

# CONVENING FOR CHAMPIONS OF HIGHER EDUCATION EQUITY



**A Joint Convening for  
Elected Officials & Funders**



**Wednesday, July 17, 2024**

**11:00 AM - 4:00 PM\***

**Location TBD in the Bay Area**

\* Subject to change

## **Sponsorship Brochure**

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**#JointConvening2024**

## Convening for Champions of Higher Education Equity

### *Step into the Spotlight as a Sponsor at the NCCPC 2024 Joint Convening*

The Northern California College Promise Coalition (NCCPC), in collaboration with founding Steering Committee members Students Rising Above and 10,000 Degrees, and co-host Sobrato Philanthropies, is pleased to host our 2024 Joint Convening for Elected Officials and Funders. As a unifying force since 2019, our coalition 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.

This year, 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 Sacramento to the Central Valley.

## 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.





## 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.

## 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

## 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 17, 2024 Joint Convening and Help Empower Education Equity from Sacramento to the Central Valley**

**Confirm Your Sponsorship by Friday, May 3, 2024**

CONTACT Meredith Curry Nuñez at [mer@norcalpromisecoalition.org](mailto:mer@norcalpromisecoalition.org).

### DONATION INFORMATION

Sponsorships should be made out to "The West Contra Costa Public Education Fund."  
Write "NCCPC 2024 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 2024 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

1

**PUBLIC OFFICIALS**

(ELECTED & APPOINTED)

**FUNDERS**

(PHILANTHROPY & INVESTORS)

2