



Food for Thought 2014 Media Sponsorship Opportunities

This October, **Mission Graduates** will host the 6th annual **Food for Thought**, a unique Mission District-wide fundraiser, on **October 15th, 2014**. Thousands of diners from all over the Bay Area will dine at over 20 participating restaurants, all in support of one mission: to send more Mission youth to college.

The concept is simple – participating restaurants pledge to donate 20-50% of the proceeds from one night in exchange for **Mission Graduates** supporters dining out en masse, buying raffle tickets for a long list of amazing donated prizes and showing their support for the work we do.

Our past advertising campaigns have been extensive, and we will be using a similar advertising campaign and branching out to cover more of the Greater Mission Area. Our advertising campaign includes local newspapers, radio promotion, external signs, various online sources, social media (facebook, Twitter, and LinkedIn) and much more!

This year we are excited to add a new feature to the event, a *Food for Thought* app! The app will give the diner an interactive experience, allowing them to follow their favorite FFT restaurant all year-long, connect with other diners and receive push notifications about the event. This app will increase traffic and allow for built-in sponsorship spots and QR codes scanners for special event deals.

As a media sponsor of **Food for Thought**, you would have a key profile with our event sponsors and restaurant partners while supporting a fun community event and local youth who will be the first in their families to attend and complete a college education!

Media Sponsorships are a great way to cross promote. We have a large following, with 1,800 subscribers to our newsletter, over 600 likes on our facebook page and nearly 100 followers on twitter. This year we are hitting the pavement hard with aggressive outreach and marketing that will boost event participation and visibility.

Media Sponsorships allow us to expand the exposure of our event. Here are some examples on what you could offer for a media sponsorship:

- Newspaper Article or Advertisement Space
- Magazine Article or Advertisement Space
- Television Guest Appearance or Advertisement Spot
- Radio Guest Appearance or Advertisement Spot
- Regular Blog posting
- Blog or Website Advertisement (min. 150 x 150)
- Advertisement in E-newsletter
- Free tabling/presence at beneficial event
- Inclusion in Social Media
- Raffle prize donation

Levels of Sponsorship

Presenting: \$10,000 of in-kind Media services (1)	Event advertised as “ Food for Thought 2014 presented by YOUR COMPANY”. Company name and logo included in all press releases, event related marketing materials – mailings, website, event collateral, social media, and raffle tickets. Category Exclusivity <ul style="list-style-type: none">▪ Company mentions during the event at participating restaurants▪ Distribute Company promotional piece to all restaurant partners▪ Inclusion in <i>Food for Thought</i> app as well as advertising space and push notification capabilities▪ Company Logo and mention in the Mission Graduates monthly e-newsletter (over 1900 subscribers)▪ Company Logo on Event Flyer (1000 printed)▪ Company Logo on Event Postcards (1500 printed)▪ Company Logo & URL on the Mission Graduates FFT page▪ Updates on Twitter/facebook regarding the event & your business
Gold Fork: \$5,000 of in-kind Media services (2)	Prominent placement on all marketing materials – mailings, website, event collateral, social media, and raffle tickets <ul style="list-style-type: none">▪ Inclusion in <i>Food for Thought</i> app as well as advertising space▪ Company Logo and mention in the Mission Graduates monthly newsletter (over 1900 subscribers)▪ Company Logo on Event Flyer (1000 printed)▪ Company Logo on Event Postcards (1500 printed)▪ Company Logo & URL on the Mission Graduates FFT page▪ Updates on Twitter/facebook regarding the event & your business
Silver Spoon: \$2,500 of in-kind Media services	Prominent presence on marketing materials, website and social media <ul style="list-style-type: none">▪ Inclusion in <i>Food for Thought</i> app▪ Company Logo on Event Flyer (1000 printed)▪ Company Logo on Event Postcards (1500 printed)▪ Company Logo & URL on the Mission Graduates FFT page▪ Updates on Twitter/facebook regarding the event & your business
Bronze Plate: \$1,000 of in-kind Media services	Presence on website and social media <ul style="list-style-type: none">▪ Company Logo on Event Flyer (1000 printed)▪ Company Logo on Event Postcards (1500 printed)▪ Company Logo & URL on the Mission Graduates FFT page▪ Updates on Twitter/facebook regarding the event & your business

Organizational Overview

Mission Graduates is a nonprofit organization that increases the number of K-12 students in San Francisco's Mission District who are prepared for and complete a college education.

Founded in 1972, Mission Graduates clarified its commitment to getting more youth from the Mission District into college as a means to achieve economic equity and strengthen the fabric of the community. MG works to fulfill its mission through a wide range of K-12 after-school, in-school, and summer programs that reach over 1,100 low-income children, youth, and families from San Francisco's Mission District each year. College education as an expectation and goal for every child is a theme woven throughout all of MG's programs that serve low-income youth and families from the Mission District.

Mission Graduates programs are designed to accomplish the following:

1. Create a College-Going Culture: The attitudes, beliefs, values and behaviors that support an expectation that a young person will attend college.
2. Create College Capital: Increasing the *resources* available to a student and family that support the college dream. It includes academic skills, financial position, social supports and a healthy mind and body.
3. Overcome Challenging Life Circumstances: Conditions—other than not being acculturated to going to college and not having the college capital to do so—that limit collegiate success.

College Connect identifies high school juniors who would be the first in their family to attend college, surrounds them with caring adult experts in college admissions as well as a cohort of like-minded peers, and supports them and their families through college graduation. While participating in our program, students are provided training on college entrance exams, coaching in developing a personal statement, support in navigating the world of financial aid and scholarships, and suggestions on colleges and universities that will best meet their needs. We ensure that students are not only accepted into college, but that they acquire the financial means to attend, and the support to ensure they receive their diploma. *College Connect* launched in 2008 with just nine youth in the inaugural cohort. This year, 124 students will participate in the program spread across seven cohorts; 74 are college students, 25 are high school seniors and 25 high school juniors.

The Parent Partner Program, launched in 2009, is designed to increase the academic success and college prospects of Mission youth by nurturing a strong culture of parent engagement across Mission schools. The program complements MG's other core programs that similarly work to increase the college success rates of youth from our community. There are large bodies of evidence that show that parent involvement is a key component in bridging the achievement gap for minority youth, yet there is often a lack of meaningful opportunities for parents in public schools to get involved.

Our Extended Day Program (EDP), now at both Marshall and Bryant Elementary Schools in San Francisco, focuses on positive youth development outcomes and helping under-performing students excel academically. The EDP serves 250 children across two sites, spanning K-5th grades. The EDP has five central program components: 1) Academic enrichment and guided reading interventions; 2) Project-based "elective" activities that incorporate literacy-building opportunities; 3) Sports and Recreation; 4) Community-building activities that help to foster group cohesion, build social skills, and model resiliency; and 5) *Believing the College Dream*, our early college awareness program that aims to prepare and motivate children to plan for college. Parent involvement is a key strategy to our success and over 125 parents regularly attend math, literacy and science nights.

