



5TH ANNUAL COLLEGE DECISION DAY

On May 11th, 25 organizations will join together to cheer on 250 students announcing aloud their college selections at the historic Apollo Theater for our 5th Annual celebration of College Decision Day. Students will take the stage and announce their college selections to a cheering audience filled with peers, families, colleges, and supporters.

The goal of College Decision Day is to celebrate the hard work of our college bound students and raise awareness of the importance of College Access and Success Organizations across the City.

EMCEE: RON CLAIBORNE

KEYNOTE SPEAKER: CARLA HARRIS

ENTERTAINMENT: RHONDA ROSS, Singer and
VY HIGGENSEN'S GOSPEL FOR TEENS CHOIR, Legendary two time
Emmy award winning ensemble

MAY 11, 2017

DOORS OPEN 5:00 PM

APOLLO THEATER, 253 WEST 125TH STREET, NYC

SPONSORSHIP OPPORTUNITIES:

MARQUEE PRESENTING SPONSOR - \$15,000

- HELP UNDERWRITE COST FOR RED CARPET PRE-EVENT SHOW & SET UP AT APOLLO
- EARLY VIP ACCESS TO THE APOLLO
- LOGO DISPLAY ON STEP-N-REPEAT
- LOGO DISPLAY ON HEAF WEBSITE AS WELL AS LINK TO SPONSORS SITE
- PROMOTION MERCHANDISE TO FILL VIP GIFT BAGS
- 8 TICKETS TO HEAF'S SPRING CELEBRATION EVENT AT RED ROOSTER IMMEDIATELY FOLLOWING
- MARQUEE SPONSOR LISTING (NAME AND/OR LOGO INCLUDED ON THE EVENT INVITATION)
- MARQUEE SPONSOR RECOGNITION ON EVENT MATERIALS
- SOCIAL MEDIA RECOGNITION
- SPECIAL THANK YOU AT THE EVENT
- COMMEMORATIVE 2017 COLLEGE DECISION DAY PHOTO
- PHOTO PLACEMENT IN HEAF'S NEWSLETTER
- NAME RECOGNITION IN HEAF'S ANNUAL REPORT
- CDD RESERVED SEATS AT THE APOLLO FOR YOUR COMPANY OR GROUP
- FULL PAGE COLOR AD IN EVENT JOURNAL



ENTERTAINMENT SPONSOR - \$12,000

- HELP UNDERWRITE COST OF PERFORMANCE ENTERTAINMENT FOR CDD PROGRAM
- LOGO DISPLAY ON HEAF WEBSITE AS WELL AS LINK TO SPONSORS SITE
- PROMOTION MERCHANDISE TO FILL VIP GIFT BAGS
- 6 TICKETS TO HEAF'S SPRING CELEBRATION EVENT AT RED ROOSTER IMMEDIATELY FOLLOWING
- ENTERTAINMENT SPONSOR LISTING (NAME AND/OR LOGO INCLUDED ON THE EVENT INVITATION)
- ENTERTAINMENT SPONSOR RECOGNITION ON EVENT MATERIALS
- SOCIAL MEDIA RECOGNITION
- SPECIAL THANK YOU AT THE EVENT
- COMMEMORATIVE 2017 COLLEGE DECISION DAY PHOTO
- PHOTO PLACEMENT IN HEAF'S NEWSLETTER
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- CDD RESERVED SEATS AT THE APOLLO FOR YOUR COMPANY OR GROUP
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DIGITAL MEDIA SPONSOR - \$7,500

- HELP UNDERWRITE COST OF AUDIO VISUAL & DIGITAL MEDIA FOR CDD PROGRAM
- LOGO DISPLAY ON HEAF WEBSITE AS WELL AS LINK TO SPONSORS SITE
- PROMOTION MERCHANDISE TO FILL VIP GIFT BAGS
- 4 TICKETS TO HEAF'S SPRING CELEBRATION EVENT AT RED ROOSTER IMMEDIATELY FOLLOWING
- DIGITAL MEDIA SPONSOR LISTING (NAME AND/OR LOGO INCLUDED ON THE EVENT INVITATION)
- DIGITAL MEDIA SPONSOR RECOGNITION ON EVENT MATERIALS
- SOCIAL MEDIA RECOGNITION
- SPECIAL THANK YOU AT THE EVENT
- COMMEMORATIVE 2017 COLLEGE DECISION DAY PHOTO
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EVENT DINNER BENEFACTOR SPONSOR - \$5,000

