Sponsorship Benefits
### at a glance

| Benefit | Student Showcase Presenting Sponsor $40,000 | Spark the Future Presenting Sponsor $25,000 | Path Builder Sponsor $15,000 | Course Builder Sponsor $10,000 | Innovator Sponsor $5,000 | Changemaker Sponsor $2,500 | Partner Sponsor $1,000 |
|---|---|---|---|---|---|---|---|
| **Marketing & Branding Exposures – Digital** | | | | | | | |
| Recognition in E-blast & Newsletter | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition in Radio Promotion | ✓ | ✓ | | | | | |
| Name & Logo included in Event Advertisement(s) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Name & Logo Included on Event Website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Name & Logo on CTE Foundation Partners Page | ✓ | ✓ | | | | | |
| Dedicated Partner Social Media Post | ✓ | ✓ | ✓ | ✓ | | | |
| **Marketing & Branding Exposures – Printed** | | | | | | | |
| Name & Logo listed in Event Advertisements | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Name & Logo listed in Event Program | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Advertisement in Event Program Booklet | Full Page | Full Page | Half Page | Quarter Page | | | |
| **Event Recognition & Visibility** | | | | | | | |
| Speaking Opportunity During Program | ✓ | ✓ | | | | | |
| Verbal Recognition During Event | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Name & Logo Included in Rolling Presentation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Hospitality** | | | | | | | |
| VIP Table | ✓ | ✓ | | | | | |
| Tickets to Event | 8 Tickets | 8 Tickets | 4 Tickets | 4 Tickets | 2 Tickets | 2 Tickets | |

# Student Showcase Presenting Sponsor | $40,000 | Two Available

**Marketing & Branding Exposures - Digital and Print**
- Prominent sponsor recognition on all event-related marketing and promotional collateral, including but not limited to:
  - E-invites, E-blasts, inclusion in CTE Foundation General E-Newsletter, invitations, and fliers
- Recognition as Presenting Sponsor in applicable radio promotions
- Company name and logo listed in event related advertisement(s)
- Company name and logo listed on Spark the Future webpage
- Company name and logo listing on CTE Foundation website Partners Page, on annual basis
- Dedicated Partner social media post (Instagram and Facebook)
- Full page business listing/advertisement in Spark the Future program booklet

**Event Recognition & Visibility**
- Opportunity to present Student Showcase Award during official event program
- Verbal recognition at Spark the Future event
- Company logo and name on live/rolling presentation at event

**VIP Hospitality**
- Tickets to event and VIP dinner table for up to 8 guests

# Spark the Future Presenting Sponsor | $25,000 | One Available

*Presenting Sponsorships offer exclusivity and naming rights, as well as annual exposures and opportunities within CTE Foundation marketing and promotions.*

**Marketing & Branding Exposures - Digital and Print**
- Prominent sponsor recognition on all event-related marketing and promotional collateral, including but not limited to:
  - E-invites, E-blasts, inclusion in CTE Foundation General E-Newsletter, invitations, and fliers
- Recognition as Presenting Sponsor in applicable radio promotions
- Company name and logo listed in event related advertisement(s)
- Company name and logo listed on Spark the Future webpage
- Company name and logo listing on CTE Foundation website Partners Page, on annual basis
- Dedicated Partner social media post (Instagram and Facebook)
- Full page business listing/advertisement in Spark the Future program booklet

**Event Recognition & Visibility**
- Opportunity to speak during official program welcome
- Verbal recognition at Spark the Future event
- Company logo and name on live/rolling presentation at event

**VIP Hospitality**
- Tickets to event and VIP dinner table for up to 8 guests
- Opportunity to distribute branded, promotional materials at event

# Path Builder Sponsor | $15,000 | Multiple Available

**Marketing & Branding Exposures - Digital and Print**
- Sponsor recognition on all event-related marketing and promotional collateral, including but not limited to:
  - E-invites, E-blasts, inclusion in CTE Foundation General E-Newsletter
- Company name and logo listed in advertisement(s) relating to Spark the Future event
- Company name and logo listed on Spark the Future webpage
- Dedicated Partner social media post (Instagram and Facebook)
- Company name and logo listed in printed in Spark the Future program
- Half page business listing or advertisement in Spark the Future program booklet

**Event Recognition & Visibility**
- Verbal recognition at Spark the Future event
- Company logo and name on live/rolling presentation at event

**Hospitality**
- Tickets to event for 4 guests

# Course Builder Sponsor | $10,000 | Multiple Available

**Marketing & Branding Exposures - Digital and Print**
- Sponsor recognition on all event-related marketing and promotional collateral, including but not limited to:
  - E-invites, E-blasts, inclusion in CTE Foundation General E-Newsletter
- Company name and logo listed in advertisement(s) relating to Spark the Future event
- Company name and logo listed on Spark the Future webpage
- Dedicated Partner social media post (Instagram and Facebook)
- Company name and logo listed in printed in Spark the Future program
- Quarter page business listing or advertisement in Spark the Future program booklet

**Event Recognition & Visibility**
- Verbal recognition at Spark the Future event
- Company logo and name on live/rolling presentation at event

**Hospitality**
- Tickets to event for 4 guests

# Innovator Sponsor | $5,000 | Multiple Available

**Marketing & Branding Exposures - Digital and Print**
- Sponsor recognition on all event-related marketing and promotional collateral, including but not limited to:
  - E-invites, E-blasts, inclusion in CTE Foundation General E-Newsletter
- Company name and logo listed in advertisement(s) relating to Spark the Future event
- Company name and logo listed on Spark the Future webpage
- Company name and logo listed in printed in Spark the Future program

**Event Recognition & Visibility**
- Verbal recognition at Spark the Future event
- Company logo and name on live/rolling presentation at event

**Hospitality**
- Tickets to event for 2 guests

# Changemaker Sponsor | $2,500 | Multiple Available

**Marketing & Branding Exposures - Digital and Print**
- Sponsor recognition on all event-related marketing and promotional collateral, including but not limited to:
  - E-invites, E-blasts, inclusion in CTE Foundation General E-Newsletter
- Company name and logo listed in advertisement(s) relating to Spark the Future event
- Company name and logo listed on Spark the Future webpage
- Company name and logo listed in printed in Spark the Future program

**Event Recognition & Visibility**
- Verbal recognition at Spark the Future event
- Company logo and name on live/rolling presentation at event

**Hospitality**
- Tickets to event for 2 guests

# Partner Sponsor | $1,000 | Multiple Available

**Marketing & Branding Exposures - Digital and Print**
- Sponsor recognition on all event-related marketing and promotional collateral, including but not limited to:
  - E-invites, E-blasts, inclusion in CTE Foundation General E-Newsletter
- Company name and logo listed on Spark the Future webpage
- Company name and logo listed in advertisement(s) relating to Spark the Future event
- Company name and logo listed in printed in Spark the Future program

**Event Recognition & Visibility**
- Verbal recognition at Spark the Future event
- Company logo and name on live/rolling presentation at event