

2021



Portland
Community
College
Foundation

Tomorrow Together

A Fundraiser for Portland Community College

Be a part of something iconic! Portland Community College is joining forces with KOIN 6 + The CW to broadcast *Tomorrow Together*, a fundraiser for student scholarships. Show your support of PCC to a broader audience of the Portland community, opening the door to infinite possibilities.

“Attending classes to become a paramedic is expensive. My scholarship allows me to worry less because my tuition is paid for and that keeps me motivated. It also allows me to work when I can as an EMT. This scholarship is you investing in me, and I want to make everyone proud.”

- Julio Morales, PCC Student & 2020 Scholarship Recipient



\$1,000

Supporter Level Sponsorship Benefits

NEW LEVEL!

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NEW

Television Partnership Benefits - NEW

Virtual event one-hour program to air on KOIN + The CW on Saturday, April 10 from 7 – 8 p.m.

- Name recognition visible on KOIN + The CW website takeover linked to PCC website
- Name in sponsorship video during the broadcast program

Additionally, Supporter Level Sponsors will be recognized in the following ways:

NEW

**PRIOR TO
THE EVENT**

- Name listed on PCC website

NEW

**DURING THE
EVENT**

- Name listed on event platform page at pcc.edu/tomorrowtogether

NEW

**POST
EVENT**

- Listed in 2020-21 PCC Foundation annual report
- Recognition in the 2022 PCC fundraiser sponsorship packets

To ensure the maximum marketing exposure, sponsorship commitments are requested by January 29, 2021.



**Portland
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For any questions regarding sponsorship benefits, contact **Ana Rau**, PCC Foundation Events Coordinator, at ana.rau@pcc.edu or 989-884-1689.

\$2,500

Crystal Level Sponsorship Benefits

NEW LEVEL!

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NEW

Television Partnership Benefits - NEW

Virtual event one-hour program to air on KOIN + The CW on Saturday, April 10 from 7 – 8 p.m.

- Name recognition visible on KOIN + The CW website takeover linked to PCC website
- Name in sponsorship video during the broadcast program

Additionally, Crystal Level Sponsors will be recognized in the following ways:

NEW

**PRIOR TO
THE EVENT**

- Name listed on PCC website
- Listed on PCC Foundation social media
- Name listed in the digital event activity book sent to all registered guests
- Name listed on event emails to about 100,000 people
- Event stewardship gift

NEW

**DURING THE
EVENT**

- Name listed on event platform page at pcc.edu/tomorrowtogether

NEW

**POST
EVENT**

- Listed in 2020-21 PCC Foundation annual report
- Recognition in the 2022 PCC fundraiser sponsorship packets
- Name listed on post event email to about 100,000 people

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\$5,000

Bronze Level Sponsorship Benefits

NEW LEVEL!

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NEW

Television Partnership Benefits - NEW

Virtual event one-hour program to air on KOIN + The CW on Saturday, April 10 from 7 – 8 p.m.

- Logo recognition visible on KOIN + The CW website takeover linked to PCC website
- Logo in sponsorship video during the broadcast program

Additionally, Bronze Level Sponsors will be recognized in the following ways:

NEW

**PRIOR TO
THE EVENT**

- Logo on PCC website
- Logo included on the save the date to around 5,000 recipients
- Logo included on event invitations to around 5,000 recipients
- Logo and recognition on PCC Foundation social media
- Logo in the digital event activity book sent to registered guests
- Logo on event emails to about 100,000 people
- Event stewardship gift

NEW

**DURING
THE EVENT**

- Logo listed on event platform page at pcc.edu/tomorrowtogether
- Bronze sponsorship logo recognition on PCC Foundation social media
- Premium sparkling wine delivered to 10 guests' homes

NEW

**POST
EVENT**

- Listed on 2020-21 PCC Foundation annual report
- Recognition in the 2022 PCC fundraiser sponsorship packets
- Name listed on post event email to about 100,000 people
- Exclusive invite to Future Connect networking event with PCC students and donors
- Named PCC Foundation Honorary Scholarship for the 21-22 academic year - NEW

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\$10,000

Silver Level Sponsorship Benefits

NEW LEVEL!

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NEW

Television Partnership Benefits - NEW

Virtual event one-hour program to air on KOIN + The CW on Saturday, April 10 from 7 – 8 p.m.

