



Thursday, January 16, 2020

The Caliber Awards is an annual event recognizing and celebrating the District's outstanding teachers, principals, assistant principals and school-related/District employees. The gala event is attended by more than 1,300 guests and streamed live on BECON-TV.



Community Involvement Awards  
Thursday, May 7, 2020

The Community Involvement Awards is an annual event recognizing the District's outstanding volunteers, mentors, business partners, and family engagement initiatives. The event has more than 800 attendees including business and community partners, volunteers, mentors, parents, teachers and students.

## SPONSORSHIP OPPORTUNITIES

*Customized benefits can be negotiated.*

### Presenting Sponsor

#### Positioning

- Corporate name and logo displayed on all communications
- Exclusive categorical sponsor – only one “Presenting Sponsor”
- Inclusion of corporate name and logo on printed materials at the event
- Full-page, color advertisement in program booklet
- 10 VIP reserved seats

#### Online Visibility

- Recognition on event website and social media
- Hyperlink to your webpage from the event website
- Use of the event logo on your website

#### Onsite Signage/Announcement

- Inclusion of your logo on event signs and presentation slides
- Corporate name and logo displayed at seat location
- Opportunity to address audience from the podium at the event (2 minutes)
- Exhibit table at the event

#### Public Relations

- Inclusion in promotional campaign including press materials
- Thank you for your support on website
- Run short video at event (1 minute)
- Sponsorship acknowledgement on BECON-TV
- Flyer insert in program (sponsor supplied)

### Platinum Sponsor

#### Positioning

- Inclusion of corporate name and logo on printed materials with commitment of support prior to printing deadlines
- Full-page, color advertisement in program booklet
- 8 VIP reserved seats

#### Online Visibility

- Recognition on event website and social media
- Hyperlink to your webpage from the event website
- Use of the event logo on your website

#### Onsite Signage/Announcement

- Inclusion of your logo on event signs and presentation slides
- Corporate name and logo displayed at seat location
- Opportunity to address audience from the podium at the event (2 minutes)
- Exhibit table at the event

#### Public Relations

- Inclusion in promotional campaign including press materials
- Thank you for your support on website

### Gold Sponsor

#### Positioning

- Recognition in event program
- Full-page, black & white advertisement in program booklet
- 6 VIP reserved seats

#### Online Visibility

- Recognition on event website and social media
- Hyperlink to your webpage from the event website
- Use of the event logo on your website

#### Onsite Signage/Announcement

- Inclusion of 25-word message regarding sponsor in event script
- Exhibit table at the event

#### Public Relations

- Inclusion in promotional campaign including press materials
- Thank you for your support on website

## Silver Sponsor

### Positioning

- Recognition in event program
- Half-page, black & white advertisement in program booklet
- 4 VIP reserved seats

### Online Visibility

- Recognition on event website and social media
- Hyperlink to your web page from the event website
- Use of the event logo on your website

### Onsite Signage/Announcement

- Exhibit table at the event

### Public Relations

- Inclusion in promotional campaign including press materials
- Thank you for your support on website

## Bronze Sponsor

### Positioning

- Recognition in event program
- Quarter-page, black & white advertisement in program booklet
- 2 VIP reserved seats

### Online Visibility

- Recognition on event website and social media
- Hyperlink to your web page from the event website
- Use of the event logo on your website

### Public Relations

- Inclusion in promotional campaign including press materials
- Thank you for your support on website

## Exhibitor

- Exhibit table at the event
- Use of the event logo on your website

**We are happy to develop customized packages for Presenting and Platinum Sponsorship commitments and multiple event sponsors. In-kind donations are valued at 50% of cash donation.**

