



Assembly Member Patrick Ahrens
(District 26)



CONVENING FOR CHAMPIONS OF HIGHER EDUCATION EQUITY



A Joint Convening for
Elected Officials & Funders



AUGUST 1, 2025
AFTERNOON

De Anza College
Cupertino, CA

#JointConvening2025

SPONSORSHIP Brochure

CONTACT:

Susan Mernit
Development Consultant, NCCPC
✉ susan@norcalpromisecoalition.org
☎ (650) 814-9303

SPONSORED BY:



Convening for Champions of Higher Education Equity

Step into the Spotlight as a Sponsor at the NCCPC 2025 Joint Convening

The Northern California College Promise Coalition (NCCPC), in partnership with Beyond12, OneGoal, Assembly Member Patrick Ahrens (AD 26), Assemblymember Ash Kalra (AD 25), and the California Community Colleges Chancellor's Office are pleased to host the 2nd annual Joint Convening for Elected Officials and Funders on August 1, 2025! As a unifying force since 2019, NCCPC brings together a wide array of stakeholders committed to enhancing college access, success, and career pathways for first-generation, low-income, BIPOC, multiply marginalized and underserved students in Northern California.

We expect to welcome 200 participants, including local, state, and national funders, elected officials, mayors, employers, postsecondary leaders, and educators. Our event stands as a key gathering point for those actively involved in shaping educational policy and promoting economic mobility, those we refer to as Champions of Higher Education Equity. It's an opportunity to delve into the collective efforts that make a real difference in the lives of students from Sonoma to Fresno.

Why Is Your Sponsorship Crucial?

- **Direct Influence:** Play a significant role in a gathering that shapes the future of hundreds of thousands of students across 13 counties, from Sacramento to the Central Valley.
- **Strategic Connections:** Build relationships with key stakeholders in an environment that champions collaboration and innovation.
- **Community Alignment:** Demonstrate your organization's commitment to social responsibility and educational advancement in a meaningful way.



Thank You Confirmed Sponsors (as of Oct 2024)!



Who Will You Reach?

- **Educational Leaders:** Superintendents, college presidents, and other decision-makers across the education sector.
- **Policy Influencers:** Elected officials and key policy advisors dedicated to educational reform and community development.
- **Corporate and Community Partners:** CEOs, CSR managers, and community leaders actively engaged in fostering educational equity.
- **A Diverse Audience:** Thought leaders and practitioners, dedicated to making a tangible impact in our communities.

Sponsorship Levels

BENEFITS	Title	Visionary	Champion	Advocate	Connector	In-Kind
Amount/Range	\$10,000+	\$5,000-\$9,999	\$2,500-4,999	\$1,500-2,499	\$250-1,499	multiple
Host a Meal	Reception	Lunch	Breakfast	Water/Charging		
Premier Recognition	X	X				
Resource Table	X	X				
Targeted Branding	X	X				
Logo on Press Release	X	X	X			
Logo on Event Website	X	X	X	X	X	X
Logo on convening materials	X	X	X	X	X	X
Featured recognition during welcome & closing	X	X	X	X	X	X
Social Media Recognition	X	X	X			
Branded Merchandise	X	X	X			
Registration for reps	4	4	2	2	1	1



Sponsorship Opportunities

PREMIER Sponsor: \$15,000-20,000

One (1) Opportunity

- **Lead Sponsor:** The lead sponsor for the most sought-after networking event, with special acknowledgments and branding opportunities.
- **Premier Recognition:** Stand out as the **ONLY** Premier Sponsor on all promotional materials, digital and on-site.
- **Speaker:** A leader from your organization can speak at the beginning or end of the program.
- **Scholarship Sponsor:** Cover the registration of ten (10) community leaders who otherwise would not be able to cover the cost of attending the event.
- **Resource Table:** Engage with attendees through a dedicated table for dissemination of resources and services.
- **Dominant Branding:** Your logo in key convening materials and digital platforms, and featured in press releases and at the event.
- **Featured recognition** of the organization's support during the welcome and closing.
- **Social Media Recognition:** Acknowledgment in social media posts before and during the event, increasing online visibility.
- **Branded Merchandise:** Opportunity to include branded items (e.g., pens, notepads) in attendee welcome packs.
- **Registration** for four (4) organization representatives.



