

DESTINATION COLLEGE

HOSTED BY FULFILLMENT FUND

A College Access
Virtual Event

Inspiring Students for
Life After High School

October 15 - 16, 2021



www.fulfillment.org/destinationcollege



About Fulfillment Fund

Fulfillment Fund is a life-changing organization that helps make college a reality for first-generation and lower-income students. Since 1977, we have been empowering students in Los Angeles to access and afford higher education.

We partner with local high schools in educationally and economically under-resourced communities to support our students through college graduation and provide crucial life skills to help them transition into the workforce successfully.

Why Access to Education Matters

Postsecondary education is the most effective pathway to economic opportunity and out of poverty, yet thousands of students do not have access to the resources, information, and counseling they need to get into college and succeed.



In CA, less than half of those ages 18-24 enroll in college



70% of jobs today require education beyond high school



In the U.S., only 11% of low-income students earn a college degree

Investing in Youth

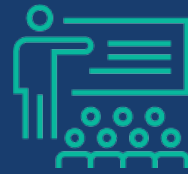
Supporting Destination College is an investment in our future. Fulfillment Fund's results speak to the incredible returns on your investment:



93% high school graduation



96% awarded financial aid



82% college matriculation



90% college graduation



What is Destination College?

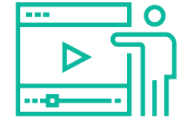
An inspiring college access virtual event featuring:



2 DAYS



FREE STUDENT ATTENDANCE



14 WORKSHOPS

Launched 25 years ago, Destination College has hosted thousands of participants and is now available to all interested high school students through the click of a button.

After finishing an unprecedented full year of distance learning, Destination College will inspire students to re-kindle their college-going dreams. It is the first step in planning for life after high school. This virtual event serves as an introduction to work they will have ahead for them as they begin their journey to higher education, all the way from 9th grade to 12th. Workshops are designed not only to reconnect students with their goals and aspirations, but also to prepare them to get into college, shed light on what to expect when they get there, and take the next steps toward realizing their potential.

Fulfillment Fund is a trusted partner to students pursuing college and careers, and to colleges and companies seeking to connect with and support diverse students. We seek partners and sponsors to make our work possible.

Destination College Sponsorship Opportunities

With reach across the Southern California educational community, sponsorship will give your company significant visibility while marking your commitment to increasing the number of low-income and first-generation students accessing and completing a postsecondary education. **Real change is possible, but only with your support.**



Summa Cum Laude (\$50,000) Number available: 1

Event title co-branding and maximum brand exposure across multiple platforms. Naming placed above event title.

Magna Cum Laude (\$25,000) Number available: 1

Presenting sponsor co-branding and brand exposure across major platforms. Naming placed below event title.

Opening Keynote Sponsor (\$15,000) Number available: 1

Recognition during opening keynote address and brand exposure across major platforms.

Workshop Sponsor (\$5,000) Number available: 14

Recognition at a specific workshop ranging in subject matter and audience (high school students, parents/families). Topics include college match and fit, paying for college, four-year colleges, community colleges, stress management/motivation, supporting your child academically (for parents), and more.

Student Scholarships (\$1,000) Number available: Unlimited

Award students with a one-time scholarship. Scholarships are effective incentives for continued student engagement throughout the event.



*see sample logos on final page

Destination College Sponsorship Benefits

Event Co-Branding

	\$50K	\$25K	\$15K	\$5K	\$1K
Co-branded event naming with logo inclusion	✓				
Name inclusion in event title		✓			
Co-branded event logo in all logo usage ¹	✓	✓	✓	✓	

Event Recognition/Listings

	\$50K	\$25K	\$15K	\$5K	\$1K
Webpage, including registration page	✓	✓	✓	✓	✓
Post-event participant surveys	✓				
Post-event marketing emails	✓	✓	✓	✓	
Post-event marketing emails (name listing only)					✓
All event virtual backdrops	✓	✓			
Session-specific virtual backdrops			✓	✓	
Social media posts with handle tagging	✓	✓	✓		

Opening/Closing Program

	\$50K	\$25K	\$15K	\$5K	\$1K
Inclusion in Visual Presentation	✓	✓	✓	✓	
Verbal recognition during Program	✓	✓	✓	✓	✓
Verbal remarks from Sponsor (optional)	✓	✓	✓		

Passes

	\$50K	\$25K	\$15K	\$5K	\$1K
All-Access Conference Passes	✓	✓	✓	✓	✓
VIP Experience Passes	10	8	6	4	2

Annual Report Recognition

	\$50K	\$25K	\$15K	\$5K	\$1K
Annual Report Honor Roll listing (name only)	✓	✓	✓	✓	✓
Highlight in Annual Report event feature	✓	✓	✓		
Listing in Annual Report event feature					✓

All recognition indicates logo inclusion unless otherwise noted.

¹ Includes event invitation, promotional flyers and items, et al.

Sample Logo Recognition

Summa Cum Laude (\$50,000)



Magna Cum Laude (\$25,000)

