

## CALIBER AWARDS

**Friday, February 2, 2024**

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



**Friday, May 3, 2024**

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 advertisement in program booklet
- VIP reserved parking

#### 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
- Display of corporate name and logo
- Opportunity to address audience from the podium at the event (2 minutes)
- Exhibit table at event
- Onstage presence for final award presentation

#### Public Relations

- Inclusion in promotional campaign including press materials
- Inclusion of 25-word message regarding sponsor in event script
- Run short video at event (1 minute)
- Sponsorship acknowledgement on BECON-TV
- Special mention in event news release

### Platinum Sponsor

#### Positioning

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

#### 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
- Display of corporate name and logo
- Opportunity to address audience from the podium at the event (2 minutes)
- Exhibit table at event

#### Public Relations

- Inclusion in promotional campaign including press materials
- Inclusion of 25-word message regarding sponsor in event script
- Special mention in event news release

### Gold Sponsor

#### Positioning

- Recognition in event program
- Full-page advertisement in program booklet
- VIP reserved parking

#### 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

#### Public Relations

- Inclusion in promotional campaign including press materials
- Inclusion of 25-word message regarding sponsor in event script
- Special mention in event news release

## Silver Sponsor

### Positioning

- Recognition in event program
- Half-page advertisement in program booklet
- VIP reserved parking

### 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
- Special mention in event news release

## Bronze Sponsor

### Positioning

- Recognition in event program
- Quarter-page advertisement in program booklet
- VIP reserved parking spaces

### 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
- Special mention in event news release

**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

	Cost	Ad Dimensions
<b>Caliber Awards</b>	<b>Full-Page</b> , color.....\$1,000 .....	6.5" width x 8" height (vertical)
	<b>Half-Page</b> , color.....\$700.....	6.5" width x 3.75" height (horizontal)
	<b>Quarter-Page</b> , color.....\$500.....	3.0" width x 3.75" height (vertical)
<b>Community Involvement Awards</b>	<b>Full-Page</b> , black & white .....\$300.....	6.25" width x 7.75" height (vertical)
	<b>Half-Page</b> , black & white.....\$200.....	6.25" width x 3.75" height (horizontal)
	<b>Quarter-Page</b> , black & white .....\$100 .....	3.0" width x 3.75" height (vertical)

## 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.

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

**Mail to: Nyasha Hinds, Office of Communications and Legislative Affairs  
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 \_\_\_\_\_

SCHOOL \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

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



**Friday, February 2, 2024**

- |  |   |
|--|---|
| <input type="checkbox"/> Presenting \$25,000 | <input type="checkbox"/> Silver \$2,500 |
| <input type="checkbox"/> Platinum \$10,000   | <input type="checkbox"/> Bronze \$1,500 |
| <input type="checkbox"/> Gold \$5,000        |   |

## Advertisements (color)

- ☐ Full-page: \$1,000  
☐ Half-page: \$700  
☐ Quarter-page: \$500



**Friday, May 3, 2024**

- |  |  |
|--|--|
| <input type="checkbox"/> Presenting \$10,000 | <input type="checkbox"/> Silver \$1,500  |
| <input type="checkbox"/> Platinum \$5,000    | <input type="checkbox"/> Bronze \$500    |
| <input type="checkbox"/> Gold \$2,500        | <input type="checkbox"/> Exhibitor \$150 |

## Advertisements (black & white)

- ☐ Full-page: \$300  
☐ Half-page: \$200  
☐ Quarter-page: \$100

Please email to [nyasha.hinds@browardshools.com](mailto:nyasha.hinds@browardshools.com).

**Caliber Awards advertising art and payments are due by Wednesday, December 20, 2023.**

**Community Involvement Awards advertising art and payments are due by  
Friday, March 29, 2024.**

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

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Broward County Public Schools  
600 SE Third Avenue • Fort Lauderdale, FL 33301**

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**The School Board of Broward County, Florida** Lori Alhadeff • Torey Alston • Brenda Fam, Esq. • Daniel P. Foganholi  
Debra Hixon • Dr. Jeff Holness • Sarah Leonardi • Nora Rupert • Dr. Allen Zeman  
Dr. Peter B. Licata, Superintendent of Schools

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