Sponsorship Opportunities

Title Sponsor: \$10,000

Two (2) Opportunities

- **Networking Reception Host:** Lead the most sought-after networking event, with special acknowledgments and branding opportunities.
- **Premier Recognition:** Stand out as the Title Sponsor on all promotional materials, digital and on-site.
- **Resource Table:** Engage with attendees through a dedicated table for dissemination of resources and services.
- **Dominant Branding:** Your logo in key convening materials and digital platforms, and featured in press releases and at the event.
- **Featured recognition of the organization's support during the welcome and closing.**
- **Social Media Recognition:** Acknowledgment in social media posts before and during the event, increasing online visibility.
- **Branded Merchandise:** Opportunity to include branded items (e.g., pens, notepads) in attendee welcome packs.
- **Registration for four (4) organization representatives.**

Visionary Sponsor: \$5,000-\$9,999

Two (2) Opportunities

- **Lunch Host Sponsor:** Make a memorable impact as the sole sponsor of the conference lunch, featuring your branding during this key networking time.
- **Significant Exposure:** Your logo will be featured in key convening materials and digital platforms and in press releases.
- **Resource Table:** Engage with attendees through a dedicated table for dissemination of resources and services.
- **Targeted Branding:** Elevated brand presence at strategic locations within the event.
- **Social Media Recognition:** Acknowledgment in social media posts before and during the event, increasing online visibility.
- **Branded Merchandise:** Opportunity to include branded items (e.g., pens, notepads) in attendee welcome packs.
- **Featured recognition of the organization's support during the welcome and closing.**
- **Registration* for four (4) organization representatives**

Champion Sponsor: \$2,500-4,999

- **Coffee cart, light breakfast Sponsor:** Host coffee cart, pastries, fruit, and juice
- **Your logo in key convening materials and digital platforms, and featured in press releases.**
- **Social Media Recognition:** Acknowledgment in social media posts before and during the event, increasing online visibility.
- **Branded Merchandise:** Opportunity to include branded items (e.g., pens, notepads) in attendee welcome packs.
- **Prominent recognition of the organization's support during the welcome and closing.**
- **Registration* for two (2) organization representatives**



Advocate Sponsor: \$1,500-2,499

- **Water Station or Charging Station Sponsorship**
- Website Listing: Sponsor's logo and link on the event's official website.
- Recognition of the organization's support during the welcome and closing.
- Digital Brochure Acknowledgment: Recognition in the event's digital brochure distributed to all attendees.
- Branded Signage: Sponsor's logo on shared signage in common areas.
- Acknowledgment as a sponsor in convening materials, with logo placement on the event website and emails.
- Registration* for two (2) organization representatives.

Connector Sponsor: \$250-1,499

- Website Listing: Sponsor's logo and link on the event's official website.
- Recognition of the organization's support during the welcome and closing.
- Digital Brochure Acknowledgment: Recognition in the event's digital brochure distributed to all attendees.
- Branded Signage: Sponsor's logo on shared signage in common areas.
- Logo on the event webpage.
- Acknowledgment as a sponsor in convening materials, with logo placement on the event website and emails.
- Registration* for one (1) organization representative

In-Kind Sponsor | Any value

- Acknowledgment as a sponsor in convening materials, with logo placement on the event website and emails.
- Recognition of the organization's support during the welcome and closing.
- Registration* for one (1) organization representative

In-kind donations requested:

- Donate swag (e.g. pens, notebooks)
- Donate food (e.g. water bottles, snack bars)
- Provide videographer or photographer

Other Sponsorship Opportunities

Event Folders: \$2,000

- Folders with your organization's logo (if you're not already a Visionary or Champion sponsor) will be distributed at registration and attendees are encouraged to use them to collect the various handouts and resources they will receive throughout the event.

Session Breakouts: \$500

- Sponsor a session breakout and have your organization's brand featured outside the room. There is also the opportunity to provide a seat drop or a pop-up banner in the breakout room (both provided by the sponsor).

Cradle-to-Career Champion: \$250

- This is a great opportunity to promote your organization as a "Cradle-to-Career Champion" and align your brand with the Co-Host's commitment to large-scale, long-term collective impact in California that engages residents, school and college staff, community and elected leaders, college promise and child savings accounts programs, and college access and affordability providers.



Sponsor our July 2025 Convening for Champions of Higher Education Equity and **Help Empower Education Equity** from **Sacramento to the Central Valley**

**Confirm Your Sponsorship by Friday, May 30, 2025 to be highlighted in our early
Save the Date Promotion!**

CONTACT Susan Mernit at susan@norcalpromisecoalition.org.

DONATION INFORMATION

Sponsorships should be made out to "*The West Contra Costa Public Education Fund.*"

Write "*NCCPC 2025 Joint Convening*" in the memo line.

Mail checks to:

West Contra Costa Public Education Fund, c/o NCCPC

1400 Marina Way South, Richmond, CA 94804

Non-profit ID: #68-0005307

To donate ONLINE: [CLICK HERE](#)

Select or enter a custom amount, and a donation frequency, and add "*NCCPC 2025 Joint Convening*" in the comments box. Pay with a credit card or checking account.

* Registration is for mostly in-person event with some hybrid components (subject to change). In-person attendance includes food and beverages.

ONE Day - TWO Tracks

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PUBLIC OFFICIALS

(ELECTED & APPOINTED)

FUNDERS

(PHILANTHROPY & INVESTORS)

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