Promoting College Affordability & Success

SPONSORSHIP OPPORTUNITIES

First Generation College Bound

www.fgcb.org

Bridging Home, Church, School, and Community for College Success
For more than 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. Next Generation Scholars supports youth throughout high school to increase their awareness of college and career options.

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: 2,477
College achievement: Associate’s: 132, Bachelor’s: 631, Master’s: 140, Doctorates: 17 Total: 919
Currently in college: 1,475
Students from the class of 2020 who matriculated to higher education: 162
Financial aid awarded to the class of 2020: $2.1 million
Students we are serving in grades 1-12 during the 2020-2021 academic year: 398
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. **For 2021,** this will be a virtual event and is expected to have over 400 students, parents/family members, educators, and friends.

- **The College Bounder Newsletter** is distributed quarterly to more than 2500 individuals including donors, students, parents, supporters, colleges, etc. The newsletter features events, and highlights students, funders and partners.

- **Where Are They Now** is a fall Homecoming Event that engages FGCB alumni from the past 30 years to share their experiences and inspire current high school and college students.

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
8101 Sandy Spring Road, Suite 230
Laurel, MD 20707
Phone: (301) 490-0911 Web: www.fgcb.org Email: fgcb@fgcb.org
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

Where Are They Now Event
• Opportunity to deliver a live message to participants during the event
• Opportunity to share a written message to participants in pre- or post-event communications.
• Recognition at virtual event
• Company logo on thank you screen
• Recognition in promotional materials

Additional Advantages
• Mention in the College Bounder 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

Where Are They Now Event
• Opportunity to share a written message to participants in pre- or post-event communications.
• Recognition at virtual event
• Company logo on thank you screen
• Recognition in promotional materials

Additional Advantages
• Mention in the College Bounder newsletter
• Company name/logo and link listed on home page of FGCB website

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

Where Are They Now Event
• Recognition at virtual event
• Company logo on thank you screen
• Recognition in promotional materials

Additional Advantages
• Mention in the College Bounder newsletter
• Company name/logo and link listed 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

Where Are They Now Event
• Company logo on thank you screen
• Recognition in promotional materials

Additional Advantages
• Mention in the College Bounder newsletter
• Company name/logo and link 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

Where Are They Now Event
• Company logo on thank you screen
• Recognition in promotional materials

Additional Advantages
• Mention in the College Bounder 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.
2021 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:

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
<th>Included with Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$750</td>
<td>Premier &amp; Platinum</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>$400</td>
<td>Gold</td>
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<tr>
<td>QUARTER PAGE</td>
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<td>Silver</td>
</tr>
<tr>
<td>EIGHTH PAGE</td>
<td>$100</td>
<td>Bronze</td>
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</table>

Camera ready copy for all advertising must be submitted to FGCBAdmin@fgcb.org by Monday, May 31 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.