



**2019 ALAS Conference**  
***(Advancing Latinx Achievement and Success)***  
***College is My Future - La Universidad es Mi Futuro***

**March 23, 2019**  
**8:00 AM - 12:30 PM**  
**San Jose State University**

**SPONSORSHIP PROPOSAL PACKET**

**About ALAS**

ALAS is a biennial conference that brings Latinx students from throughout Santa Clara County together for a half-day of learning about and exposure to college. The event will feature a keynote panel of local Latinx leaders to share their college journeys, workshops to inspire and educate students and families on how to prepare for and be successful in college, STEM career exposure activities, a guided campus tour, and a college resource fair.

**Organizers**

ALAS 2019 is organized by *Silicon Valley Education Foundation* in collaboration with *Santa Clara County Superintendents Association*, *San Jose State University*, *Hispanic Foundation of Silicon Valley*, *UC Berkeley Center of Educational Partnership* and *San Jose Cal-SOAP*.

**Objectives**

- To promote a college-going culture among Latinx youth in Santa Clara County
- To get students excited about and strengthen their motivation to go to college
- To empower Latinx students and families with knowledge of how to navigate the college-going journey

**Target Audiences**

- 5th to 12th grade Latinx students and their parents/legal guardians
- 2,500 students and parents

## **Strategies**

- Keynote panel featuring local Latinx leaders to inspire and strengthen the students' motivation to go to college.
- Workshops to help students/parents understand: 1) the college application process and financial options, 2) how to get themselves (students) prepared for college; 3) the importance of college; and 4) how parents/families can properly support their children through the journey.
- Multiple tracks of workshops for different age groups and audiences - Sessions are custom-designed to address the interests and needs of: i) middle school students; ii) high school students; iii) graduating seniors; iv) parents/families; and v) Spanish-speaking parents and families.

## **Why Your Support Matters?**

The event promises to be an inspirational experience for students and families alike, many of whom will be attending an educational college conference for the first time. Your donations will help pay for supplies and expense items critical to the event success, making it possible for 2,500+ low-income Latinx students and family members to be motivated and learn how to navigate the college journey.

## **SPONSORSHIP OPPORTUNITIES & BENEFITS**

### ***Sponsorship Levels***

#### ***Gold Sponsor \$10,000***

- Sponsor logo on tote bags (for attendees)
- Half-page ad in program
- Table at Resource Fair
- Acknowledgement in SVEF's social media posts pre- and post-event
- Acknowledgement in the event program

#### ***Silver Sponsor \$5,000***

- ¼ page ad in program
- Table at Resource Fair
- Acknowledgement in SVEF's social media posts pre- and post-event
- Acknowledgement in the event program

#### ***Bronze Sponsor \$1,000***

- Acknowledgement in SVEF's social media posts pre- and post-event
- Acknowledgement in the event program

# ALAS CONFERENCE 2019 CONTRIBUTION FORM

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## SPONSORSHIP LEVELS

Gold Sponsor (\$10,000)

Silver Sponsor (\$5,000)

Bronze Sponsor (\$1,000)

We are unable to participate this year, but please accept our donation enclosed in the amount of \$ \_\_\_\_\_

\*For logo inclusion on event signage and website, please submit logos in .eps format by **February 22, 2019** to [laura@svefoundation.org](mailto:laura@svefoundation.org)

**BILLING INFORMATION CREDIT CARD:** Please charge my card:  AMEX  Visa  Master Card

Name on the Card: \_\_\_\_\_

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## CHECK:

Please invoice me for \$ \_\_\_\_\_ and send via email to \_\_\_\_\_

I will submit my check for \$ \_\_\_\_\_ made payable to Silicon Valley Education Foundation by \_\_\_\_\_ (Date), 2019

Enclosed is my check for \$ \_\_\_\_\_ made payable to:

Silicon Valley Education Foundation

Attn: ALAS Conference

1400 Parkmoor Avenue #200 San Jose, CA 95126

Please return no later than **January 31, 2019** to: [laura@svefoundation.org](mailto:laura@svefoundation.org) Phone: (408) 790-9496

SVEF is a 501(c) (3) non-profit organization with Tax ID #20-5061316. All donations in excess of the fair market value are a charitable donation and tax-deductible to the fullest extent allowed by law.

For more info, contact Winnie Fong, Director of College Readiness at [winnie@svefoundation.org](mailto:winnie@svefoundation.org)