



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 33 years, FGCB has helped young people **realize a dream** that often seemed out of reach: to be the **first in their families** to earn a college degree. This **unleashing** of **human potential** has produced hundreds of **college graduates**.



In Prince George's County,
FGCB OFFERS TWO 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. **College Success**—our signature program—annually supports high school students in 10th, 11th, and 12th grades with college access services. Through our college retention services, FGCB continues to provide support, encouragement, and advocacy for students through college graduation.

Additionally, **FGCB** has partnered with and provides technical assistance to other college access organizations in Baltimore City, and Montgomery and Somerset counties to support college access and affordability throughout Maryland.

OUR IMPACT ON EDUCATION

STUDENTS WHO HAVE ENTERED COLLEGE: 2,813

COLLEGE ACHIEVEMENT: ASSOCIATE'S: 174, BACHELOR'S: 762, MASTER'S: 152, DOCTORATE/PROFESSIONAL: 15 TOTAL: 1,103

CURRENTLY IN COLLEGE: 1,871

STUDENTS FROM THE CLASS OF 2023 WHO MATRICULATED TO HIGHER EDUCATION: 199

FINANCIAL AID AWARDED TO THE CLASS OF 2023: \$3.4 MILLION

STUDENTS WE ARE SERVING IN GRADES 1-12 DURING THE 2023-2024 ACADEMIC YEAR: 436

SPONSORSHIP BENEFITS

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 2024, we will host a live event. We expect to have over 300 students, parents/family members, educators, and friends.

The College Bounder Newsletter is distributed annually 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 33 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 **advice, encouragement, and support** to obtain a college degree.



Who We Serve:

- » 85% from families below the Prince George's County median income
- » 89% are eligible for Free and Reduced Meals
- » 27% 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
- Mention in all press releases and media promotion



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
- 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

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 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 First Generation College Bound

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.



2024 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, May 20** 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.



**First Generation
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2024 Celebration Program Ad Dimensions

ALL SUPPLIED ART MUST BE AT LEAST 300 DPI

Image Resolution - all photos and supplied art should be at least 300 DPI to ensure they print clearly. Low quality images may appear blurry and pixilated.

1/8 PAGE AD
2.5 in wide x 2 in high

1/4 PAGE AD
5 in wide x 2 in high

1/2 PAGE AD
5 in wide x 4 in high

CELEBRATION PROGRAM AD DIMENSIONS

ALL SUPPLIED ART MUST BE AT LEAST 300 DPI

Image Resolution - all photos and other art should be at least 300 DPI to ensure they print clearly. Low quality images may appear blurry and pixilated.

FULL PAGE AD
5 in wide x 8 in high