



SPONSORSHIP BROCHURE

2nd Annual Leaders in Education Awards Gala

Mayflower Hotel
Washington, District of Columbia

April 25, 2016

For more information about sponsorship opportunities - Contact Veronica Rivera at vrivera@alasedu.org

AWARDS GALA SPONSORSHIP LEVELS

VALEDICTORIAN \$15,000

TABLE

- 1 table – Premiere Placement
- Opportunity to host a VIP at your table
- Place Cards/10 guests
- Table Sign with logo

GALA PROGRAM BOOKLET

- Opportunity to include a Welcome Letter with photo
- Full Page Color Ad, back cover
- Logo placement in program book

EVENT VISIBILITY

- Opportunity for 3-minute welcome to guests
- Logo on Event Signage with billing as Valedictorian
- 60 second video played during dinner (provided by sponsor and approved by ALAS)
- Product Display (creatively presented during event, product provided by sponsor)
- Verbal Acknowledgements
- Logo on looping slides played during dinner

INVITATION, WEBSITE, MEDIA VISIBILITY

- Logo on the invitation
- Article in ALAS newsletter (Spring 2016)
- Acknowledgement in a press release
- Logo on one email blast promoting Gala

SALUTATORIAN \$10,000

TABLE

- 1 table – Premiere Placement
- Opportunity to host a VIP at your table
- Place Cards/10 guests
- Table Sign with logo

GALA PROGRAM BOOKLET

- Full Page Color Ad
- Logo placement in program book

EVENT VISIBILITY

- Logo on Event Signage with billing as Salutatorian
- Verbal Acknowledgements
- Logo on looping slides played during dinner

INVITATION, WEBSITE, MEDIA VISIBILITY

- Logo on the invitation
- Article in ALAS newsletter (Spring 2016)
- Acknowledgement in a press release
- Logo on one email blast promoting Gala

AWARDS GALA SPONSORSHIP LEVELS

HONORS GRADUATE \$5,000

TABLE

- Reserved table (sits 10)
- Table Sign with logo

GALA PROGRAM BOOKLET

- Logo in program book

EVENT VISIBILITY

- Verbal Acknowledgements
- Logo on looping slides played during dinner

INVITATION, WEBSITE, MEDIA VISIBILITY

- Name on the invitation
- Name on an email blast promoting Gala
- Name listed in ALAS Newsletter (Spring 2016)

GALA RECEPTION HOST \$8,500

TABLE

- Reserved table (sits 10)
- Table Sign with logo

GALA PROGRAM BOOKLET

- Logo in program book as Gala Reception host
- Half Page Color Ad

EVENT VISIBILITY

- Logo on Event Signage - billing as Gala Reception host
- Verbal Acknowledgements
- Logo on looping slides played during dinner

INVITATION, WEBSITE, MEDIA VISIBILITY

- Name on the invitation
- Name on an email blast promoting Gala
- Article in ALAS Newsletter (Spring 2016)

AWARDS GALA SPONSORSHIPS

IMPORTANT DATES AND DEADLINES

March 16: Logos for placement on the electronic invitation are due

April 8: Logos for program book and signage are due

April 8: Program book ads are due - to submit “camera-ready” artwork, please send a 6”x4” (or 600 x 400 pixels) horizontal, full color file - ads may be provided in .pdf or .jpg format.

April 20: Deadline for guest names - place cards printed

April 20: Guest names for table sponsors are due

PLEASE NOTE: Table assignments will be provided at the door. There are no physical tickets for this event.

REGISTRATION FEES

Category	Cost per Ticket (Includes entrance to VIP Reception and Gala)
Corporate Sponsor	\$500
ALAS dues paying member	\$200
Non-Member (educational institution)	\$250

ALAS AWARDS GALA PARTNERSHIP INTEREST FORM

LEAD CONTACT NAME _____
TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ EMAIL _____

INVESTMENT TYPE (PLEASE CHECK ALL THAT APPLY)

AWARDS GALA SPONSORSHIP LEVELS

- | | |
|--|----------------|
| <input type="checkbox"/> Valedictorian | \$15,000 _____ |
| <input type="checkbox"/> Salutatorian | \$10,000 _____ |
| <input type="checkbox"/> Honors Graduate | \$5,000 _____ |
| <input type="checkbox"/> Gala Reception Host | \$8,500 _____ |

TOTAL SPONSORSHIP AMOUNT \$ _____

Signature _____ Date _____

METHOD OF PAYMENT (PLEASE CHECK ONE)

- Check Enclosed – Made Payable to ALAS
 Bill Me – Purchase Order Enclosed

Upon acceptance, a formal contract will be provided

Submit this Partnership Interest Form via email to Veronica Rivera at vrivera@alaseud.org. Checks should be made payable to ALAS and mailed to: ALAS, Attn: Veronica Rivera, P.O. Box 65204, Washington, D.C. 20035.