- Logo recognition visible on KOIN + The CW website takeover linked to PCC website
- Logo in sponsorship video during the broadcast program
- Verbal recognition of our partnership

Additionally, Silver Level Sponsors will be recognized in the following ways:

NEW

PRIOR TO THE EVENT

- Logo on PCC website
- Logo included on the save the date to around 5,000 recipients
- Logo included on event invitations to around 5,000 recipients
- Logo recognition on PCC Foundation social media
- Logo in the digital event activity book sent to registered guests
- Logo on event emails to about 100,000 people
- Event stewardship gift
- :15 second sponsorship vignette to tell your story to our audience during the pre-event show.

NEW

DURING THE EVENT

- Logo recognition on event platform page at pcc.edu/tomorrowtogether
- Silver sponsorship logo recognition on PCC Foundation social media
- 10 family size meal (4 servings) delivered to your guests' homes
- Premium sparkling wine delivered to 10 guests' homes

NEW

POST EVENT

- Listed on 2020-21 PCC Foundation annual report
- Recognition in the 2022 PCC fundraiser sponsorship packets
- Name listed on post event email to about 100,000 people
- Exclusive invite to Future Connect networking event with PCC students and donors
- **Named PCC Foundation Honorary Scholarship for the 21-22 academic year - NEW**

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\$20,000

Platinum Level Sponsorship Benefits

NEW LEVEL!

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Television Partnership Benefits - NEW

Virtual event one-hour program to air on KOIN + The CW on Saturday, April 10 from 7 – 8 p.m.

- Logo recognition visible on KOIN + The CW website takeover linked to PCC website
- Logo in sponsorship video during the broadcast program
- Verbal recognition of our partnership
- :30 second sponsorship vignette to tell your story to our audience during the broadcast program.

Additionally, Platinum Level Sponsors will be recognized in the following ways:

- Logo on PCC website with hyperlink to your webpage
- Logo included on the save the date to 5,000
- Logo included on event invitations to 20,000
- Logo recognition PCC Foundation social media
- Recognition on PCC social media channels (30,000+ followers)
- Logo listed in the digital event activity book sent to all registered guests
- Logo on event emails to about 100,000 people
- Event stewardship gift
- :30 second sponsorship vignette to tell your story to our audience during the pre-event show.

- Logo listed on live event platform page at pcc.edu/tomorrowtogether
- Platinum logo recognition on PCC Foundation social media
- 10 family size meals (4 servings) delivered to your guests' homes
- Premium sparkling wine delivered to your guests' homes

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\$20,000

Platinum Level Sponsorship Benefits

NEW LEVEL!

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Additionally, Platinum Level Sponsors will be recognized in the following ways:

- Logo in 2020-21 PCC Foundation annual report
- Recognition in the 2022 PCC fundraiser sponsorship packets
- Name listed on post event email to about 100,000 people
- Exclusive invite to Future Connect networking event with PCC students and donors
- Communities Magazine recognition sent to 300,000 households
- **Named PCC Foundation Honorary Scholarship for the 21-22 academic year - NEW**

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\$50,000

Presenting Level Sponsorship Benefits

ONE AVAILABLE!

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NEW

Television Partnership Benefits - NEW

Virtual event one-hour program to air on KOIN + The CW on Saturday, April 10 from 7 – 8 p.m.

- Name recognition in sixty (60) :15 second news personality fronted promos combined on KOIN + The CW leading up to the event, announcing your company as presenting sponsor
- Name recognition in three (3) LIVE news cut-ins on KOIN, Saturday, April 10 promoting event presented by your company
- Name recognition in thirteen (13) LIVE news cut-ins on KOIN on Friday, April 9 with donation asks, mentioning *Tomorrow Together* presented by your company
- Logo recognition visible on KOIN + The CW website takeover day of the event
- Verbal recognition of our partnership
- Logo in sponsorship video during the broadcasted program
- 60 second sponsorship vignette to tell your story to our audience during the broadcast program

Additionally, Presenting Level Sponsor will be recognized in the following ways:

NEW

**PRIOR TO
THE EVENT**

- Logo on PCC website with hyperlink to your webpage
- Presenting sponsor title & logo included on the save the date to about 5,000 recipients
- Presenting sponsor title & logo included on event invitations to about 20,000 recipients
- Presenting sponsor title & logo highlighted on PCC Foundation social media pages
- Recognition on PCC social media channels (30,000+ followers)
- Presenting sponsor title & logo on event emails to about 100,000 people
- Event stewardship gift
- 60 second sponsorship vignette to tell your story to our audience during the pre-event show.

