

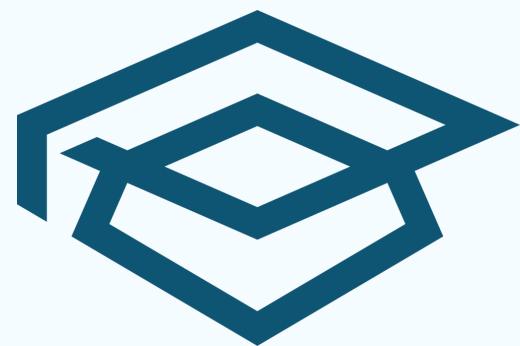
FULFILLMENT FUND'S

career exp

A Career Readiness
Virtual Event

A Blueprint for Success:
Building Connections and
Shaping Your Future

November 7, 2023



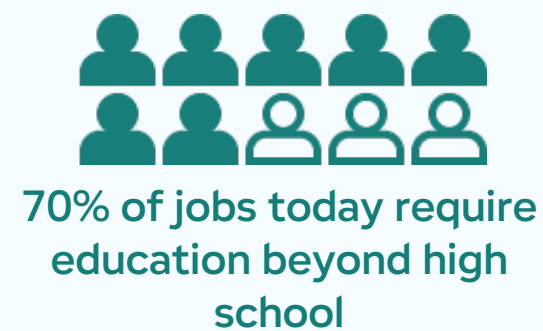
About Fulfillment Fund

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.

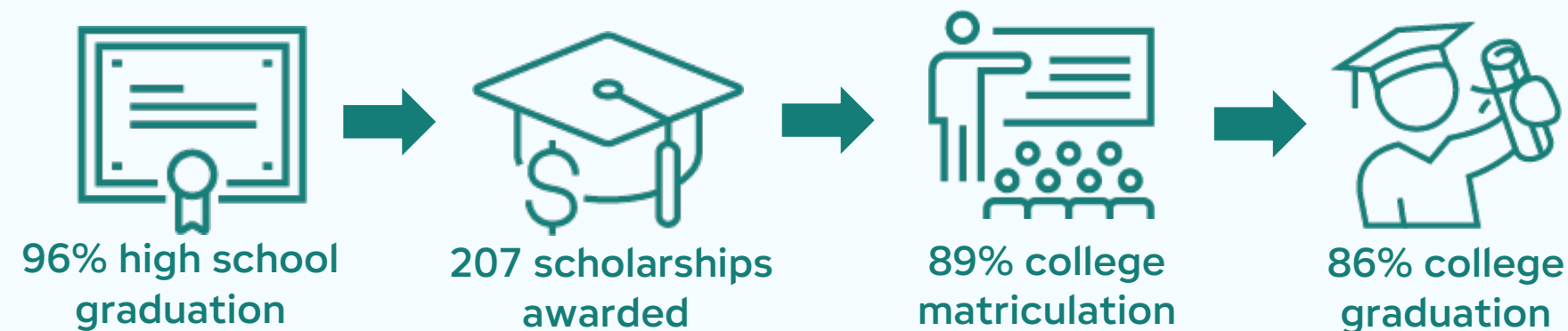
Why Access to Education Matters

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.



Investing in Youth

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



What is Career Expo?

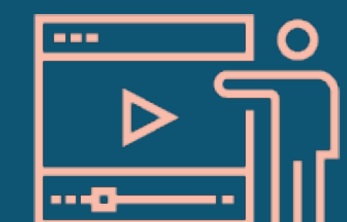
A career readiness virtual event featuring:



TUESDAY,
NOVEMBER 7



FREE TO
STUDENTS



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.

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.

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

Recognition at a specific college student workshop or career forum panel. Workshop topics include crafting a personal elevator pitch, career planning while in college, and building one's network. Career forum panels feature companies and professionals in the fields of STEM, arts & entertainment, business & entrepreneurship, and human services.

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

Award students with a one-time scholarship to help support their college journey (we appreciate the flexibility to award either one student with \$1,000 or two students with \$500 each, as appropriate). Scholarships are effective incentives for continued student engagement throughout the event.

*see sample logos on final page



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)				✓
All event virtual backdrops	✓			
Session-specific virtual backdrops		✓	✓	
Social media posts with handle tagging	✓	✓		

Opening 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 Forum Panel Participation*	✓	✓	✓	

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

All recognition indicates logo inclusion unless otherwise noted.

* 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

career expo 

Career Forum Sponsor (\$15,000)

career expo 

PROUDLY SUPPORTED BY NAME OF COMPANY

COMPANY NAME/HORIZONTAL LOGO

PROUDLY PRESENTS

career expo 

career expo 

PROUDLY SUPPORTED BY NAME OF COMPANY