



2018 Innovator Awards

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

Event Format

When: Thursday May 17th, 6-7:30 p.m

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

Format: Cocktail party, brief awards ceremony

Catering: Hosted bar, passed hors d'oeuvres, light snacks

Monetization Methods

Type	Amount	Target	Goal
Presenting Sponsor	\$25,000	3	\$75,000
Award Sponsor	\$10,000	6	\$60,000
Innovator Sponsor	\$5,000	5	\$25,000
STEAM Sponsor	\$2,500	4	\$10,000
Community Sponsor	\$1,000	5	\$5,000
Event Tickets	\$125	200	\$25,000
			\$200,000

Volunteer Areas

Partnership and Sponsorships

- Design Outreach plan and Sponsorship Solicitation Kits
- Develop list of target contacts
- Research and data management
- Network within the EBIA community to share info about sponsorship opportunities and generate interest
- Secure award and event sponsorships

Resources: EBIA Community Contact List, EBIA website, draft "Friends of EBIA" program, 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, checkin in, event support
- Day of volunteer recruiting and coordination

Resources: Eventbright, 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



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About EBIA

East Bay Innovation Academy (EBIA) is a 6th-12th grade East Oakland public charter school with a mission to prepare a diverse group of students to be successful in college and to be thoughtful, engaged citizens who are leaders and innovators in a 21st century global world. In support of this mission, EBIA has developed a curriculum and culture resting on several key pillars, key among them: project based learning, design thinking, and socio-economic equity.

Launched in 2014, EBIA has grown to full middle school enrollment (with waiting lists of over 200 students each year) and has developed a high school program that currently serves 9th and 10th grades and will reach full four-year enrollment by 2020. Through active outreach and recruitment efforts, the school established and continues to serve a diverse student body with enrollment from every zip code in Oakland and demographics that largely mirror the city's population. EBIA has established a strong and innovative instructional model, drawing on best practices in blended learning, project based learning, and design thinking from across the country. Our model is a rigorous Science, Technology, Engineering, Art and Math (STEAM) - based curriculum, with an emphasis on the social-emotional skills needed to nurture strong leaders.

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Central to the unique and innovative culture EBIA has created are our innovator norms: Perseverance, Curiosity, Kindness, Respect, Conscientiousness, Citizenship and Leadership. These norms guide the development of our young innovators and will help them grow to become the next generation of leaders in STEAM and other fields. On Thursday, May 17th, 2018, EBIA will launch the inaugural **Innovator Awards** to recognize some of the current leaders in STEAM related fields who serve as role models for our students and our community. This major fundraiser for the school will be held at The Rotunda in downtown Oakland and will celebrate those who inspire us all by living these innovator norms every day.

Sponsorship Opportunities

EBIA seeks to partner with Bay Area companies whose community and business goals align with our school mission and curriculum. Sponsorship of the inaugural **Innovator Awards** *today* will help to change the way 21st Century students are educated and build a stronger and more diverse workforce for *tomorrow*. Sponsorship opportunities range from \$25,000 to \$1,000 and offer promotion and recognition; access to over 500 East Bay families, Awardees, and key influencers; and VIP hospitality benefits at the event.

We would welcome the opportunity to review the benefits of sponsorship in more detail and are happy to customize a package that best suits your company's goals and objectives.

Sponsorship Benefits

Presenting Sponsor (\$25,000)

- Prominent recognition as Presenting Sponsor of gala event in all advance promotional and marketing materials, both digital and print;
- Logo acknowledgement with link on both event and EBIA Families web pages for 12 months;
- Onsite recognition at May 17th event, including prominent logo placement on all event signage, co-branded logo recognition on Awards, and speaking opportunity during Awards program;
- Premium hospitality benefits for 12 guests at **Innovator Awards**, including photo opportunity with Awardees, hors d'oeuvre reception and hosted bar

Award Sponsor (\$10,000)

- Prominent recognition as an Award Sponsor in all advance promotional and marketing materials, both digital and print;
- Logo acknowledgement with link on both event and EBIA Families web pages for 12 months;
- Onsite recognition at May 17th event, including prominent logo placement on all event signage, co-branded logo recognition on your sponsored Award, and opportunity to present Award during live program;
- Premium hospitality benefits for 10 guests at **Innovator Awards**, including photo opportunity with Awardees, hors d'oeuvre reception and hosted bar.

Innovator Sponsor (\$5,000)

- Recognition as an Innovator Sponsor on all event collateral, both digital and print;
- Onsite recognition at May 17th event, including logo placement on event signage;
- Premium hospitality benefits for 6 guests at **Innovator Awards** including hors d'oeuvre reception and hosted bar.

STEAM Sponsor (\$2,500)

- Recognition as a STEAM Sponsor on all event collateral, both digital and print;
- Premium hospitality benefits for 4 guests at **Innovator Awards** and hosted bar.

Community Sponsor (\$1,000)

- Recognition as a Community Sponsor on all event collateral, both digital and print;
- Admission for 4 guests to **Innovator Awards**, including hors d'oeuvre reception with hosted bar..

For more information about sponsorship opportunities or to purchase your sponsorship package, please contact [NAME] at [email] or [phone] or visit www.eastbayia.org/awards.

Personal Resource List

- Business Associates (i.e. peers/colleagues at other companies)
- Business Vendors (i.e. service providers to your company):
 - Accountants
 - Airlines, hotels & other travel related service providers
 - Attorneys
 - Audio/Visual service providers
 - Bankers and other financial service providers
 - Commercial real estate brokers or developers
 - Computer related products and services
 - Insurance agents, brokers, or providers
 - PR or advertising agencies
- Clients
- Friends who support other Charities (personally or through their companies)
- Neighbors
- Relatives
- Members of Church, Synagogue or other cultural/religious groups
- Parents of Children's Classmates / PTA
- Parents of Children's Activities: Sports and Leisure
- Club Associations:
 - Alumni Clubs
 - Book Clubs
 - Country Clubs
 - Health/Sports Clubs
 - Investment Clubs
 - Wine/Food Clubs
- Personal Vendors:
 - Accountants
 - Airlines
 - Attorneys
 - Auto Dealers
 - Bankers and other financial service providers
 - Contractors/Architects/Designers
 - Insurance Agents
 - Jewelers
 - Landscape Architects
 - Mortgage Brokers
 - Physicians/Dentists
 - Realtors
 - Travel agents