



# 2023 SCHOLARS' DAY CELEBRATION

## 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 - Linde**



**OPERATION JUMP START**

📞 562-988-2131

✉️ [ojs@operationjumpstart.org](mailto:ojs@operationjumpstart.org)

🌐 [operationjumpstart.org](http://operationjumpstart.org)



Hello there,

Let's jump right into it - Scholars' Day IS the event of the year for Operation Jump Start!

It is the culmination of so many accomplishments for first-generation scholars participating in OJS programming for 5+ years. This is a hugely momentous experience and milestone for our scholars and community. We hope you'll consider celebrating BIG with us as we honor these hardworking students, their families, and their mentors.

Thank you for taking some of your valuable time to consider sponsoring the 2023 Annual Scholars' Day Celebration. Underserved scholars depend on us, and as an extension, YOU.

Your time and donations, whether as an event sponsor, volunteer, company, or community champion make an astounding difference in the lives of young college-bound scholars. Scholars today face greater challenges than ever before. As first-gen students navigating a post-global-pandemic world, there is so much to feel scared of. Your critical investment eases these fears and creates a plethora of opportunities for the most deserving of youth.

Thank you for considering changing lives and becoming an official OJS event sponsor today.

Gratefully,  
Irene Quevedo,  
Executive Director

2023 SCHOLARS' DAY  
CELEBRATION



## WHO WE ARE

Founded in 1994, Operation Jump Start (OJS), a local Long Beach nonprofit organization, provides 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.

## WHAT

Scholars' Day Celebration is by far the largest public event that Operation Jump Start puts on each year. Scholars' Day is an opportunity to celebrate our graduating senior class — entirely made up of Long Beach students who will be the first in their families to attend college. Similar to a graduation celebration, Scholars' Day allows students, parents, mentors, and the greater OJS community to gather and celebrate the central point of our mission — Making college dreams a reality!

Past Scholars' Day keynotes feature prominent and established champions of education such as CSULB President Jane Conley, UC Davis Chancellor Gary May, and Congressman Robert Garcia.

We expect our upcoming Scholars Day Celebration to be an even more successful event and a wonderful opportunity to come together as a community to celebrate college access and success within Long Beach!

## WHEN

June 17, 2023  
9:30am - 12:30pm

## WHERE

Long Beach Yacht Club  
6201 Appian Way, Long Beach, CA 90803



## BY THE NUMBERS

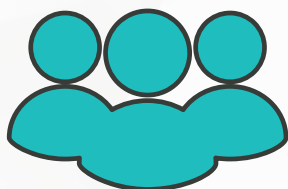
Partnering with OJS is not only an investment into the youth and community of Long Beach, but it's also an opportunity for the sponsors to align themselves with a valued local organization and all the benefits that come from doing so.



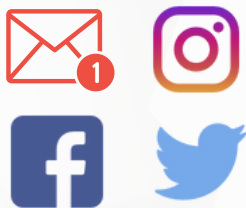
Next year we will celebrate **30 years** of service to Long Beach students! The opportunity to partner with OJS, which has a long and reputable history, is a wonderful way to give back to and support your community, as well as reach a new audience.



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, local business owners and restaurateurs, C-suite executives, 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 **4,000** people on our mailing list (not to mention a 46% open rate), and over **2,500** combined social media followers (99% of them residing in Southern California), OJS has positioned itself to reach the Long Beach 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

(1 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

— Lisa & Frank —  
**CHAPMAN**

**A BIG Thank you to Lisa and Frank Chapman for your continuous support of all OJS' scholars!**

- 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 a press release
- Full-page back cover advertisement of ANY program booklet and featured in sponsor recognition page

# SPONSORSHIP OPPORTUNITIES

## Platinum Sponsor - \$10,000

### 2023 Scholars' Day Celebration Official Sponsor

(2 available at this level)

- SDC Platinum Sponsor
  - Platinum Sponsorship rights to the 2023 Scholars' Day Celebration
  - Logo/Brand Name will be displayed on all OJS online/offline marketing, communications and event signage
    - 88,500+ emails sent last 12 months
      - 46% open rate, 24% higher than the industry average
      - 15% click-through rate, 13% higher than the industry average
    - 30-second 'Sponsor's Message' video displayed on the OJS homepage
  - Logo/Brand Name placement on main agency homepage
  - Premium and personalized feature on ALL OJS social media accounts
    - including Facebook, Instagram, Twitter and YouTube
    - weekly in promotion of this event
  - One \$500 scholarship given in your name to deserving first-year college students, gift highlighted in a press release
  - Full-page inside back cover advertisement on event booklet and featured in sponsor recognition page

# SPONSORSHIP OPPORTUNITIES

## Gold Sponsor - \$5,000

### 2023 Scholars' Day Official Sponsor

(3 available at this level)

- 
- Gold Sponsorship rights to the 2023 Scholars' Day Celebration
    - Logo/Brand Name will be displayed on all OJS online/offline marketing, communications and event signage
      - 88,500+ emails sent last 12 months
        - 46% open rate, 24% higher than the industry average
        - 15% click-through rate, 13% higher than the industry average
    - Logo/Brand Name placement on OJS' 'Supporters' webpage
    - Personalized feature on ALL OJS social media accounts
      - including Facebook, Instagram, Twitter and YouTube
      - monthly in promotion of this event
    - Half-page advertisement on event booklet and featured in sponsor recognition page

## Silver Sponsor - \$2,500

### 2023 Scholars' Day Official Sponsor

(3 available at this level)

- 
- Silver Sponsorship rights to the 2023 Scholars' Day Celebration
    - Logo/Brand Name will be displayed on all OJS online/offline marketing, communications and event signage
      - 88,500+ emails sent last 12 months
        - 46% open rate, 24% higher than the industry average
        - 15% click-through rate, 13% higher than the industry average
    - Logo/Brand Name placement on main Scholars' Day Celebration webpage
    - Personalized feature on ALL OJS social media accounts
      - including Facebook, Instagram, Twitter and YouTube
      - 2x in promotion of this event
    - third-page advertisement on event booklet and featured on sponsor recognition page



# SPONSORSHIP OPPORTUNITIES

## Bronze Sponsor - \$1,000

### 2023 Scholars' Day Celebration Official Sponsor

(3 available at this level)

- Bronze Sponsorship rights to the 2023 Scholars' Day Celebration
  - Logo/Brand Name will be displayed on all OJS online/offline marketing, communications and event signage
    - 88,500+ emails sent last 12 months
      - 46% open rate, 24% higher than the industry average
      - 15% click-through rate, 13% higher than the industry average
  - Logo/Brand Name placement on main Scholars' Day Celebration webpage
  - Personalized feature on ALL OJS social media accounts
    - including Facebook, Instagram, Twitter and YouTube
    - 1x in promotion of this event

*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 put together a custom benefits package for 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](mailto:rebecca@operationjumpstart.org)

## 2023 SCHOLARS' DAY CELEBRATION



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Long Beach, CA 90807  
562-988-2131  
[ojs@operationjumpstart.org](mailto:ojs@operationjumpstart.org)



[@opjumpstartlb](https://www.instagram.com/opjumpstartlb)

Operation Jump Start is a 501(c)(3) charitable organization with the federal nonprofit ID#33-0629895. Qualified donations are tax deductible.

