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February 5, 2009

Dear Community Member:

If you read this week's paper, you may have seen the multiple stories outlining budget crises in schools here in West County and across the state. It is the students and teachers of our communities who are forced to go without when budgets don't balance. These headlines are a call to action to each of us to ask what we can do to support our schools and students.

The Ed. Fund's vision is that each child in our county receives the high-level educational experience that is both a right and a privilege. 2009 has so far been a year to reflect, reassess, and join as an active, responsible participant in the success of our communities. It is with this revitalized sense of hope that The Ed. Fund asks you to be a sponsor of our **21st Annual Excellence in Education Banquet** on Friday, May 15th, 2009 at the Berkeley Doubletree Hotel. Significant sponsorship levels have been designated as: **Hero Status** (\$15,000+), **The Dream Team** (\$10,000+), **Leadership Class** (\$5,000+), and **Honor Roll** (\$2,500+). If you are not able to support at one of these significant levels this year, please consider sponsoring a table (\$1000) or buying individual tickets. All donations to The Ed. Fund are tax-deductible; donations of all sizes are valued and appreciated.

The **Excellence in Education** banquet honors teachers and school staff, volunteers, and student scholars. The banquet is an inspiring experience that brings the entire West County community together. Since 1982, The Ed. Fund has been serving the West Contra Costa public schools with enrichment programs and services that inspire students, improve academic outcomes, and give children opportunities to grow and thrive. The Ed. Fund offers direct financial support to teachers for classroom projects and individual students for scholarships; funds are not funneled through the school system or accessed by the district. Each donation adds to the educational experience of West County students.

To sponsor the event, simply send a check to The Ed. Fund or call our office to make arrangements. On behalf of the children in West County, we thank you for taking the time to consider giving your support. Please take a moment to review the enclosed sponsorship opportunities sheet. If you have any questions, please feel free to contact me at (510) 233-1464 or jennifer@edfundwest.org.

Sincerely,

Jennifer Henry
Executive Director

2009 Sponsorship Opportunities for the 21st Annual Excellence in Education Banquet

Sponsorships support The Ed. Fund and are integral to the success of schoolchildren throughout West Contra Costa County. By supporting this event, you are recognizing the great work of the County's public school teachers.

Guests of the event are West County community and government leaders, corporate partners, WCCUSD educators, administrators, students, parents, and other community members.

\$15,000+ Hero Status

- Premium seating for up to **10 guests (1 table)**
- Recognition in **media coverage** including:
 - Press releases - online; sent to local media
 - Advance feature articles
- Company **name and logo** will receive premier placement in the following:
 - Event **invitation** - mailed to The Ed. Fund supporters: over 1,500 corporations, organizations, elected officials, educators, and community members. **(Commitment must be made by March 15, 2009 for inclusion in invitation)**
 - Event **program** - distributed to 400 expected attendees
 - Logo projected during the event
 - Event **posters and banners**
 - Opportunity to hang your own banner in a prominent location at the event
- Prominent location on **The Ed. Fund website**
- **Table top display for your organization** in a prominent location where you are encouraged to distribute information and promotional items to attendees
- Permission to use The Ed. Fund logo on your website and approved marketing materials

\$10,000+ The Dream Team

- Premium seating for up to **10 guests (1 table)**
- Recognition in **media coverage** including:
 - Press releases - online; sent to local media
 - Advance feature articles
- Company **name and logo** will receive premier placement in the following:
 - Event **invitation** -- mailed to The Ed. Fund supporters: over 1,500 corporations, organizations, elected officials, educators, and community members. **(Commitment must be made by March 15, 2009 for inclusion in invitation)**
 - Event **program** - distributed to 400 expected attendees
 - Logo projected during the event
 - Event **posters and banners**
 - Opportunity to hang your own banner in a prominent location at the event
- Prominent location on **The Ed. Fund website**
- Permission to use The Ed. Fund logo on your website and approved marketing materials

\$5,000+ Leadership Class

- Preferred seating for up to **10 guests (1 table)**
- **Recognition as a Leadership Class Sponsor** in the following:
 - Event program
 - Event posters
 - Supporter section of The Ed. Fund website
- Permission to use The Ed. Fund logo on your website and approved marketing materials.
- **Commitment by April 15, 2009**

\$2,500+ Honor Roll

- Tickets for 10 guests
- **Recognition as a Leadership Class Sponsor** in the following:
 - Event program
 - Event posters
 - Supporter section of The Ed. Fund website
- **Commitment by April 15, 2009**