



**THRIVING
IN A NEW NORM**

2021 SPONSORSHIP OPPORTUNITIES

"It was an honor to be a sponsor of Operation Jump Start's 25th Anniversary Gala. It isn't often that a company finds a non-profit so in tune with the desires of its employees, suppliers and customers."

Kelli Anderson - Praxair

Friends of OJS,

At Operation Jump Start, we've served Long Beach youth now for over 25 years. It goes without saying, 2020 was unlike any year we've ever experienced. Naturally, we didn't know what a global pandemic meant to our great organization, but we knew safety and support would come first. In spite of a rather unusual year, our organization was able to continue to provide life-changing support and resources to the students we serve.

Make no mistake, OJS scholars and their families are impacted firsthand by the continuing pandemic. It is through mutually beneficial partnerships with local businesses that we continue to provide OJS students with essential programs to support their college aspirations.

OJS students can count on scholarships, mentorship, social and emotional counseling, and advocacy to ensure their voices are heard and their needs are met. OJS remains deeply transformative and longstanding. And all thanks to incredible donors and sponsors who make our work and its impact possible. Every single cent made a difference! We couldn't have done it without the support of our great business sponsors and partners.

If your company is interested in becoming an official sponsor to continue such critical work, we have created different packages to make your investment worthwhile. Please review the different options, we know OJS can bring value to your business as much as you're providing value to our students and their communities.

-Irene Quevedo, Executive Director

WHO WE ARE

Founded in 1994, Operation Jump Start (OJS), a local Long Beach nonprofit organization, provides the comprehensive resources, backing, and mentoring support that enable youth in underserved communities to reach their full potential through a college education. Since its inception, OJS has provided programs and mentoring that enable students to achieve educational opportunities they never thought possible.



Jacqueline with her Mentor Heidi

WHAT

During these unprecedented times where in-person meetings have been essentially eliminated, we are proud to provide a different kind of sponsor opportunity. A partnership with OJS will not be limited to a single event, but instead, companies will have an opportunity to partner with OJS for a variety of time durations.

WHEN

Depending on the sponsorship level, your company can be highlighted, promoted, shared and become a true partner with OJS for potentially as long as 12 months.

WHERE

Across a variety of Operation Jump Start's communication channels. From OJS' website and email to future events, virtual meetings to formal marketing merchandise. A partnership with OJS during these times will truly expose your company in ways unavailable until now.

"My mentor has encouraged me to seek the best higher education and do my best in school to reach my goals. I am certain I couldn't have made it this far without her support. She has been a true mentor and true friend."

-Stephanie A., OJS Scholar

BY THE NUMBERS

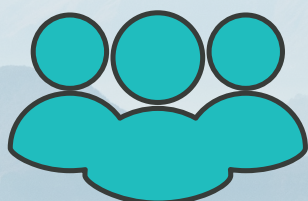
Partnering with OJS is not only an investment into the youth and community of Long Beach, but it's also an opportunity for the sponsors to align themselves with a valued local organization and all the benefits that come from doing so.



In 2019, OJS celebrated **25 years** of service to Long Beach students. The opportunity to partner with OJS which has a long and reputable history, is a wonderful way to give back to and support your community, as well as reach a new audience.



OJS as a mentoring organization, has matched well over **1,000** students with qualified, professional mentors. Our network spans a variety of industries, including Fortune 500 executives, C-suite executives, local restauranteurs, and even previous mentees.



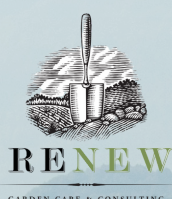
It's not only students we interact with. Every year well over **5,000** teachers, volunteers, mentors, funders and local residents come through our doors. OJS is part of the community,



With over **2,000** people on our mailing list, over **2,500** combined social media followers (99% of them residing in Southern California), OJS has positioned itself to reach our community in a variety of ways.

**see sponsorship page for more specific numbers*

PREVIOUS SPONSORS:



THE RIVERA GROUP



SPONSORSHIP OPPORTUNITIES

Exclusive Mission Sponsor - \$15,000

12-Month Operation Jump Start Official Sponsor

(One available at this level)

- 12-Month EXCLUSIVE OJS Official Mission Sponsor
 - Exclusive Mission Sponsorship rights to 6+ major OJS events for the next 12 months, whether in-person or virtual, including
 - Scholars' Day
 - 250+ attendees
 - Biggest event of the year
 - College Signing Day
 - Annual Career Fair
 - The Jump Start
 - Mentor Trainings and Support Club
 - Logo/Brand Name will be displayed on all OJS online/offline marketing, communications and event signage
 - 88,500+ emails sent last 12 months
 - 32% open rate, 10% higher than the industry average
 - 15% click-through rate, 13% higher than industry average
 - 30-second 'Sponsor's Message' video displayed on OJS homepage
 - Logo/Brand Name printed on OJS official merchandise
 - Logo/Brand Name EXCLUSIVE placement on main agency homepage
 - Premium and personalized feature on ALL OJS social media accounts (minimum 1x per week)
 - including Facebook, Instagram, Twitter, and YouTube
 - Rights of First Refusal to address any OJS event audience as a highlighted speaker
- Two \$500 scholarships given in your name to deserving first-year college students, gift highlighted in press release
- Full-page back cover advertisement of ANY program booklet and featured in sponsor recognition page

