

# BELIEVE 2.1

IN THE POWER OF EDUCATION

SAVE THE DATE!

Saturday, June 5, 2021

Join us virtually!

## 2021 SPONSORSHIP OPPORTUNITIES



### THE POWER OF EDUCATION

As we recover from recent crises, Seattle Central College will be at the core of rebuilding our community.

In a time when so much feels uncertain, our students give us hope for the future. Their determination in the midst of unrepresented challenges is the spirit that will help us all retool for what lies ahead.

The college's Believe Gala is a public celebration of the power of education to reinvigorate a promising future for all, and to support students on their life-changing journeys.

### BELIEVE 2.1

We are excited to invite you to an exciting virtual experience. While we will not gather in person, we plan to bring as much of the celebration as possible right to your doorstep! Sponsors can expect brand exposure in the homes of our gala guests.

The Believe Gala raises funds for the college's Central Commitment program, which supports students with financial need from start to finish.

All gifts for the Seattle Central College Gala are processed through the Seattle Colleges Foundation



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### CONNECT WITH US

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# SPONSORSHIP OPPORTUNITIES

## \$25,000 PRESENTING SPONSOR (PENDING COMMITMENT)

### \$10,000 INSPIRATION SPONSOR

- Special VIP mention at the top of the program from Executive Director with details on partnership
- Graduated logo exposure on all materials & website
  - Logo exposure in physical VIP experience materials
  - Announcements sent to ~7,000 unique emails
  - Logo on Believe Gala night-of event materials
- Write-up about partnership with sponsor published on Seattle Central website
- Three unique instances of social media recognition prior to, and during Believe Giving Week
  - Link to sponsor's website or current initiative
  - Marketing reach: 14,100 followers on Facebook, 4,200 on Twitter & 2,600 on Instagram
- VIP gala experience available to team captain and 4 guests



### \$5,000 VISIONARY SPONSOR

- Special thanks in program from Executive Director
- Graduated logo exposure on all materials & website
  - Logo exposure in physical VIP experience materials
  - Announcements sent to ~7,000 unique emails
  - Logo on Believe Gala night-of event materials
- One instance social media recognition prior to, and during Believe Giving Week
  - Marketing reach: 14,100 followers on Facebook, 4,200 on Twitter & 2,600 on Instagram
- VIP gala experience available to team captain



### \$2,500 HOPE SPONSOR

- Graduated name exposure on all materials & website
- Announcements sent to ~7,000 unique emails
- Name on Believe Gala night-of event materials
- Social media recognition during Believe Giving Week
  - Marketing reach: 14,100 followers on Facebook, 4,200 on Twitter & 2,600 on Instagram
- Special gala delivery to team captain

### \$1,000 SUPPORTING SPONSOR

- Graduated name exposure on all pre-event communications & website
  - Name exposure in physical VIP gala experience



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