



THE SCHOLARSHIP FUND OF ALEXANDRIA
CORPORATE PARTNER INCENTIVE PROGRAM

Corporate Partner Silver
\$10,000 - \$14,999

➤ Scholarship-Related Recognition/Benefits

One General Fund Scholarship awarded in Corporate Partner's name
Scholarship Awards Night presentation opportunity
Logo placement on signage and in program for Scholarship Awards Night

➤ Gala-Related Recognition/Benefits

Two (2) complimentary tickets to Spring Gala event (in-kind donations excluded)
One full page advertisement in the Spring Gala Program
Logo placement on signage at Spring Gala

➤ SFA Telethon-Related Recognition/Benefits

Silver Sponsor recognition during Fall Telethon
Telethon on-air interview opportunity
Corporate Partner logo on Telethon "total board" and promotional sign
in front of T.C. Williams prior to the event

➤ SFA-Related Recognition/Benefits

Use of SFA logo for internal and external promotional activities
Logo placement and homepage weblink on SFA website
Logo placement in SFA local print advertising three times per year
Verbal recognition at all major events
Placement of corporate name and logo in SFA Annual Report
Four tickets to annual State of the Fund Breakfast
SFA-Corporate Partner plaque for display in your office



THE SCHOLARSHIP FUND OF ALEXANDRIA
CORPORATE PARTNER INCENTIVE PROGRAM

Corporate Partner Gold
\$15,000-\$24,999

🏆 Scholarship-Related Recognition/Benefits

One General Fund Scholarship awarded in Corporate Partner's name
Scholarship Awards Night presentation opportunity
Logo placement on signage and in program for Scholarship Awards Night

🏆 Gala-Related Recognition/Benefits

Four (4) complimentary tickets to Spring Gala event (in-kind donations excluded)
One full page advertisement in the Spring Gala Program
Logo placement on signage at Spring Gala

🏆 SFA Telethon-Related Recognition/Benefits

Gold Sponsor recognition during Fall Telethon
Telethon on-air interview opportunity
Corporate Partner logo on Telethon "total board" and promotional sign
In front of T.C. Williams prior to the event

🏆 SFA-Related Recognition/Benefits

Use of SFA logo for internal and external promotional activities
Logo placement and homepage weblink on SFA website
Logo placement in SFA local print advertising three times per year
Verbal recognition at all major events
Name recognition of Gold Corporate Partners included in press releases
Placement of corporate name and logo in SFA Annual Report
Six tickets to annual State of the Fund Breakfast
SFA-Corporate Partner plaque for display in your office



THE SCHOLARSHIP FUND OF ALEXANDRIA
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Corporate Partner Platinum
\$25,000 and above

➤ Scholarship-Related Recognition/Benefits

Two General Fund Scholarships awarded in Corporate Partner's name
Scholarship Awards Night speaking opportunity
Logo placement on signage and in program for Scholarship Awards Night

➤ Gala-Related Recognition/Benefits

One table with VIP seating for ten (10) to Spring Gala event (in-kind donations excluded)
One full page advertisement in the Spring Gala Program
Logo placement on signage at Spring Gala

➤ SFA Telethon-Related Recognition/Benefits

Title Sponsorship of the annual Fall Telethon
Telethon on-air interview opportunity
Preferred positioning of sponsor log on Telethon "total board"
Logo placement on Telethon promotional sign in front of T.C. Williams prior to the event

➤ SFA-Related Recognition/Benefits

Use of SFA logo for internal and external promotional activities
Preferred positioning of corporate logo and home page weblink on SFA website
Publication of announcement ad in local print media of new Platinum Level Corporate Partners
Logo placement in SFA local print advertising three times per year
Name recognition of Platinum Corporate Partners included in press releases
Verbal recognition at all major events
Preferred placement of corporate name and logo in SFA Annual Report
Access to SFA speakers (students, staff or board members) for internal corporate events
Speaking opportunity at annual State of the Scholarship Fund Breakfast
Eight tickets to annual State of the Fund Breakfast
SFA-Platinum Corporate Partner plaque for display in your office



THE SCHOLARSHIP FUND OF ALEXANDRIA
CORPORATE PARTNER INCENTIVE PROGRAM

GOAL: *To provide ongoing public recognition for the corporate donors who support the Scholarship of Alexandria at the highest levels.*

GENERAL RULES & GUIDELINES:

1. Corporate Partner (CP) recognition is given for cash donations to the general fund or in-kind gifts to the Scholarship Fund.
2. Designation of CP extends for twelve (12) calendar months beginning from the date of donation.
3. Cash Donations - to earn CP recognition, a gift equal to one of the three recognition levels must be unrestricted and designated to either the general fund or the SFA endowment. Additional funds may go towards new or existing restricted awards
4. In-kind Donations - CPs that make in-kind donations must provide the SFA executive director with a mutually-agreed-upon schedule of services at the commencement of the CP's "giving year" and a semi-annual accounting of the work or services provided, and their value.
5. A general fund scholarship will be given in the name of the Corporate Partner to a financially needy student who meets the criteria established by the SFA selection committee.
6. Use of the SFA logo for promotional purposes by a CP must first be approved in writing by the executive director. Such use must not conflict with the mission of the SFA or reflect negatively on the Alexandria City Public School system.
7. In-kind CPs are not eligible for complimentary tickets to SFA Spring Gala. However, CP's will have the opportunity to purchase Gala tickets before they are made available to the general public.