

# Join Mission Graduates to Sponsor Our 50th Anniversary Primavera Festival

Be a part of our legacy and celebration as we seek sponsors for our 50th Anniversary Primavera Festival. We will celebrate 50 years of serving over 500,000 students and families in the Mission and throughout San Francisco.



Since 1972, we have built a strong community by creating educational achievement and community change. Since our beginnings in a small classroom at St. John's Episcopal Church, we now serve students and families with our multifaceted programming at 12 school sites and five unique programs. We've worked with tens of thousands of San Francisco students to make college dreams a reality for Latinx, Black, and immigrant students. This year alone, we are serving nearly 5,000 students and families. Now, it's time to celebrate our history and create our future together!



## WHEN

Sunday, May 7, 2023  
1:00 - 5:00 pm

## WHERE

The City Station SF:  
Cherin's Parking Lot  
& Event Space  
18th and Valencia Streets

## ABOUT THE EVENT

Our Primavera Festival will be a fun and vibrant block party event for the entire Mission Graduates community, including students and their families, volunteers, alumni, donors, and community partners. We'll have food trucks, a DJ, prizes, activities for kids, recognition of the class of 2023, games, sponsor recognition, and volunteer and alumni meet-ups.



## DEEPEN YOUR IMPACT

We are also offering the opportunity for ONE sponsor to become the Presenting Sponsor for two events: our **50th Anniversary** event in May and **Food for Thought**, our annual fundraiser, planned for October 2023. The sponsor at this level will gain visibility throughout the year for sponsoring both events. They will gain all of the benefits below PLUS all of the Presenting Sponsor benefits for Food For Thought as well. The cost for both events is \$20,000.

50th Anniversary Event only Sponsorship Levels	Community Ally \$1,000	Champions for Change \$2,500	Legacy Keepers \$5,000	Presenting Sponsor \$10,000
<ul style="list-style-type: none"> <li>Event advertised as "MG Turns 50: Our Primavera Festival! presented by {YourCompany}"</li> <li>Sponsor name and logo included in all press releases, news coverage, and event-related marketing materials</li> <li>Category Exclusivity</li> <li>Recognition at event/speaking opportunity</li> </ul>				✓
<ul style="list-style-type: none"> <li>Sponsor name and logo included on Mission Graduates' website, social media (FB, IG &amp; LinkedIn) to 5,500 combined followers, and printed materials</li> <li>Recognition at event</li> </ul>			✓	✓
<ul style="list-style-type: none"> <li>Sponsor name and logo highlighted in monthly e-newsletters, reaching over 5,000 subscribers</li> <li>Recognition at event</li> </ul>	✓	✓	✓	✓
<ul style="list-style-type: none"> <li>Thank-you message, including sponsor name and logo on Mission Graduates' social media, blog post, and website</li> </ul>	✓	✓	✓	✓
<ul style="list-style-type: none"> <li>Opportunity for employees to participate in the celebration</li> </ul>	✓	✓	✓	✓

**For additional information, contact [tramsey@missiongraduates.org](mailto:tramsey@missiongraduates.org)**  
 Additional sponsorship opportunities are available to sponsor this event along with Mission Graduates' 2023 Food For Thought fundraiser in October 2023