



Event Sponsorship Opportunities



CAREER TECHNICAL
EDUCATION
FOUNDATION



ABOUT CTE FOUNDATION

For over a decade, Career Technical Education (CTE) Foundation has opened doors for nearly 30,000 students, mobilizing **\$18.2 million** to fuel powerful career-connected learning across Sonoma County.

Our Mission is simple but powerful: innovate the education-to-career experience to strengthen student success.

Since 2012 we've partnered with schools, businesses and the community to **inspire, prepare and empower** the next generation of skilled workers, leaders and innovators. Through these strong partnerships CTE Foundation has built a proven model to ensure **every student** has what they need to thrive.

\$4.6+

million in grants
directly to schools

300+

workforce partners
engaged overtime

250+

middle school students
engaged in hands-on
STEM education

145+

CTE Programs
implemented
since 2013



Spark the Future!

Spark an interest. Ignite a passion.

ABOUT SPARK THE FUTURE

Spark the Future is a celebration of career-connected learning, the innovation of our students and the opportunities Career Technical Education (CTE) creates across Sonoma County. As CTE Foundation's signature fundraiser, this event brings together more than **300 guests** to showcase the skills and talents of local students while investing in their futures.

A hallmark of Spark the Future is that so much of it is **student-driven**. The centerpiece is the Student Showcase, where students from across Sonoma County's CTE classes present projects developed throughout the year. Featuring more than **15 high school classes and over 100 students and educators**, the Showcase highlights work across industries such as engineering, computer science, audio-visual production, culinary arts, hospitality, entrepreneurship, agriculture, automotive technology and construction trades.

Beyond the Showcase, students also lead and support key elements of the evening, including catering, event and floral design, video production and photography. Each project reflects students' passions and career exploration, offering guests a firsthand look at how career-connected learning transforms education and prepares students for the future.

EVENT DATE: THURSDAY, APRIL 16, 2026

Each year, Spark the Future generates vital support for CTE across Sonoma County - demonstrating the power of **hands-on, career-connected learning** while directly funding opportunities that help local students thrive.





YOUR OPPORTUNITY

As a sponsor, you play an active role in **expanding career-connected learning opportunities** for Sonoma County students through CTE Foundation's countywide programs, which bring real-world learning into and beyond the classroom. We create meaningful opportunities for sponsors to engage with students, collaborate with education leaders, connect with fellow business partners, and network within our philanthropic community.

Sponsorship also provides **targeted exposure, enhanced brand recognition, and increased visibility** through local advertising, social media, and experiential marketing.

YOUR IMPACT

"It's wonderful to witness firsthand the impact CTE Foundation has on young people. These students are shining stars with very bright futures. We were honored and proud to support the CTE Foundation Sonoma County."

-Spark the Future Sponsor

"Being part of Spark the Future was an amazing experience. It was so cool to show off the project we've worked so hard on and talk to people who were genuinely excited about what we're learning. It made me feel really proud."

-Student Participant



Sponsorship Benefits

at a glance

Student Showcase Presenting Sponsor \$35,000	Student Showcase Presenting Sponsor \$35,000	Path Builder Sponsor \$15,000	Course Builder Sponsor \$10,000	Culinary Compass Partner *NEW!*	Innovator Sponsor \$5,000	Changemaker Sponsor \$2,500	Partner Sponsor \$1,000
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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 for 8 guests	✓	✓					
Tickets to Event			4 Tickets	4 Tickets	4 Tickets	2 Tickets	2 Tickets

Spark the Future Presenting Sponsor | \$35,000 | 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

Student Showcase Presenting Sponsor | \$35,000 | 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

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

NEW!

Culinary Compass Partner | \$5,000 | ONE AVAILABLE

CTE Foundation is proud to offer a unique partnership that blends education, community and celebration through our signature fundraising event.

As a **Culinary Compass Partner**, your company will help prepare Sonoma County high school culinary and hospitality students to support this event while gaining real-world, hands-on experience. Students will work alongside professionals to plan, prepare and deliver food and hospitality services, showcasing their skills before more than 300 community leaders, employers and supporters during Spark the Future.

Commitment at a glance:

- Mentor culinary students through planning and mentorship sessions leading up to Spark the Future
- Support recipe development and provide expert feedback
- Participate in the Spark the Future Student Showcase and Competition

This partnership offers a powerful way to inspire and collaborate with the next generation of culinary talent, while highlighting your company's leadership in education, community, and workforce development.

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



Interested in sponsoring Spark the Future?

Email Andriana Du Pree, Director of Development & Marketing, adupree@ctesonomacounty.org.