



January 2021

Dear Scholarship Fund Gala Supporter,

We hope this letter finds you well and healthy in the new year. With so much turmoil about, it's comforting to turn to annual traditions. We're writing today to let you know that an important 35-year tradition will continue in 2021. **The Scholarship Fund of Alexandria's 35th Anniversary Event, "GALA 35," will go forward the weekend of April 23-25. We hope you will once again join our Honor Roll of Sponsors for GALA 35.** Please mark your calendar and plan on supporting our students. While we don't know exactly what shape our Gala & Auction will take this year – virtual, hybrid, a series of small intimate parties – we do know that students and families in Alexandria are counting on your support **now more than ever.**

HOW CAN YOU HELP? SIGN ON TO SPONSOR GALA 35 NOW We are now accepting GALA 35 Sponsorships at all Honor Roll levels. We hope we can count on you once again to be a returning sponsor. While sponsor-levels remain consistent this year, further details and benefits at each sponsor level will be added when our Gala & Auction plan is solidified.

WE WILL WORK EXTRA HARD THIS YEAR TO PROMOTE YOU AND APPRECIATE YOUR SUPPORT Not only does your generous sponsorship benefit a fantastic cause, it provides you with a unique marketing opportunity: exposure to our donors and patrons through print and online materials, advertising and marketing that will reach and engage an audience of over 10,000 people. You will be thanked and recognized on our event invitation (mailed the old-fashioned way to 1,500 local invitees) and on our website and ever-expanding social media accounts. This year we are stepping up our social media and marketing to spotlight sponsors. **We want your donation to help expand your business audience.** And we want to thank and highlight members of the community who support us. Your support makes other community members take notice and step up to join the cause. We're all in this together to support the kids.

THE GREAT NEED IN OUR COMMUNITY RIGHT NOW When you sign up to return as a sponsor, we hope you will consider increasing your support this year. The scholarships and college advising that we provide thanks to your support will be critical to ensuring that local students are not left behind. COVID-19 and its far-reaching impacts are devastating local families who already struggle and live near the poverty level. What was once called the education gap, may become more of an education chasm. We need to act now to invest in the students of the COVID generation and help make their college dreams become reality.

THE LEGACY OF YOUR SUPPORT Incredibly, over three decades the generosity of community members like you has enabled us to award more than \$16.5 million dollars in scholarships and send 5,000 students in need to college. The legacy of this commitment and this generosity can be

understood only in terms of giving thousands of young men and women of Alexandria the hope and opportunity every young person in our community deserves. We need **your** help to make sure that ALL hard-working Alexandria students have the opportunity to attend college. Please plan to join us on April 23-25 as we celebrate how our scholarships are changing lives.

Please become a Sponsor for GALA 35 -- SEE THE ENCLOSED FORM OR
COMPLETE THE FORM ONLINE: sfagala.givesmart.com

Please feel free to visit our website AlexScholarshipFund.org or reach out to Rosie Wiedemer regarding any questions or for further information: email rosie.wiedemer@acps.k12.va.us or call (703)907-9924.

Thank you in advance for your support. The kids are counting on you like never before.

Sincerely,

Kate

Kate Bertles Hennigan
2020 Gala Co-Chair

Cassandra

Cassandra Sullivan
2020 Gala Co-Chair

P. S. Please know how grateful our students will be for your generosity.



GALA 35 SPONSORSHIP OPPORTUNITIES | Sponsor ONLINE: sfagala.givesmart.com

Valedictorian Sponsor \$25,000 () Individual () Business A scholarship will be awarded in your name or your business name. Exclusive VIP Access to any GALA 35 in-person events. Access to up to 20 Gourmet Multi-Course Meals (delivered) along with Swag Bags as part of our Virtual GALA 35 Event. Additional benefits commensurate with this sponsor level will be announced (including exclusive VIP Access to any GALA 35 in-person events to be held). Premium full-page ad in Gala Program. Recognition in our printed invitation, social media and email and online marketing and print advertising, marquee name/logo placement on GALA 35 Swag Bags.

Salutatorian Sponsor \$10,000 () Individual () Business Exclusive VIP Access to any GALA 35 in-person events. Access to up to 14 Gourmet Multi-Course Meals (delivered) along with Swag Bags as part of our Virtual GALA 35 Event. Additional benefits commensurate with this sponsor level to be announced (including exclusive VIP Access to any GALA 35 in-person events to be held). Full-page ad in Gala Program. Recognition in our printed invitation, social media and email and online marketing and print advertising, name/logo placement on our GALA 35 Swag Bags.

