
College & Career Access Campaign
Sponsorship Opportunities



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**.



Even with improvements to the FAFSA filing system, students often 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.

* Statistic provided by the Public Policy Institute of California.

Campaign Overview

All 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 that reach thousands of students, families and our partners.
- 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 125 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 at the Convention 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	Title \$
Individually-tailored visibility package	
CONVENTION	
Logo on Convention button (13,000)	
Logo on Convention Resource Guide cover (program) (13,000)	
One 20'x10' high visibility Exhibit Hall booth	
Logo on print advertisement *	
Logo on Convention flier (60,000)	
Logo on high visibility Convention Exhibit Hall banner	
Logo on Campaign home page and link (Web page) (300,000 hits annually)	
Logo exclusivity on area - or activity - specific banner	
Name recognition in Convention press release	
Logo on Convention posters (6,000)	
Logo on Convention Resource Guide (program)	
Name recognition on Donor Web page & link (300,000 hits annually)	
Company brochure in attendee bags (collateral) (13,000)	
One 10'x10' prominently placed Exhibit Hall booth	
CASH FOR COLLEGE WORKSHOPS	
Logo on Cash for College Workshop program (front cover) (7,500)	
Logo on interior bus advertisement **	
Logo on Workshop flier (60,000)	
Logo on Workshop registration Web page & link	
Logo on banners in prominent location at 3-5 selected sites	
Logo on Workshop poster (6,000)	
Name recognition in Workshop press release	
Company brochure in Workshop folder	
Logo on Workshop Program Donor page (program)	
Name recognition on Program Donor page (program)	
SCHOLARSHIP AWARD PROGRAM	
Logo on Cash for College Scholarship Award program cover	
Logo on award event signage	
Logo on award program donor page	
Name recognition on award program 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	
				X		
	X	X	X	X		
	X	X	X	X		
	X	X	X	X	X	
	X	X	X	X	X	X
	X	X	X	X		
				X	X	
	X	X				
	X	X				
	X	X	X	X		
	X	X	X	X		
				X		
	X	X	X	X		
	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	6,000/per event	Promotional poster distributed to schools, CBO's. and elected officials August February.
Convention Resource Guide	13,000	20-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 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 2010 Financial Aid Workshops resulted in more than **400** scholarships worth more than **\$500,000** 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 | TITLE SPONSOR | <input type="checkbox"/> \$10,000 | SALUTATORIAN |
| <input type="checkbox"/> \$25,000 | VALEDICTORIAN | <input type="checkbox"/> \$ 5,000 | DEAN'S LIST |
| <input type="checkbox"/> \$15,000 | FELLOW | <input type="checkbox"/> \$ 2,500 | SCHOLAR |

- 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.

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)

