

2018 Sponsorship Package



17340 W. 12 MILE RD, SUITE 106, SOUTFIELD, MI 48076

OFFICE : 313.473.0787

WWW.COREELEMENTSCENTER.ORG



3RD ANNUAL
FUNDRAISER &
STUDENT
SHOWCASE

12pm to 3 pm
Hotel St. Regis
3071 W. Grand Blvd
Detroit, MI 48202

April 28, 2018

Our goal is to raise money to help fund the programs and services that we provide. These programs and services assist marginalized students in the Metropolitan Detroit area in their pursuit of higher education as well as provide scholarships.

- Opportunities
- Higher pay
- Job security
- Family stability



GETTING STUDENTS TO AND THROUGH



Dear Valued Sponsor,

Thank you for your support and sharing in the vision of Core Elements Higher Education Resource Center. Although the percentage of undergraduate students of color participating in post-secondary education has increased in recent years, students of color still remain underrepresented in the American Higher Education System. Core Elements Higher Education Resource Center's is a 501(c)(3) organization whose mission is to increase the number of marginalized students who matriculate to college as well as strive to decrease the completion gap. Our programs not only provide students with college knowledge, we also prepare them with life skills and social capital. These resources are even more essential in the Detroit community, where according to the U.S. Census Bureau (2012-2016), only 13.8% of persons ages 25 years+ hold a bachelors degree.

After completing our program, students are able to effectively navigate the higher education landscape and become productive citizens. We boast a 100% college matriculation rate of graduating seniors. Moreover, 99% of incoming high school freshman feel more confident and prepared for college after completing 1-year in the program.

Through collaboration with students, parents, and community constituents from diverse cultural backgrounds and socioeconomic status, we pride ourselves on designing and delivering a high quality program that meets the needs of all participants. With your help, we can continue to offer our programs and services at no charge and foster a College Going Culture in the Metro-Detroit area.

We can't wait to work with you!

*Best regards,
~The Core Team*

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2018 SPONSORSHIP OPPORTUNITIES



PLATINUM | \$1000

*Naming rights as Platinum Sponsor
Inclusion in all Social Media Campaigns
Inclusion in press release & media coverage
4 minute speaking opportunity
4 event tickets
Logo & link on website
Swag Bag Marketing Placement*

GOLD | \$500

*Naming rights as Gold Sponsor
Inclusion in all Social Media Campaigns
Inclusion in press release & media coverage
2 minute speaking opportunity
2 event tickets
Logo & link on website
Swag Bag Marketing Placement*

SILVER | \$250

*Naming rights as Silver Sponsor
Inclusion in all Social Media Campaigns
2 event tickets
Logo on website
Swag Bag Marketing Placement*

SMALL BUSINESS | \$125

*Naming rights as Small Business Sponsor
Bi-Weekly Social Media Mentions
1 event ticket
Logo on website
Swag Bag Marketing Placement*

SWAG BAG | \$25

Placement of organization's marketing materials and/or product samples in gift bags. You must supply a minimum quantity of 75 items/pieces (1 item per gift bag). Multiple Swag Bag sponsorships may be purchased.



2018 SPONSORSHIP FORM

Thank you for sharing in our vision and agreeing to be a sponsor for the 2nd Annual Student Showcase & Fundraiser. **The deadline for submission is April 1, 2018.** Please complete and submit this form with payment. Once we receive your submission, a representative will contact you to complete the process.

Company Name: _____

Contact Person Name: _____

Mailing Address: _____

City/State:/Zip: _____

Telephone Number (include area code): _____

Email Address: _____

Website: _____

Sponsorship Selection:

Platinum Gold Silver Small Business Swag Bag

Please make Checks, Cashier Checks, and Money Orders Payable to:

Core Elements Higher Education Resource Center

Mail form and payment to:

17340 W. 12 Mile Rd. Suite 106

Southfield, MI 48076