First Generation College Bound

Promoting College Affordability & Success

Bridging Home, Church, School, and Community for College Success

www.fgcb.org
For almost 30 years, FGCB has helped young people realize a dream that often seemed out of reach: to be the first in their families to receive a college degree. This unleashing of human potential has produced hundreds of college graduates.

In Prince George’s County, FGCB OFFERS THREE PROGRAMS:

1. **Homework Club** provides on-site homework help and academic support to young people from first through twelfth grades residing in the Kimberly Gardens public housing community.

2. **Great Minds Great Futures Academy** supports youth over a multi-year period beginning in middle school through high school graduation.

3. **College Success** our signature program—annually supports up to 180 high school seniors through the college bound process leading to college matriculation. FGCB continues to provide support, encouragement, and advocacy through college graduation.

**OUR IMPACT ON EDUCATION**

STUDENTS WHO HAVE ENTERED COLLEGE: 2,166

COLLEGE ACHIEVEMENT: ASSOCIATE’S: 90, BACHELOR’S: 530, MASTER’S: 134, DOCTORATES: 16 : 770

CURRENTLY IN COLLEGE: 1,287

STUDENTS FROM THE CLASS OF 2018 WHO MATRICULATED TO HIGHER EDUCATION: 143

FINANCIAL AID AWARDED TO THE CLASS OF 2018: $1.8 MILLION

STUDENTS WE ARE SERVING DURING THE 2018-2019 ACADEMIC YEAR: 1,202
We offer five levels of sponsorship for businesses, organizations, colleges and high schools. These are outlined in the insert “Sponsorship Packages.”

**AS A SPONSOR, YOU WILL BE HIGHLIGHTED ON OUR WEBSITE AND AT ALL OF OUR MAJOR EVENTS INCLUDING:**

- **The Annual Celebration** is held every June to celebrate our high school and college graduates. The event takes place at a local college or university and has over 400 people in attendance.

- **The College Bounder Annual Newsletter** is distributed in the winter to more than 2,500 individuals including donors, students, parents, supporters, colleges, etc. The newsletter features the year’s events, and highlights students, funders and partners.

- **College Success and All That Jazz** is a new annual event and award ceremony. The event features local jazz artists and provides an opportunity for FGCB to honor those who have been instrumental in our success.

**IN ADDITION, SPONSORS CAN EXPECT TO:**

- Reach potential customers/clients
- Increase organization/business visibility
- Connect with potential employees
- Take advantage of tax deduction
- Increased brand visibility in community
- Increase positive press and media exposure
- Learn about board membership and volunteer opportunities

FGCB is a 501(c)(3) organization and all donations are tax deductible.
The First Generation College Bound mission is to inspire and motivate youth from low-income and first generation families to achieve social and economic success by providing guidance, encouragement, and support in obtaining a college degree.

Who We Serve:
- 76% from families below the Prince George’s County median income
- 73% are eligible for Free and Reduced Meals
- 23% live below the poverty line

Youth who are beating the odds:
- Live in communities experiencing violence
- Have challenging home lives or personal situations
- Take on adult responsibilities such as jobs or caring for younger siblings

Youth from families with limited resources:
- Parents’ unfamiliar with the college bound process
- Lack of access to technology
- Lack of access to transportation

First Generation College Bound
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Laurel, MD 20707
Phone: (301) 490-0911     Web: www.fgcb.org      Email: fgcb@fgcb.org
Sponsorship Packages

**Premier Sponsorship - $10,000**
- Celebration Event – Presenting Sponsor
  - Company name/logo on cover and full page ad in Event Program
  - Company name/logo on Sponsor Banner
  - Sponsorship mentions at events
- College Success and All that Jazz Event
  - Company logo in the program brochure
  - 5 pairs of tickets to the event
  - Recognition at the event and in promotional material
- Additional Advantages
  - Mention in the College Bounder annual newsletter
  - Company name/logo and link listed on home page of FGCB website
  - Company name/logo on all ads for Celebration Event