- HELP UNDERWRITE COST OF DINNER CELEBRATION AT A LOCAL HARLEM RESTAURANT IMMEDIATELY FOLLOWING CDD FOR HEAF'S GRADUATING SENIORS AND THEIR FAMILIES
- PROMOTION MERCHANDISE TO FILL VIP GIFT BAGS
- 3 TICKETS TO HEAF'S SPRING CELEBRATION EVENT AT RED ROOSTER IMMEDIATELY FOLLOWING
- EVENT BENEFACTOR SPONSOR LISTING (NAME AND/OR LOGO INCLUDED ON THE EVENT INVITATION)
- EVENT BENEFACTOR SPONSOR RECOGNITION ON EVENT MATERIALS
- SOCIAL MEDIA RECOGNITION
- SPECIAL THANK YOU AT THE EVENT
- COMMEMORATIVE 2017 COLLEGE DECISION DAY PHOTO
- NAME RECOGNITION IN HEAF'S ANNUAL REPORT
- CDD RESERVED SEATS AT THE APOLLO FOR YOUR COMPANY OR GROUP
- HALF PAGE AD IN EVENT JOURNAL

FINANCIAL LITERACY WORKSHOP SPONSOR - \$5,000

- HELP UNDERWRITE COST OF PROGRAM WORKSHOPS SURROUNDING FINANCIAL LITERACY FOR STUDENTS AND FAMILIES
- OPPORTUNITY TO HAVE FINANCIAL LITERACY WORKSHOPS NAMED FOR YOUR COMPANY
- PROMOTION MERCHANDISE TO FILL VIP GIFT BAGS
- 3 TICKETS TO HEAF'S SPRING CELEBRATION EVENT AT RED ROOSTER IMMEDIATELY FOLLOWING
- PROGRAM WORKSHOP SPONSOR LISTING (NAME AND/OR LOGO INCLUDED ON THE EVENT INVITATION)
- PROGRAM WORKSHOP SPONSOR RECOGNITION ON EVENT MATERIALS
- SOCIAL MEDIA RECOGNITION
- SPECIAL THANK YOU AT THE EVENT
- COMMEMORATIVE 2017 COLLEGE DECISION DAY PHOTO
- NAME RECOGNITION IN HEAF'S ANNUAL REPORT
- CDD RESERVED SEATS AT THE APOLLO FOR YOUR COMPANY OR GROUP
- HALF PAGE AD IN EVENT JOURNAL



PATRON SPONSOR - \$3,000

- HELP UNDERWRITE COST OF PROGRAMS, JOURNAL AND REFRESHMENTS
- PROMOTION MERCHANDISE TO FILL VIP GIFT BAGS
- 2 TICKETS TO HEAF'S SPRING CELEBRATION EVENT AT RED ROOSTER IMMEDIATELY FOLLOWING
- PATRON SPONSOR LISTING (NAME AND/OR LOGO INCLUDED ON THE EVENT INVITATION)
- PATRON SPONSOR RECOGNITION ON EVENT MATERIALS
- SOCIAL MEDIA RECOGNITION
- SPECIAL THANK YOU AT THE EVENT
- COMMEMORATIVE 2017 COLLEGE DECISION DAY PHOTO
- CDD RESERVED SEATS AT THE APOLLO FOR YOUR COMPANY OR GROUP
- QUARTER PAGE AD IN EVENT JOURNAL

UNDERWRITING OPPORTUNITIES

Below are several underwriting opportunities for your consideration. Any contribution is greatly appreciated. All underwriters will be recognized in the Journal

- _____ \$2,000 Event Space
- _____ \$1,500 Staffing
- _____ \$1,000 Event Decorations & Supplies
- _____ \$500 General
- _____ Other amount: \$ _____

JOURNAL ADS

Get your message out to attendees and networks across greater New York City at the 5th Annual College Decision Day Event through a Journal Ad.

- BACK COVER (5.5" x 8.5") \$2,500
- FRONT COVER, INSIDE (5.5" x 8.5") \$2,000
- BACK COVER, INSIDE (5.5" x 8.5") \$1,500
- FULL PAGE COLOR (5.5" x 8.5") \$1,000
- FULL PAGE (5.5" x 8.5") \$500
- HALF PAGE (5.5" x 4.125") \$250
- QUARTER PAGE (2.625" x 4.125") \$125



Reservation and artwork are due Friday, April 11, 2017. Ads need to be text or camera ready in a .tif, .jpeg, or .pdf file of at least 300dpi.

LOGO AND NAME FOR INVITATION NEEDED BY MARCH 20TH

FOR OTHER SPONSORSHIP OPPORTUNITIES CONTACT
LAUREN GIRSHON AT LGIRSHON@HEAF.ORG, (212) 663-9732, EXT 337

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