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College & Career Access Campaign

# Sponsorship Opportunities

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Join us in giving Los Angeles students  
the **opportunity** to contribute to  
**California's future.**



***CASH FOR C//LLEGE***

**Become an event sponsor today!**

# The Challenge

Today's students cannot afford not to go to college.

Each year, tens of thousands of L.A. students don't go to college, because they think that they can't afford it — a decision that hurts their **future**, their **families** and undermines the quality of the **local workforce**.



These students lack the information needed to navigate the complex Federal and State financial aid system and make informed decisions regarding **college preparedness**.

By sponsoring the College & Career Access Campaign, you will help thousands of Los Angeles high school students learn about financial aid **options** and how to pursue their **dreams** and achieve **success**.

By 2025, two out of every five  
California jobs will require workers  
with a **college education**.\*



**\$1 Billion** is the amount of new and renewal college financial aid grants awarded last year to 300,000 qualifying California students through the Cal Grant Program, a higher education financial aid program open to all qualifying California residents.

# Campaign Overview

Los Angeles students should have an opportunity to attend college. The future of our regional economy depends on an educated workforce. An investment in the College & Career Access Campaign is a contribution to the vitality and growth of the Los Angeles region.

## Sponsorship Program Highlights

- Individually-tailored, integrated visibility packages for Title Sponsor and other major sponsors.
- Logo or company name on a wide variety of collateral material, including fliers, event programs and posters.
- Increased knowledge of company and services among L.A. youth and their parents through marketing materials distributed directly to youth participants and their families.
- Volunteer opportunities for company employees.

## Cash for College Financial Aid Workshops



More than 100 Cash for College workshops are held from January to March each year to help thousands of high school seniors and their family members receive one-on-one assistance to complete state and federal financial aid forms. The media campaign promotes the workshops and key college access messages to hundreds of thousands of households in the region.

## College & Career Convention



The two-day fall convention hosts more than 13,000 local area students and their parents as they attend financial aid seminars, college-life workshops and meet college representatives in the Exhibit Hall. A Family Night event provides thousands of working parents an opportunity to attend workshops and seminars with similar content.

## Russell J. Hammer Scholarship Fund



Russell J. Hammer  
Scholarship Fund

The Fund benefits the Cash for College program by awarding scholarships to students who display a commitment to college and who might not otherwise have access to the resources needed to pursue their dreams. A majority of the students served by the program come from low-income households, and are often the first in their families to attend college.

# Sponsorship

**35,000** college-bound seniors are in the L.A. region each year.



**20,000** high school students, parents and caregivers participate in the College & Career Convention and the Cash for College Financial Aid Workshops each year.



Benefit Description
Individually-tailored <b>visibility package</b>
<b>Convention</b>
Logo on Convention <b>button</b> (13,000)
Logo on Passport to College Knowledge cover ( <b>passport/program</b> ) (13,000)
One 20'x10' high visibility Exhibit Hall <b>booth</b>
Logo on print <b>advertisement</b> *
Logo on Convention <b>flier</b> (60,000)
Logo on high visibility Convention Exhibit Hall <b>banner</b>
Logo on Campaign home page and link ( <b>Web page</b> ) (300,000 hits annually)
Logo exclusivity on area - or activity - specific <b>banner</b>
Name recognition in Convention <b>press release</b>
Logo on Convention <b>posters</b> (4,000)
Logo on Passport Donor page ( <b>passport/program</b> )
Name recognition on Donor <b>Web page &amp; link</b> (300,000 hits annually)
Company brochure in attendee bags ( <b>collateral</b> ) (13,000)
One 10'x10' prominently placed Exhibit Hall <b>booth</b>
Name recognition on Convention <b>flier</b> (60,000)
Name recognition on Passport Donor page ( <b>passport/program</b> )
<b>CASH FOR COLLEGE WORKSHOPS</b>
Logo on Cash for College Workshop <b>program</b> (front cover) (7,500)
Logo on interior bus <b>advertisement</b> **
Logo on Workshop <b>flier</b> (60,000)
Logo on Workshop registration <b>Web page &amp; link</b>
Logo on <b>banners</b> in prominent location at 3-5 selected sites
Logo on Workshop <b>poster</b> (4,000)
Logo on Workshop <b>folder</b> (back cover) (5,000)
Name recognition in Workshop <b>press release</b>
Company brochure in Workshop <b>folder</b>
Logo on Workshop Program Donor page ( <b>passport/program</b> )
Name recognition on Program Donor page ( <b>passport/program</b> )
<b>SCHOLARSHIP AWARD PROGRAM</b>
Logo on Cash for College Scholarship Award <b>program</b> cover
Logo on award event <b>signage</b>
Logo on award <b>program</b> donor page
Name recognition on award <b>program</b> donor page



Major funding for the L.A. Cash for College Scholarships is provided by the College Access Foundation of California.

