



2020 SPONSORSHIP PACKAGE

17340 W. 12 MILE ROAD, SUITE 106
SOUTHFIELD, MI 48076
313-473-0787
WWW.COREELEMENTSCENTER.ORG



CREATING A COLLEGE GOING CULTURE
IN THE METROPOLITAN DETROIT AREA

CORE ELEMENTS

HIGHER EDUCATION RESOURCE CENTER



ABOUT US

Core Elements Higher Education Resource Center is a 501 (c)(3) non-profit organization. Our mission is to provide accessible services and programs that empower, transform, and advance the knowledge of underrepresented populations in pursuit of higher education.

Through collaboration with students, parents, and community constituents from diverse cultural backgrounds, we pride ourselves on designing and delivering a high quality program that meets the needs of all participants. 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.

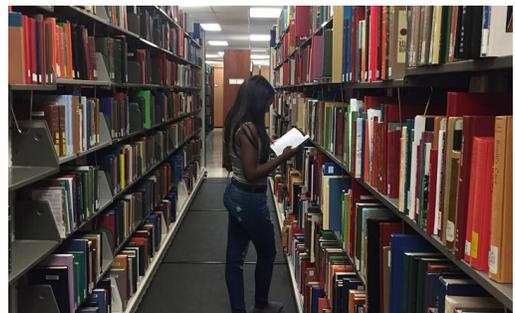
COLLEGE & CAREER READINESS

Our goal is to increase the number of marginalized students who matriculate to college as well as strive to help decrease the completion gap. Institutions of higher education are looking for well-rounded students. Therefore, our curriculum takes a holistic approach to ensure that participants are fully prepared to meet and exceed these demands. Our programs not only provide students with college knowledge, we also prepare them with life skills and social capital. After completing our program, students are able to effectively navigate the higher education landscape and demonstrate civic responsibility.

Student leadership, volunteer, and internship opportunities are available to participants. In addition to our College Readiness sessions, students also participate in an array of scheduled activities, workshops, and conferences. At the end of each year, students are invited to present original work at the Annual Student Showcase and Fundraiser.

CONTACT INFORMATION

Core Elements Higher Education Resource Center
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Southfield, MI 48076
Office: 313-473-0787 | Fax: 248-282-8500
Email: info@coreelementscenter.org
Website: www.coreelementscenter.org





5th Annual Scholarship Fundraiser Luncheon

12PM to 3PM
PI Banquet Hall
28847 Franklin Rd
Southfield, MI 48034

Saturday, April 25, 2020

Proceeds from this event will fund our annual Dr. Cheryl L. Mason Scholarship Campaign.





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.

According to the U.S. Census Bureau (2012- 2016), only 13.8% of persons ages 25 years+ hold a bachelors degree in the city of Detroit. As a member of the greater Detroit community, you no doubt understand how important it is for students to have access to higher education. Now imagine wanting to attend college, but not knowing how to fill out an application, ask for letters of reference, write your own essay, or understand complicated financial aid forms.

Core Elements Higher Education Resource Center is committed to providing free resources to high school students seeking to enter college. While rewarding, applying to college can be a tedious and stressful undertaking. Having access to the right resources and services can help streamline the process. Yet we can't offer these resources and services without your support.

We believe that higher education can be a life-changing experience, and a stepping-stone to dreams and possibilities. We are committed to ensuring that underrepresented students get the resources they need to enter college, and support the vision they have for themselves and their advancement in education become a reality. We know you believe these things, too. Please find enclosed a sponsorship opportunities where you can indicate your commitment to ensuring underrepresented students have the resources to apply and matriculate to college/technical programs.

Best regards,
~The Core Team



Sponsorship Opportunities

Platinum | \$10,000

- Naming rights as Platinum Sponsor
- Inclusion in all Social Media Campaigns
- Inclusion in press release & media coverage
- 10-minute speaking opportunity
- 20-event tickets
- Logo & link on website
- Swag Bag marketing placement

Gold | \$5,000

- Naming rights as Gold Sponsor
- Inclusion in all Social Media Campaigns
- Inclusion in press release & media coverage
- 5-minute speaking opportunity
- 10-event tickets
- Logo & link on website
- Swag Bag marketing placement

Silver | \$2,500

- Naming rights as Silver Sponsor
- Inclusion in all Social Media Campaigns
- Inclusion in press release & media coverage
- 5-event tickets
- Logo & link on website
- Swag Bag marketing placement

**Core Elements Higher Education Resource Center is a
501 C 3 Tax Exempt Organization.
All Contributions are tax deductible.**



Sponsorship Opportunities

Bronze | \$1,250

- Naming rights as Bronze Sponsor
- Inclusion in all Social Media Campaigns
- Inclusion in press release & media coverage
- 2-event tickets
- Logo & link on website
- Swag Bag marketing placement

Small Business | \$150

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

Swag Bag | \$25

- Naming rights as Swag Bag Sponsor
- Placement of organization's marketing materials and/or product samples in gift bags. You must supply a minimum of 100 items/pieces (1 item per gift bag).
- Multiple Swag Bag sponsorships may be purchased.

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