**Platinum Sponsorship - $5000**
- Celebration Event – Doctorate Degree Sponsor
  - Company name/brand on back cover and full page ad in Event Program
  - Company name/brand on Sponsor Banner
  - Verbal recognition at events
- College Success and All that Jazz Event
  - Company logo and in the program brochure
  - 4 pairs of tickets to the event
  - Recognition at the event
- Additional Advantages
  - Mention in the College Bounder annual newsletter
  - Company name/logo and link listed on home page of FGCB website
  - Company name/logo on all ads for Celebration Event

**Gold Sponsorship - $2500**
- Celebration Event – Master’s Degree Sponsor
  - 1/2 page ad in Event Program
  - Company name/logo on Sponsor Banner
  - Verbal recognition at event
- College Success and All that Jazz Event
  - 3 pairs of tickets to the event
  - Thank you in event program
  - Verbal recognition at the event
- Additional Advantages
  - Mention in the College Bounder annual newsletter
  - Company name/logo on FGCB website

**Silver Sponsorship - $1000**
- Celebration Event – Bachelor’s Degree Sponsor
  - 1/4 page ad in Event Program
  - Company name/brand on Sponsor Banner
  - Verbal recognition at events
- College Success and All that Jazz Event
  - 2 pairs of tickets to the event
  - Thank you in event program
  - Verbal recognition at the event
- Additional Advantages
  - Mention in the College Bounder annual newsletter
  - Company name/logo on FGCB website

**Bronze Sponsorship - $500**
- Celebration Event – Associates Degree Sponsor
  - 1/8 page ad in Event Program
  - Company name on Sponsor Banner
  - Verbal recognition at event
- College Success and All that Jazz Event
  - 2 pairs of tickets to the event
  - Thank you in event program
  - Verbal recognition at the event
- Additional Advantages
  - Mention in the College Bounder annual newsletter
  - Company name/logo listed on FGCB website

In-kind & customized sponsorships are available.
We would like to become a sponsor of FGCB

SELECT SPONSORSHIP LEVEL

☐ PREMIER  ☐ PLATINUM  ☐ GOLD  ☐ SILVER  ☐ BRONZE  ☐ IN-KIND

☐ We are not able to be a sponsor but would like to support the organization with a donation of $ ______

☐ AD PURCHASE ONLY (see rates on the reverse side)

Contact information:

Name of Sponsor/Advertiser: ____________________________________________________________

Name of Contact Person: _____________________________________________________________

Address: ____________________________________________________________________________

Phone: _____________________________________________________________________________

Email: _____________________________________________________________________________

Business/Organization’s Website: ____________________________________________________________________________

What is your business/organization’s mission statement? ________________________________

__________________________________________________________________________________

Other ideas how we can promote your business/organization? __________________________

__________________________________________________________________________________

__________________________________________________________________________________

Other ways your business/organization would like to be involved with FGCB:

☐ Volunteer at an event

☐ Serve on a committee

☐ Interested in finding out about becoming a FGCB board member

☐ Other Interests _______________________________________________________________

If you have any questions, please contact Pat Fisher at FGCBAdmin@fgcb.org or at 301.490.0911.

Return this form in the enclosed envelope. Make checks payable to FGCB.

If you wish to pay by credit card, you may do so online at www fgcb org.
2019 Event Program Book Advertising Opportunities

Support First Generation College Bound students by advertising in the Annual Celebration Program Book. This is a great way to share information about your business with event participants. All ads may be purchased independent of event sponsorship.

Yes, I want to reserve the following ad space:

- **FULL PAGE**: $750 included with Premier & Platinum Sponsorship
- **HALF PAGE**: $400 included with Gold Sponsorship
- **QUARTER PAGE**: $200 included with Silver Sponsorship
- **EIGHTH PAGE**: $100 included with Bronze Sponsorship

Camera ready copy for all advertising must be submitted to FGCBAdmin@fgcb.org by Monday, June 3rd for program book inclusion.

Please return the completed form in the envelope provided along with your payment. Forms may also be faxed to (866) 811-0130 to reserve space and commit your advertisement. Confirmation of your space will not be forwarded until full payment is received. Visit our website at www.fgcb.org to pay by credit card.