



## ***Food for Thought* 2014 Business Sponsorship Opportunities**

This October, **Mission Graduates** will host the 6<sup>th</sup> annual ***Food for Thought***, a unique Mission District-wide fundraiser, on **October 15<sup>th</sup>, 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.

Mission Graduates values the support of local businesses and organizations. With your support, we will be able to ensure this year's ***Food for Thought*** the most successful yet.

As a sponsor of the 6<sup>th</sup> annual ***Food for Thought***, your business will gain exposure through print, online and outdoor marketing campaigns, offering significant advertising benefits to its sponsors. Collectively, the outdoor marketing campaign, publicity, advertising and promotions will reach over 5,000,000 people in the Northern California area.

**Print:** ***Food for Thought*** ad space has been donated in the past from publications like 7x7 and is featured in local publications during the month of October, reaching approximately 5,000,000 readers.

**Online:** ***Food for Thought*** is featured in online publications such as yelp, event calendars, and prominently on **Mission Graduates'** website and social media channels (over 600 facebook and nearly 100 twitter followers) and reaches 1,900 supporters each month through an e-newsletter. Also includes the new Food for Thought app and media sponsorship with NBC Universal.

**Mass:** ***Food for Thought*** 1,500 postcards and 3,000 emails are sent out to our entire support-base and 1,000 flyers are posted throughout the city advertising the event.

## Levels of Sponsorship

- Presenting: \$10,000 (1)** Event advertised as “*Food for Thought 2014* presented by YOUR COMPANY”. Company name and logo included in all press releases, news coverage, event related marketing materials – mailings, website, event collateral, social media, and raffle tickets. Category Exclusivity
- Company mentions during the event at participating restaurants
  - Distribute Company promotional piece to all restaurant partners
  - Inclusion in *Food for Thought* app as well as advertising space and push notification capabilities
  - Company Logo included in NBC/Telemundo pre-event marketing
  - 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 (2)** Prominent placement on all marketing materials – mailings, website, event collateral, social media, and raffle tickets
- Inclusion in *Food for Thought* app as well as advertising space
  - Company Logo included in NBC/Telemundo pre-event marketing
  - 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** Prominent presence on marketing materials, website and social media
- Inclusion in *Food for Thought* app
  - Company Logo included in NBC/Telemundo pre-event marketing
  - 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** Presence on website and social media
- Inclusion in *Food for Thought* 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

## 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-5<sup>th</sup> 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.

## ***Food for Thought 2014 Sponsorship Form***

Yes, \_\_\_\_\_ would like to be a sponsor of the 6<sup>th</sup> annual ***Food for Thought*** on Wednesday, October 15<sup>th</sup>, 2014 at the following level:

- Presenting Sponsor                      \$10,000
- Gold Fork Sponsor                         \$5,000
- Silver Spoon Sponsor                      \$2,500
- Bronze Plate Sponsor                      \$1,000

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Contact Name

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Company or Organization (As you would like to be listed in print materials)

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Mailing Address

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City

State

Zip

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Telephone (day)

Fax

Email Address

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Signature

Date

- I will email company logo to [jenna@missiongraduates.org](mailto:jenna@missiongraduates.org)
- I have enclosed my check payable to *Mission Graduates*
- Please charge my credit card for the full donation amount: \_\_\_\_\_ Visa / MasterCard / Amex

Credit Card # \_\_\_\_\_ Exp: \_\_\_\_\_

Signature \_\_\_\_\_

Please email, mail or fax to:     Attn: Jenna Casey, Development Coordinator  
**Mission Graduates**  
3040 16<sup>th</sup> Street  
San Francisco, CA 94103  
e: [jenna@missiongraduates.org](mailto:jenna@missiongraduates.org)  
p 415.864.5205 x16     f 415.864.0916

**Please Note: In order to guarantee your inclusion on promotional materials, your sponsorship form must be signed and returned to Mission Graduates no later than July 15<sup>th</sup>, 2014.**