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\$50,000

Presenting Level Sponsorship Benefits

ONE AVAILABLE!

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Additionally, Presenting Level Sponsor will be recognized in the following ways:

NEW

**DURING
THE EVENT**

- Presenting sponsor title & logo highlighted on event platform page at pcc.edu/tomorrowtogether
- Ad in the digital event activity book sent to registered guests
- Social media shout out linked to your company page during the event
- Logo visible on the lower thirds of the screen throughout program
- 20 family sized meals (4 servings) delivered to your guests homes
- Premium sparkling wine delivered to your guests homes

NEW

**POST
EVENT**

- Printed logo on sponsor thank you gift
- Recognition in the 2022 PCC fundraiser sponsorship packets
- Presenting sponsor title & logo listed on post event email to about 100,000 people
- Exclusive sponsorship recognition at our Future Connect networking event with PCC students and donors
- Communities Magazine recognition sent to 300,000 households
- **Logo listed in 2020-21 PCC Foundation annual report - NEW**
- **Named PCC Foundation Honorary Scholarship for the 2021-22 academic year - NEW**

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2020 SPONSORS

Thank you to our 2020 sponsors for supporting student success at Portland Community College. Your support has helped hundreds of students as we transitioned into this remote environment.

PCC BY THE NUMBERS:



60,000 students



33% students of color



35% of credit students are Pell grant recipients



More than 45% of all degree-seeking students at PCC are the first in their families to go to college



For the **2020-21** academic year, the PCC Foundation awarded **\$2.1** million in scholarships to more than **1,500** students

PRESENTING SPONSOR



COMCAST

SILVER SPONSOR NW Natural

BRONZE SPONSORS

BORA
Hacker
Intel Corporation
Lease Crutcher Lewis
Madden Industrial

Miller Nash
Mortenson Construction
PacificSource Health Plans
Pence Construction
TriMet

US Bank
Vernier Software and Technology
Vigor Industrial LLC
Walsh Construction

CRYSTAL SPONSORS

Rukaiyah Adams & David Chen
Andersen Construction
Joel Brandenburg
Dark Horse Comics
Dragon Golf
JE Dunn
Ferguson Wellman Capital Management
Goodfellow Family Cellars

Jim Harper
Kirby Nagelhout Construction
Mark Mitsui
Metropolitan Land Group
Chris & Tom Neilsen
Barbara Raz Neu
OnPoint Community Credit Union
Opsis Architecture

Oregon State University
PAE
Tiffani Penson
Jen Piper
Port of Portland
Portland Public Schools
Portland State University
Portland State University Foundation

Alice & Michael Powell
Ann and Troy Prater
Providence Health Services
The Boeing Company
The Standard
Umpqua Bank
Marion Levitan & Howard Werth





Tomorrow Together

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Sponsorship Confirmation Form

Thank you for supporting student success at Portland Community College.
Your support will help students achieve their dreams and enrich our community.

- | | |
|--|--|
| <input type="checkbox"/> Supporter Level Sponsor (\$1,000) - NEW | <input type="checkbox"/> Platinum Level Sponsor (\$20,000) |
| <input type="checkbox"/> Crystal Level Sponsor (\$2,500) | <input type="checkbox"/> Presenting Level Sponsor (\$50,000) |
| <input type="checkbox"/> Bronze Level Sponsor (\$5,000) | <input type="checkbox"/> In place of a sponsorship, we would like |
| <input type="checkbox"/> Silver Level Sponsor (\$10,000) | <input type="checkbox"/> to make a tax-deductible contribution of
\$_____ |

Information

Contact Name _____ Title _____
Phone _____ Email _____
Sponsorship Listing Name _____
Address _____
City _____ State _____ Zip _____
Signature _____ Date _____

Payment

Check enclosed made payable to PCC Foundation

Please invoice me on this date _____

Call me to bill my credit card, or contact name _____
at email _____ and phone _____

Online at pcc.edu/tomorrowtogether

Mail to: PCC Foundation P.O. Box 19000, Portland, OR 97280-0990

The PCC Foundation is a 501(c)(3) organization. Our federal tax ID is 93-0811291.

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