Summa Cum Laude Sponsor \$5,000 () Individual () Business Exclusive VIP Access to any GALA 35 in-person events. Access to up to 10 Gourmet Multi-Course Meals (delivered) along with Swag Bags as part of our Virtual GALA 35 Event (including Access to any GALA 35 in-person events to be held). Additional benefits commensurate with this sponsor level to be announced. Full-page ad in Gala Program. Recognition in our GALA 35 printed invitation, social media and email and online marketing and print advertising, name/logo placement on our GALA 35 Swag Bags.

Magna Cum Laude Sponsor \$3,500 () Individual () Business Access to any GALA 35 in-person events. Access to up to 10 fabulous restaurant-catered dinners (delivered) along with Swag Bags as part of our Virtual GALA 35 Event. Additional benefits commensurate with this sponsor level to be announced (including Access to any GALA 35 in-person events to be held). Half-page ad in Gala Program. Recognition in our GALA 35 printed invitation, social media and email and online marketing and print advertising, name/logo placement on our GALA 35 Swag Bags.

Cum Laude Sponsor \$1,500 () Individual () Business Access to Virtual Events as part of GALA 35. Access to up to 4 fabulous restaurant-catered dinners (delivered) along with Swag Bags as part of our Virtual GALA 35 Event. Additional benefits commensurate with this sponsor level may be announced. Acknowledgement in our printed invitation, printed program, social media and email and online marketing and print advertising.

Dean's List Sponsor \$750 Available to Individuals/Families Only. Access to virtual events related to GALA 35, access to 2 fabulous restaurant-catered dinners (delivered) along with Swag Bag as part of our Virtual GALA 35 Event. Acknowledgement in our GALA 35 printed invitation, social media and email and online marketing and print advertising.

EXCLUSIVE GALA 35 SWAG BAG SPONSORSHIPS | Provide Extra Visibility for your BRAND in each bag...

CHOCOLATE SPONSOR

YOUR LOGO Imprinted on gourmet chocolates
\$4,000

WINE GLASS SPONSOR

YOUR LOGO on a Wine Charm each GALA 35 Wine Glass.
\$4,000

EVENT CANDLE SPONSOR

YOUR LOGO on the lovely glass candle in each bag
\$4,000

DINNER NAPKIN SPONSOR

YOUR LOGO on each elegant GALA 35 dinner napkin.
\$3,000

YES! I want to help send students in need to college!

SPONSORSHIP LEVEL (please check)

_____ Valedictorian (\$25,000) (Includes Premium Full-Page Ad)

_____ Salutatorian (\$10,000) (Includes Full-Page Ad)

_____ Summa Cum Laude (\$5,000) (Includes Full-Page Ad)

_____ Magna Cum Laude (\$3,500) (Includes Half-Page Ad)

_____ Cum Laude (\$1,500)

_____ Dean’s List (\$750 – *Individuals/Families only*)

_____ Program Ads: *Please check if you will be including an ad in the Gala Program. If so, please send ad by Feb 15. If not received by February 15, ad may not be included. Ad specs will be provided.*

_____ CANDLE SPONSOR (\$4,000) _____ CHOCOLATE SPONSOR (\$4,000) _____ WINE GLASS SPONSOR (\$4,000) _____ DINNER NAPKIN SPONSOR (\$3,000)

Reservations will be confirmed when payment is received. **Please make your Honor Roll reservations early to ensure your name will appear on our printed invitation. Confirmation of your commitment must be received by February 15, 2021**
We will provide you with the “benefit value” of each event ticket. The balance will be tax deductible

SPONSOR INFORMATION & Name as it should appear in acknowledgments (couples typically listed with females first):

Contact Person: _____

Address: _____

Phone: _____ **E- Mail** _____

___ Enclosed is a check payable to “The Scholarship Fund of Alexandria” in the amount of \$ _____

___ I have made my payment online at AlexScholarshipFund.org (“Donate Now” button)

___ Please charge my credit card for the amount of \$ _____ (Visa, MasterCard, American Express, Discover, Diners)

Card number: _____ Exp. Date (MM/YY): ____/____

Security Code/CVC/CID: _____ Signature: _____

SPONSOR ONLINE:
sfagala.givesmart.com

Or complete and mail this form.

*Watch for additional details about the shape of our events and benefits to sponsors – including potential in-person VIP event access, and signage opportunities.

SPONSOR ONLINE: sfagala.givesmart.com OR Mail with Check to: Scholarship Fund of Alexandria | 3330 King Street Alexandria, VA 22302 | scholarshipfund@acps.k12.va.us | 703-824-6730 | Tax ID: EIN 20-0031464