



2024 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
ojs@operationjumpstart.org
operationjumpstart.org
562-988-2131

HELLO...

The 2024 Scholars' Day Celebration (SDC) is here & Operation Jump Start is thrilled to celebrate 30 years of excellence serving the Long Beach community at this year's event!

This annual celebration is one of immense significance. It allows us to honor our scholars' remarkable achievements, alongside their families and mentors. Your support of this event would be greatly appreciated as we recognize the dedication and hard work of these exceptional individuals.

We also invite you to consider sponsoring the 2024 Annual Scholars' Day Celebration. Your support is crucial in ensuring that underserved scholars have access to the resources they need to succeed. Whether through sponsorship, volunteering, or corporate support, your contributions serve as catalysts for the dreams of college-bound scholars.

Today's scholars face unprecedented challenges, particularly as they navigate a post-global-pandemic world as first-generation students. Your support not only provides them with the necessary resources but also opens doors to countless opportunities for their future success.

Thank you for considering the impact you can make by becoming an official SDC event sponsor. Your partnership is invaluable as we strive to empower the next generation of leaders and achievers.

Gratefully,
Irene Quevedo,
Chief Executive Officer





ABOUT US

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 is Scholars' Day?

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 8, 2024
9:30am - 12:30pm

Where

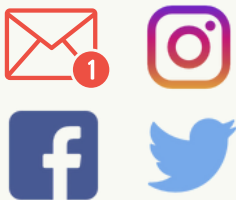
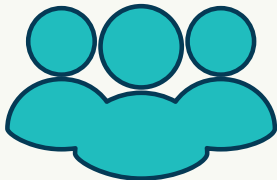
Long Beach Yacht Club
6201 Appian Way
Long Beach, CA 90803





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.



This year we are celebrating **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 and 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 restauranteurs, 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.

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
 - The biggest event of the year
 - College Signing Day
 - Operation: College Extravaganza
 - Annual Career Fair
 - The Jump Start
 - Mentor trainings and Supper Club
 - 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 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, a 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

2024 Scholars' Day Celebration Official Sponsor

(2 available at this level)

- Platinum Sponsorship rights to the 2024 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 the 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, a 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

2024 Scholars' Day Official Sponsor

(3 available at this level)

-
- Gold Sponsorship rights to the 2024 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 2024 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 - \$1,500

2024 Scholars' Day Celebration Official Sponsor

(3 available at this level)

- Bronze Sponsorship rights to the 2024 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 the 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

2024 SCHOLARS' DAY CELEBRATION



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 | \$1,500 |
| <input type="checkbox"/> Gold Sponsor | \$5,000 | <input type="checkbox"/> Table Sponsor | \$1,000 |
- 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.

CVC

Signature

Date

Please submit the 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



3515 Linden Avenue
Long Beach, CA 90807
562-988-2131
ojs@operationjumpstart.org



@opjumpstartlb

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

