



# 2025 *Scholars' Day Celebration*

SPONSORSHIP

OPPORTUNITIES

**OPERATION JUMP START**  
ojs@operationjumpstart.org  
operationjumpstart.org  
562-988-2131

## 2025 SCHOLARS' DAY CELEBRATION SPONSORSHIP OPPORTUNITIES



The 2025 Scholars' Day Celebration (SDC) is here & Operation Jump Start is thrilled to celebrate over 30 years of excellence serving the Long Beach community at this year's event!

As we prepare for SDC, we are seeking partners who share our passion for serving our Long Beach community and who would be interested in supporting our mission.

Your sponsorship would not only help us reach our goals but also provide your brand with significant exposure to a targeted and engaged audience. In this packet, you will find more details about the event and the various available sponsorship opportunities.

SDC 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.

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 14, 2025  
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.



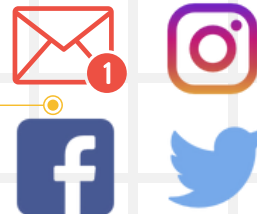
Founded in 1994, we have **over 30 years** of service to Long Beach students and the community. The opportunity to partner with OJS is a wonderful way to give back to and support your community and reach a new audience.

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,

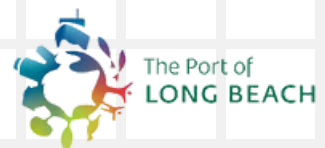
With over 4,000 people on our mailing list (not to mention a 46% open rate), and over 2,500 combined social media followers (99% of them residing in Southern California), OJS has positioned itself to reach the Long Beach community in a variety of ways.



## Previous Sponsors:



THE RIVERA GROUP





# SPONSORSHIP OPPORTUNITIES

## 2025 Title Sponsor - \$15,000

(1 available at this level)

- 
- 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
    - much more!
  - Logo/Name displayed on all OJS online/offline marketing and communications
  - Logo/Brand Name placement on the main agency homepage and event page
  - Headline feature on printed newspaper press releases
  - Premium and personalized feature on ALL OJS social media accounts (minimum 2x per week) including Facebook, Instagram, Twitter, and YouTube
  - Rights of First Refusal to address any 2025 OJS event audience as a highlighted speaker
  - Full-page back cover advertisement of ANY program booklet and featured in sponsor recognition page
  - Two \$500 scholarships given in your name to deserving first-year college students at the end of the academic year; gift highlighted in the event press release with the exclusive right to have a representative present scholarships at Scholars' Day in June

# SPONSORSHIP OPPORTUNITIES

## Platinum Sponsor - \$10,000

(2 available at this level)

- 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/Name premium placement on the main agency homepage and event page
- Logo/Name displayed on all OJS online/offline marketing and communications
- Feature on all event signage and verbal recognition day-of event
- Premium and personalized feature on ALL OJS social media accounts including Facebook, Instagram, Twitter, and YouTube
- Minimum weekly in promotion of this event
- One \$500 scholarship given in your name to deserving first-year college students at the end of the academic year; gift highlighted in the event press release with the exclusive right to have a representative present scholarship at Scholars' Day in June
- Full-page inside back cover advertisement on event booklet and featured in sponsor recognition page





# SPONSORSHIP OPPORTUNITIES

## Gold Sponsor - \$5,000

(3 available at this level)

- 
- Logo/Name premium placement on main agency homepage and event page
  - Logo/Name displayed on all OJS online/offline marketing and communications
  - Feature on all event signage and verbal recognition day-of event
  - Logo/Brand Name placement on OJS' 'Supporters' webpage
  - Personalized feature on ALL OJS social media accounts including Facebook, Instagram, Twitter, and YouTube
  - Minimum 2x Monthly in promotion of this event
  - Half-page advertisement on event booklet and featured in sponsor recognition page

## Silver Sponsor - \$2,500

(3 available at this level)

- 
- Logo/Name premium placement on main agency homepage and event page
  - Logo/Name displayed on all OJS online/offline marketing and communications
  - Feature on all event signage and verbal recognition day-of event
  - Personalized feature on ALL OJS social media accounts including Facebook, Instagram, Twitter, and YouTube
  - Minimum 4x in promotion of this event
  - Quarter-page advertisement on event booklet and featured in sponsor recognition page

# SPONSORSHIP OPPORTUNITIES

## Bronze Sponsor - \$1,500

(3 available at this level)

- Logo/Name premium placement on main agency homepage and event page
- Logo/Name displayed on all OJS online/offline marketing and communications
- Feature on all event signage and verbal recognition day-of event
- Personalized feature on ALL OJS social media accounts
- Minimum 4x in promotion of this event

## Table Sponsor - \$1,000

- Logo/Name placement on event page
- Logo/Name displayed on all OJS online/offline marketing and communications
- **Premium reserved table at the 2025 Scholars' Day Celebration (8 SEATS TOTAL)**

*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

2025 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"/> 2025 Title 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](mailto:rebecca@operationjumpstart.org)



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**@opjumpstartlb**

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