# Opportunities

Title Sponsor \$50,000	Valedictorian \$25,000	Fellow \$15,000	Salutatorian \$10,000	Dean \$5,000	Scholar \$2,500
X					
X					
X	X				
X	X	X			
X	X				
X	X	X			
X	X	X	X		
X	X	X	X	X	
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			X	X	
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X	X	X	X		
X	X	X	X	X	
				X	X
X	X				
X	X	X	X		
X	X	X	X	X	
					X

\* A sponsorship commitment must be received in writing by the end of September

\*\* A sponsorship commitment must be received in writing by the end of August

# Distribution of Sponsorship Materials

Integrated Visibility Package	500,000+ impressions	Print (major area newspapers), radio and Spanish-language television.
Print Advertisement	2 runs	Prominent placement of one ad (2x; 125,000 daily circulation).
Convention and Workshop Press Releases	2,500	Name recognition in media press materials.
Convention and Workshop Poster	4,000/per event	Promotional poster distributed to schools, CBO's and elected officials August February.
Passport to College Knowledge Program	13,000	24-page booklet distributed to students and parents.
Convention Flier	60,000	Mailed and distributed to LAUSD schools, elected officials, businesses, educators, partners and parents, August to December.
Convention Button	10,000	Distributed to students in the Convention Exhibit Hall.
Interior Bus Advertisement	200,000+ average daily ridership	Glossy, well-lit, four-color interior ad placement appearing on 200-300 buses operating on major routes in Los Angeles from January to March.
Cash for College Workshop Flier	60,000	Mailed and distributed to LAUSD schools, elected officials, businesses, educators, partners and parents through March.
Cash for College Folder	5,000	Distributed at Cash for College workshops to more than 5,000 students and their family members.
Cash for College Workshop Program	7,500	4-page booklet distributed to students and parents.
Email Blasts	About 10,000 impressions	Minimum of four email blasts sent to a database of 3,000 teachers, counselors and businesses in September, November, January and February.
L.A. Cash for College Web site	300,000	Average annual hits.
Scholarship Award Program	700	Distributed at special event in June hosted by local dignitaries and attended by major sponsors to scholarship recipients and their family members.



The 2009 Financial Aid Workshops resulted in **690** scholarships worth more than **\$1 million** given to L.A.-area students to further their education.



**Millions** is the number of times individuals in the Southern California region see the print, radio and Spanish-language television promotions and advertisements for the College & Career Convention and the Cash for College Financial Aid Workshops.

# Sponsorship Commitment Form

## I would like to commit:

- |                          |          |                      |                          |          |                     |
|--------------------------|----------|----------------------|--------------------------|----------|---------------------|
| <input type="checkbox"/> | \$50,000 | <b>TITLE SPONSOR</b> | <input type="checkbox"/> | \$10,000 | <b>SALUTATORIAN</b> |
| <input type="checkbox"/> | \$25,000 | <b>VALEDICTORIAN</b> | <input type="checkbox"/> | \$ 5,000 | <b>DEAN'S LIST</b>  |
| <input type="checkbox"/> | \$15,000 | <b>FELLOW</b>        | <input type="checkbox"/> | \$ 2,500 | <b>SCHOLAR</b>      |

- I am unable to be a major sponsor but would like to contribute \$ \_\_\_\_\_
- I want to contribute to the Russell J. Hammer Scholarship Fund. \$ \_\_\_\_\_  
Please include "for the Russell J. Hammer Scholarship Fund" in the memo line of the check. A minimum \$1,000 donation is requested.
- Contact me about an in-kind contribution of the following goods/services (incentives/giveaway items for students; bottled water; printing; cross-promotion, etc.) \_\_\_\_\_
- Contact me about volunteer opportunities for individuals and/or employees.

To acknowledge my contribution, please list my company name as:

Company \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

- Check.** Please make checks payable to the Los Angeles Area Chamber of Commerce Foundation. Complete this form and mail with check to:

Attn: Alma Salazar  
350 S. Bixel St., Ste. 200  
Los Angeles, CA 90017

- Credit Card.** Please complete the information below and fax this form to 213.482.0814.

\_\_\_\_ VISA \_\_\_\_ MasterCard \_\_\_\_ AMEX in the amount of \$ \_\_\_\_\_

Cardholder name \_\_\_\_\_

Card # \_\_\_\_\_

Expiration date \_\_\_\_\_ Three-digit security code \_\_\_\_\_

Signature \_\_\_\_\_

For more information, contact Alma Salazar at 213.580.7566 or [asalazar@lachamber.com](mailto:asalazar@lachamber.com).

All contributions are tax deductible to the fullest extent allowed by law.

The Los Angeles Area Chamber of Commerce Foundation is a nonprofit organization  
(Federal Tax ID No. 95-2597392)

**L.A. Cash For College**  
350 S. Bixel St., Ste. 200  
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**Presented by:**

