

career expo

A Career Readiness
Virtual Event

Inspiring Students to Realize
Their Career Potential

November 3, 2022



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.



In CA, less than half of those ages 18-24 enroll in college



70% of jobs today require education beyond high school



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

Investing in Youth

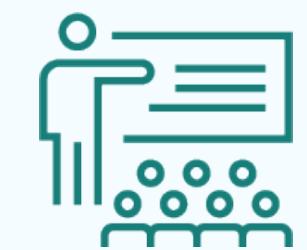
Supporting Career Expo is an investment in our future. Fulfillment Fund's results speak to the incredible returns on your investment:



93% high school graduation



232 scholarships awarded



88% college matriculation



89% college graduation

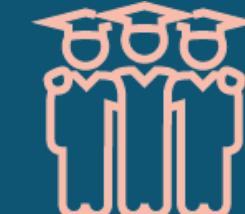


What is Career Expo?

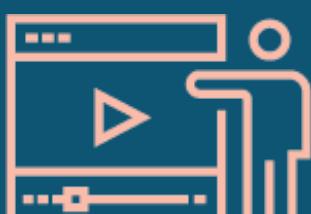
A career readiness virtual event featuring:



THURSDAY,
NOVEMBER 3



FREE FOR
STUDENTS
TO ATTEND



4 WORKSHOPS +
4 CAREER FORUM
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.

In today's evolving job market, students need more guidance than ever about how to apply their postsecondary degrees (and passions!) to launch careers that will lead to upward economic mobility. Through a series of workshops and panels of engaging professionals, this virtual event will inspire students to discover a wide range of employment possibilities, prepare for their job search, build soft skills, network with potential employers, and envision their futures.

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

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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.**

Presenting 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: 8-6

Recognition at a specific college student workshop or career forum panel. Workshop topics include job search strategies, interview prep, graduate school, and confidence-building. Career forum panels feature companies and professionals in the fields of STEM, arts & entertainment, entrepreneurship, and mental health.

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

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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	✓	✓	

All recognition indicates logo inclusion unless otherwise noted.

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			✓	

* Upon availability of appropriate workshop.

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

Sample Logo Recognition

Presenting Sponsor (\$25,000)

COMPANY NAME/HORIZONTAL LOGO

PROUDLY PRESENTS

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Career Forum Sponsor (\$15,000)

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PROUDLY SUPPORTED BY NAME OF COMPANY

COMPANY NAME/HORIZONTAL LOGO

PROUDLY PRESENTS

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PROUDLY SUPPORTED BY NAME OF COMPANY