



# 2018 Innovator Awards and Gala

Perseverance • Curiosity • Kindness • Respect • Conscientiousness • Citizenship & Leadership

Four years ago, our school was created in strong partnership with the Oakland community around the mission to prepare our children for success in college and beyond. Central to the unique and innovative culture we have created together are EBIA's innovator norms - **Perseverance, Curiosity, Kindness, Respect, Conscientiousness, Citizenship and Leadership**. This year, EBIA is giving back by launching the inaugural Innovator Awards and Gala, to be held on Saturday May 12th at the Rotunda in Oakland. On this special night, EBIA will be honoring the very best example of those who inspire us all by living the innovator norms every day.

**When:** Saturday May 12<sup>th</sup>, 6:30 p.m

**Where:** The Oakland Rotunda, 300 Frank H Ogawa Plaza, Oakland, CA 94612

**Format:** Cocktail party, live background music, brief awards ceremony

**Catering:** No-host bar, passed hors d'oeuvres, light snacks

## Monetization Methods

Type	Amount	Target	Goal
Title Sponsor	\$25,000	3	\$75,000
Award Sponsor	\$10,000	6	\$60,000
Leadership Sponsor	\$5,000	5	\$25,000
Innovator Sponsor	\$2,500	6	\$15,000
Community Sponsor	\$1,000	5	\$5,000
Exclusive Participant	\$500	20	\$10,000
VIP Participant	\$300	50	\$15,000
Participant	\$125	200	\$25,000
		<b>Total</b>	<b>\$230,000</b>

## Key Planning Dates:

**1/29/18** – Project Kick-off

**1/29-2/16/18** – Design communication plan, branding, solicitation materials

**2/16/18** – Awardees Confirmed

**2/19-4/13/18** – Sponsorship Outreach and Solicitation

**3/1/18** – Launch Ticket Sales

**4/30/18** – Participation and Sponsorship Finalized

**5/12/18** – Awards night



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## Volunteer Opportunities

### Partnership and Sponsorships

- Design Outreach plan and Sponsorship Solicitation Kits
- Research and Data Management - Develop list of target contacts, track outreach efforts
- Competitive Event Research
- Network within the EBIA community to share info about sponsorship opportunities and generate interest
- Secure award and event sponsorships

**Resources:** [EBIA Community company list](#), EBIA website, draft "Friends of EBIA" program, small budget for support of a professional sponsorship expert.

### Marketing and Ticket Sales

- Develop communication plan, branding and Event promotional materials
- Launch Ticket Sales campaign
- Fill the room on 5/12
- Event promotions, post event press release announcing the awardees

**Resources:** Eventbrite, EBIA website, EBIA contact list (1800), budget for banners and invitations

### Event Night Planning

- Decoration and venue set up planning
- Day of set up, checking in, event support
- Day of volunteer recruiting and coordination
- A/V and Photography coordination
- Social Media and Press Release Coordination

**Resources:** Eventbrite, Sign Up genius, decoration budget

"Never doubt that a *small group* of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." - Margaret Mead