



# SPONSORSHIP BROCHURE

## 3<sup>rd</sup> Annual Leaders in Education Awards Gala

**Mexican Cultural Institute  
Washington, District of Columbia**

**April 27, 2017**

For more information about sponsorship opportunities - Contact Dr. Nancy Lewin - [Nlewin@alasedu.org](mailto:Nlewin@alasedu.org)

# AWARDS GALA SPONSORSHIP LEVELS

## GUARDIAN \$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 2017)
- Acknowledgement in a press release
- Logo on one email blast promoting Gala

## CHAMPION \$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 2017)
- Acknowledgement in a press release
- Logo on one email blast promoting Gala

# AWARDS GALA SPONSORSHIP LEVELS

## **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 2017)

## **UNITY** \$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 2017)

# AWARDS GALA SPONSORSHIPS

## IMPORTANT DATES AND DEADLINES

**March 24:** 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 14:** Deadline for guest names - place cards printed

**April 17 :** Guest names for table sponsors are due

**PLEASE NOTE:** Table assignments will be provided at the door.

## REGISTRATION FEES

Category	Cost per Ticket (Includes entrance to VIP Reception and Gala)
Corporate Sponsor	\$500
Additional seat	\$250

# ALAS AWARDS GALA PARTNERSHIP INTEREST FORM

LEAD CONTACT NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

## **PARTNERSHIP TYPE (PLEASE CHECK ALL THAT APPLY)**

### **AWARDS GALA SPONSORSHIP LEVELS**

- |  |                |
|--|----------------|
| <input type="checkbox"/> Guardian            | \$15,000 _____ |
| <input type="checkbox"/> Champion            | \$10,000 _____ |
| <input type="checkbox"/> Gala Reception Host | \$8,500 _____  |
| <input type="checkbox"/> Unity               | \$5,000 _____  |

TOTAL SPONSORSHIP AMOUNT \$ \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### **METHOD OF PAYMENT (PLEASE CHECK ONE)**

- Check Enclosed – Made Payable to ALAS
- Bill Me – Purchase Order Enclosed
- Credit Card - Please contact [operations@alasedu.org](mailto:operations@alasedu.org) to process credit cards.

Upon acceptance, a formal contract will be provided