

ABOUT THE EVENT

Who 350+ guests
When Saturday, March 3, 2018
6:00 – 10:00 p.m.
Where Club Auto Sport
521 Charcot Ave.
San Jose, CA 95131

GUEST EXPERIENCE

Attendees will enjoy a Welcome Reception with wines and beers from Testarossa Winery and other local wine and craft brewers, a 3-course dinner, entertainment by CUSD students, a live auction and fund-a-need, dancing, and mingling with local corporate, education and community leaders. In addition, an uplifting dinner program will honor CUSD teachers for their extraordinary efforts in education.

CONTACT

Meredith Smith
Executive Director
director@ceef.org
(408) 252-3000 x485

Since 1985, and because of the generous support of local corporations, businesses, individuals and service organizations like you, CEEF has granted \$16.4 million to support innovative enrichment and educational programs for more than 200,000 students in grades TK-8 in Cupertino Union School District.

These young people embody the very creative, innovative and entrepreneurial spirit of Silicon Valley. The well-round and rigorous education these young people receive in CUSD schools serves as the foundation for their continued success in high school, secondary education, and, ultimately, as our global leaders and game changers.

According to George Lucas, “Education is the single most important job of the human race.”

We invite you to join this legacy of innovation in education in Cupertino Union School District through sponsorship of Cupertino Educational Endowment Foundation’s Black and White Ball. Net proceeds from this year’s Black & White Ball will support STEM, Art, and Music Education for grades TK-8.

Sincerely,

Meredith Smith
Executive Director

Karen Rizkalla
President

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Black & White Ball

Celebrate with us as a leading sponsor. Cupertino Educational Endowment Foundation's Black & White Ball is an opportunity to showcase your company's commitment to the community. Align your brand with our longstanding philanthropic event while networking with prominent Silicon Valley leaders, business owners and school executives, teachers, and staff. Learn how you can maximize your sponsor benefits at each level below.

Sponsor Benefits	\$10,000	\$5,000	\$2,500	\$1,000
VIP Event Tickets for 20 people with company logo on table sign	♪			
VIP Event Tickets for 10 people with company logo sign on table sign		♪		
VIP Event Tickets for 8 guests on table sign			♪	
VIP Event Tickets for 4 guests				♪
Opportunity to introduce CUSD Teacher of the Year during the Gala	♪			
Full page, back cover, color ad in event program	♪			
½ page, inside back or front cover, color ad in event program		♪		
¼ page color ad in event program			♪	
Company logo displayed in video loop at event	♪	♪	♪	♪
Recognition on CEEF website with link to company website, annual report, and school publications to 18,000+ families	♪	♪	♪	♪

PRINTED PROGRAM ADS

Full page color ad	\$750
Half page color ad	\$500
¼ page color ad	\$250

FAIR MARKET VALUE OF BENEFITS

The only benefit with a dollar value is tied to the tables at the event. The fair market value per person is \$100 for food, beverage and entertainment. A table at the event seats ten (10) persons, so the benefit for one (1) table is \$1,000. Sponsors who choose not to attend the event may deduct the full value of their charitable gift to the extent allowed by the law.

Cupertino Educational Endowment Foundation is a 501 (c)(3) non-profit organization with tax ID number 77-0073617.

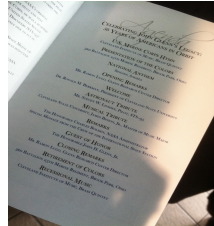
UNDERWRITING OPPORTUNITIES *Black & White Ball*

Leverage your company's brand with focused logo placement at the Ball. Underwriting opportunities offer exclusive, yet affordable, options to advertise your company's community involvement and cover specific expenses so that more of the dollars raised at the event go toward advancing Cupertino Educational Endowment Foundation's mission. By affiliating your company with particular features of the event, you can associate your name and logo with some of the most lively, anticipated and entertaining aspects of the Ball.



Teacher of the Year Awards **\$5,000 (2 available)**

- Onstage introduction of (12) teachers of the year by company representative
- Four (4) tickets to Gala
- Full page color ad in program



Program Book **\$3,500**

- "Printed program underwritten by *Your Company* on program
- Two (2) tickets to the Gala
- Two (2) page center spread ad in color in printed program



Table Décor **\$3,000 (2 available)**

- Logo included in centerpiece design at each dinner table
- Two (2) tickets to the Gala
- Half page color ad in program
- Centerpieces will be sold at event.



Photo Booth **\$2,500**

- Logo on photo booth signage & souvenir photos
- Two (2) tickets to the Gala
- Half page color ad in program



Valet Parking **\$2,500**

- Provide giveaway at valet station (giveaway approved by CEEF)
- Logo on valet station signage
- Two (2) tickets to the Gala
- Half page color ad in program



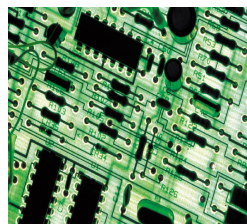
Live Auction Paddle **\$2,000**

- Logo on all live auction paddles
- Two (2) tickets to the Gala
- Half page color ad in program



Entertainment **\$2,500**

- Onstage CUSD choir introduction by company representative
- Two (2) tickets to the Gala
- Full page color ad in program



Technology Award **\$1,500**

- Onstage introduction of the Technology Award winner by company representative
- Two (2) tickets to Gala



Live Auction Item **\$2,000 - 10,000**

- Onstage introduction of Live Auction Item
- Half to Full page color ad in program (depending on value of live auction item)
- Company logo included in all event marketing

LOOKING FOR OTHER UNDERWRITING OPPORTUNITIES? WE CAN WORK WITH YOU TO CREATE A CUSTOMIZED UNDERWRITING PACKAGE THAT FITS YOUR COMPANY'S ADVERTISING NEEDS.

SPONSORSHIP COMMITMENT FORM

Black & White Ball

Contact Information

COMPANY NAME (Please list as it should appear in all Gala materials)

MAILING ADDRESS

CITY

STATE

ZIP

CONTACT PERSON

TITLE

PHONE

EMAIL

Commitment Level

SPONSORSHIP

- \$10,000
- \$5,000
- \$2,500
- \$1,000

UNDERWRITING

- Teacher of the Year
- Table Decor
- Valet Parking
- Entertainment
- Program Book
- Photo Booth
- Live Auction Paddle
- Technology Award
- Live Auction Item

ADVERTISING

- Full page ad \$750
- Half page ad \$500
- ¼ page ad \$250

TICKETS, TABLES & DONATIONS

- I would like ___ table(s) of 10 at \$1,500 per table
- I would like ___ ticket(s) at \$150 per ticket
- I am unable to attend. Please accept my enclosed tax-deductible contribution of \$_____.

Payment Information

- Please send an invoice to the address listed above
- Check # _____ is enclosed, payable to Cupertino Educational Endowment Foundation
- Mastercard VISA American Express

Please return completed form by mail to CEEF at 10301 Vista Dr., Cupertino, CA 95014 or by email to Meredith Smith, Executive Director, at director@ceef.org.
DEADLINE TO RECEIVE ALL BENEFITS: January 26, 2018.

CARD NUMBER

SECURITY CODE

EXP. DATE

PHONE

BILLING ADDRESS

CITY

STATE

ZIP

NAME ON CARD

SIGNATURE (Required for credit card transactions)