## Advertising Opportunities

	Caliber	CIA	Ad Dimensions
<b>Full-Page</b> , black & white.....	\$800 .....	\$300 .....	7.5" width x 10" height (vertical)
<b>Half-Page</b> , black & white.....	\$600 .....	\$200 .....	7.5" width x 4.75" height (horizontal)
<b>Quarter-Page</b> , black & white.....	\$400 .....	\$100 .....	3.5" width x 4.75" height (vertical)
<b>Eighth-Page</b> , black & white.....	\$250.....	\$75 .....	3.5" width x 2.25" height (horizontal)

### Advertising Specifications

#### Accepted File Formats:

- PDF is the preferred format. Make sure to save/export your file as press quality. This setting will allow you to create a press ready PDF with all fonts and images embedded in the file.
- EPS, TIF, JPG, PSD format. Website images are not recommended for printing due to low image resolution.

#### General Guidelines:

- Convert all fonts to outlines or include all fonts used.
- Embed objects/photos or include all images that are placed or imported into the final layout of the file.
- Logos and line-based objects should remain in vector format whenever possible.
- Artwork must be sized correctly, using the dimensions provided above.
- Be sure all files have full copyright permission to reproduce (if applicable).
- Images must be 300 dpi at final size. Please do not "res-up" lower resolution images, as it will make the image pixelated.

[For more information about advertising specifications, contact the Graphics Department at 754-321-1055.](#)

**Make checks payable to Broward Education Foundation, writing Caliber Awards or CIA in the memo section.**

**Mail to: Nyasha Hinds, Office of Communications  
Broward County Public Schools  
600 SE Third Avenue • Fort Lauderdale, FL 33301**

**For more information, contact Nyasha Hinds at 754-321-2300  
or [nyasha.hinds@browardschools.com](mailto:nyasha.hinds@browardschools.com).**

# SPONSORSHIP PLEDGE FORM

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

**Yes! Count on us! We are pleased to sponsor the following event(s):**



**Thursday, January 16, 2020**

- Presenting \$25,000
- Platinum \$10,000
- Gold \$5,000

- Silver \$2,500
- Bronze \$1,000
- Exhibitor \$300

**Advertisements (black & white)**

- Full-page: \$800
- Half-page: \$600
- Quarter-page: \$400
- Eighth-page: \$250



**Community Involvement Awards**

**Thursday, May 7, 2020**

- Presenting \$10,000
- Platinum \$5,000
- Gold \$2,500

- Silver \$1,250
- Bronze \$500
- Exhibitor \$150

**Advertisements (black & white)**

- Full-page: \$300
- Half-page: \$200
- Quarter-page: \$100
- Eighth-page: \$75

Please fax form to 754-321-2318 or email to [nyasha.hinds@browardshools.com](mailto:nyasha.hinds@browardshools.com).

**Caliber Awards advertising art and payments are due by Wednesday, December 4, 2019.**

**Community Involvement Awards advertising art and payments are due by Monday, April 6, 2020.**

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**The School Board of Broward County, Florida** Lori Alhadeff • Robin Bartleman • Heather P. Brinkworth • Patricia Good • Donna P. Korn • Laurie Rich Levinson  
Ann Murray • Dr. Rosalind Osgood • Nora Rupert • Robert W. Runcie, Superintendent of Schools

The School Board of Broward County, Florida, prohibits any policy or procedure which results in discrimination on the basis of age, color, disability, gender identity, gender expression, genetic information, marital status, national origin, race, religion, sex or sexual orientation. The School Board also provides equal access to the Boy Scouts and other designated youth groups. Individuals who wish to file a discrimination and/or harassment complaint may call the Director, Equal Educational Opportunities/ADA Compliance Department & District's Equity Coordinator/Title IX Coordinator at 754-321-2150 or Teletype Machine (TTY) 754-321-2158. Individuals with disabilities requesting accommodations under the Americans with Disabilities Act Amendments Act of 2008, (ADAAA) may call Equal Educational Opportunities/ADA Compliance Department at 754-321-2150 or Teletype Machine (TTY) 754-321-2158. [browardschools.com](http://browardschools.com)



## Community Involvement Awards



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