

FULFILLMENT FUND'S

CAREER EXP

A Career Readiness Virtual Event

Inspiring Students to Realize their
Career Potential

November 4, 2021



FULFILLMENT FUND

Empowering Youth Through Education



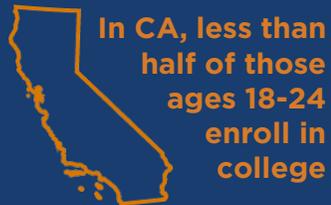
About Fulfillment Fund

Fulfillment Fund is a life-changing organization that helps make college a reality for first-generation and lower-income students. Since 1977, we have been empowering students in Los Angeles to access and afford higher education.

We partner with local high schools in educationally and economically under-resourced communities to support our students through college graduation and provide crucial life skills to help them transition into the workforce successfully.

Why Access to Education Matters

Postsecondary education is the most effective pathway to economic opportunity and out of poverty, yet thousands of students do not have access to the resources, information, and counseling they need to get into college and succeed.



70% of jobs today require education beyond high school



In the U.S., only 11% of low-income students earn a college degree

Investing in Youth

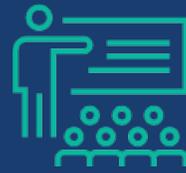
Supporting Career Expo is an investment in our future. Fulfillment Fund's results speak to the incredible returns on your investment:



93% high school graduation



96% awarded financial aid



82% college matriculation



90% college graduation



What is Career Expo?

A career readiness virtual event featuring:



THURSDAY,
NOV. 4



FREE STUDENT
ATTENDANCE



4 WORKSHOPS
4 CAREER PANELS

Career Expo is Fulfillment Fund's annual career readiness event designed to support our college students on their path from educational achievement to professional success.

After an unprecedented year and a half of distance learning and day-to-day challenges caused by the pandemic, this virtual event will inspire students to re-ignite their aspirations and reach for their full potential. Through a series of workshops and panels of engaging professionals, Career Expo enables students to discover a wide range of career possibilities, prepare for their job search, and envision their futures.

Fulfillment Fund is a trusted partner to students pursuing college and careers, and to colleges and companies seeking to connect with and support diverse students. We seek partners and sponsors to make our work possible.

Career Expo Sponsorship Opportunities

Reaching a talented pool of college students and recent college grads from diverse backgrounds, sponsorship will give your company significant visibility and exposure to prospective employees, while also demonstrating your commitment to supporting workforce readiness and success for low-income and first-generation college students. **Real change is possible, but only with your support.**

Career Expo Sponsor (\$25,000) Number available: 1

Event title co-branding and maximum brand exposure across multiple platforms. Naming placed above event title.

Career Forum Sponsor (\$15,000) Number available: 1

Presenting title co-branding for career forum component of event, featuring four industry-specific panels, and brand exposure across major platforms. Naming placed below event title.

Session Sponsor (\$5,000) Number available: ~~8~~ 5

Recognition at a specific college student workshop or career forum panel. Workshop topics include resume support, networking skills, and the variations in career journeys following college. Career forum panels feature companies and professionals in the business, health, creative arts, and energy/sustainability sectors.

Student Scholarships (\$1,000) Number available: Unlimited

Award students with a one-time scholarship. Scholarships are effective incentives for continued student engagement throughout the event.

*see sample logos on final page



Career Expo

Sponsorship Benefits

Event Co-Branding

	\$25K	\$15K	\$5K	\$1K
Co-branded event naming with logo inclusion	✓			
Name inclusion in event title		✓		
Co-branded event logo in all logo usage ¹	✓	✓	✓	

Event Recognition/Listings

	\$25K	\$15K	\$5K	\$1K
Webpage, including registration page	✓	✓	✓	✓
Post-event participant surveys	✓			
Post-event marketing emails	✓	✓	✓	
Post-event marketing emails (name listing only)				✓
All event virtual backdrops	✓			
Session-specific virtual backdrops		✓	✓	
Social media posts with handle tagging	✓	✓		

Opening/Closing Program

	\$25K	\$15K	\$5K	\$1K
Inclusion in Visual Presentation	✓	✓	✓	
Verbal recognition during Program	✓	✓	✓	✓
Verbal remarks from Sponsor (optional)	✓	✓		

Passes

	\$25K	\$15K	\$5K	\$1K
All-Access Conference Passes	✓	✓	✓	✓
Career Panel Participation	✓	✓		

Annual Report Recognition

	\$25K	\$15K	\$5K	\$1K
Annual Report Honor Roll listing (name only)	✓	✓	✓	✓
Highlight in Annual Report event feature	✓	✓		
Listing in Annual Report event feature				✓

All recognition indicates logo inclusion unless otherwise noted.

¹ Includes event invitation, promotional flyers and items, et al.

Sample Logo Recognition

Career Expo Sponsor (\$25,000)



Career Forum Sponsor (\$15,000)