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor - \$10,000

4-Month OJS Official Brand Sponsor

(Two available at this level, Fall or Spring)

- 4-Month OJS Platinum Sponsor
 - Platinum Sponsorship rights to any OJS in-person or virtual event held within a 4-month window, may include
 - Scholars' Day
 - 250+ attendees
 - Biggest event of the year
 - Annual Career Fair
 - College Signing Day
 - The Jump Start
 - Mentor Trainings and Support Club
 - Logo/Brand Name will be displayed on all OJS online/offline marketing, communications and event signage
 - 88,500+ emails sent last 12 months
 - 32% open rate, 10% higher than the industry average
 - 15% click-through rate, 13% higher than industry average
 - 30-second 'Sponsor's Message' video displayed on OJS homepage
 - Logo/Brand Name placement on main agency homepage
 - Premium and personalized feature on ALL OJS social media accounts (minimum 1x per week)
 - including Facebook, Instagram, Twitter and YouTube
- Two \$500 scholarships given in your name to deserving first-year college students, gift highlighted in press release
- Full-page inside back cover advertisement of ANY program booklet and featured in sponsor recognition page

SPONSORSHIP OPPORTUNITIES

Gold Sponsor - \$5,000

60-Day OJS Official Brand Sponsor

(Three available at this level)

- 60-Day Gold Sponsor
 - Gold Sponsorship rights to any OJS in-person or virtual event within a 60-day window, may include:
 - Scholars' Day
 - 250+ attendees
 - Biggest event of the year
 - College Signing Day
 - Mentor Trainings and Support Club
 - Logo/Brand Name will be displayed on all OJS online/offline marketing, communications and event signage
 - 88,5000+ emails sent last 12 months
 - 32% open rate, 10% higher than the industry average
 - 15% click-through rate, 10% higher than the industry average
 - Logo/Brand Name placement on OJS' 'Supporters' webpage
 - Personalized feature on ALL OJS social media accounts (minimum 1x per week)
 - including Facebook, Instagram, Twitter and YouTube
 - Two \$250 scholarships given in your name to deserving first-year college students, gift highlighted in press release
- Half-page advertisement of ANY program booklet and featured in sponsor recognition page



SPONSORSHIP OPPORTUNITIES

Silver Sponsor - \$2,500

30-Day OJS Official Brand Sponsor

(Three available at this level)

- 30-Day Agency Highlighted Partner
 - Logo/Brand Name will be displayed on all OJS online/offline marketing, communications, and event signage
 - 88,5000+ emails sent last 12 months
 - 32% open rate, 10% higher than the industry average
 - 15% click-through rate, 10% higher than the industry average
 - Logo/Brand Name placement on OJS' 'Supporters' webpage
 - Personalized feature on ALL OJS social media accounts (minimum 1x per week)
 - including Facebook, Instagram, Twitter, and YouTube
- half-page advertisement on ANY program booklet (for next 12 months) and featured in sponsor recognition page
- One \$250 scholarship given in your name to a deserving first-year college student, gift highlighted in press release



SPONSORSHIP OPPORTUNITIES

Bronze Sponsor - \$1,000

14-Day OJS Official Brand Sponsor

(Three available at this level)

- 14-Day Agency Highlighted Partner
 - Logo/Brand Name will be displayed on all OJS online/offline marketing and communications
 - 88,500+ emails sent last 12 months
 - 32% open rate, 10% higher than the industry average
 - 15% click-through rate, 13% higher than industry average
 - Logo/Brand Name placement on OJS' 'Supporters' webpage
 - Personalized feature on ALL OJS social media accounts (minimum 1x per week)
- One \$100 scholarship given in your name to deserving first year college student, gift highlighted in press release

We have built the sponsorship benefits packages with the intention of providing maximum value to a prospective sponsor. However, if you have any different ideas in mind, we are more than happy to address a custom benefits package with you. Please do not hesitate to reach out to us to further discuss.

SPONSORSHIP FORM

YES, I/We would like to partner with Operation Jump Start and become a valued sponsor at the following level:

SPONSORSHIP OPPORTUNITIES

- | | | | |
|---|----------|---|---------|
| <input type="checkbox"/> Presenting Mission Sponsor | \$15,000 | <input type="checkbox"/> Silver Sponsor | \$2,500 |
| <input type="checkbox"/> Platinum Sponsor | \$10,000 | <input type="checkbox"/> Bronze Sponsor | \$1,000 |
| <input type="checkbox"/> Gold Sponsor | \$5,000 | | |
- ☐ In addition to / in lieu of sponsorship, I/we would like to make a donation of \$ _____

Contact name and title

Sponsor Business / Organization Name as you want it to appear on printed materials

Address

City

State

Zip

Phone

Email

PAYMENT OPTIONS

- ☐ CREDIT CARD ☐ PLEASE INVOICE ☐ CHECK: (payable to Operation Jump Start)

CREDIT CARD INFORMATION

CREDIT CARD TYPE: ☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DISCOVER

Credit Card Number

Expiration Date

Signature

Date

Please submit completed form and company logo files (if applicable) to:

Operation Jump Start

Attn: Rebecca Ridge
3515 Linden Ave., Ste. 6
Long Beach, CA 90807

Questions?

Contact Rebecca Ridge at
(562) 988-2131 or email
rebecca@operationjumpstart.org