



## Charter Oak State College Invites You To participate in our 50<sup>th</sup> Anniversary Celebratory Year!

Charter Oak State College was established in 1973 as a degree completion solution for women returning to the workforce in need of credentials. Fifty years later, we are happy to report that we have helped over 17,000 women and men finish their degrees; and are now Connecticut's (all) online public college.

**Will you help us celebrate as we honor our first Fifty Years?  
Please contribute to ensure a solid foundation for the next fifty!**

The 50<sup>th</sup> Year Celebration will honor our past, illuminate our now, and explore our future. We will be celebrating our *golden* milestone through a variety of events, activities, and outreach which we invite you to be a part of.

Please consider attending and contributing a sponsorship, program ad, donation, or something completely unique. We are happy to tailor a sponsorship or donation that matches your philanthropic goals.

**Your contribution of any size will support student success, enhance our communities, and provide you/your firm with prominent recognition.**

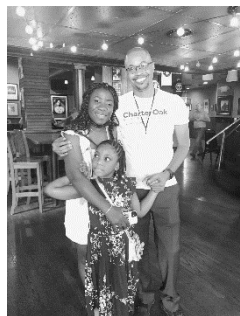
Charter Oak State College is the answer for many working adults, as our graduates span many generations, many careers, and many geographic locations. As a sponsor, your company will be

- **Declaring your commitment** to the worthy cause of **education, access, and equity**
- **Investing in the future** of our workforce and communities
- **Gaining prominent recognition** for your company through our marketing and publicity efforts
- **Promoting your brand** to our large and influential network of students, faculty, staff, alumni, philanthropist, and friends

A sponsorship or donation will help remove barriers, create equity, and directly (and positively) impact degree completion success. Proceeds will help the Charter Oak State College Foundation (a 501C3) provide [more] students scholarships & grants. As students succeed and advance in their careers, they will then in turn, help our communities and businesses thrive. More reason to celebrate!

### **Ensure Brighter Futures and Toast 50 Years of Transforming Lives!**

Contribute today and help transform lives for brighter futures tomorrow. One student, Tamara, a 2022 graduate, explains, "My name is Tamara, and I am a single mom to an intelligent seven-year-old young lady. I am so proud to say that I graduated in June. I never thought that this [degree completion] journey could be possible for me because I am an immigrant and a single mother, living from paycheck to paycheck.



I heard that the Charter Oak State College Women in Transition Program was changing lives and I wanted so desperately to change my life. I wanted to complete my bachelor's degree.

Charter Oak, the WIT Program, and my counselor, Wanda were amazing. I am proud to say, with all this support, my mission was accomplished!"

Tamara has advanced in her career and is referring her coworkers to join our program. **The Need is Great BUT the Resources are Limited. We need you to ensure continued funding for many more women** – single, working, moms, and dads/men too.

Opportunity to Support Education, Equity, and Access!



Give!

### Cheers for 50 years - Support the Future!

Charter Oak State College is pleased to put forward these sponsorship opportunities as we honor our past - our commitment to transforming lives through innovation, dedication, and excellence. Plus, we are also excited to invite you to help build a solid foundation for the future, to help advance our students, alumni, the communities we serve, and our business partners, like you.

Thank you for your consideration on this momentous occasion. We look forward to learning more about your interest and developing a tailored sponsorship proposal based on your philanthropic goals.

### Charter Oak State College 50th Anniversary Events

- Virtual Networking Event February 25, 2023
- Alumni Association Virtual Bingo March 14, 2023
- **Anniversary Weekend**
  - Cheers for Fifty Years (with Beers) Reception June 9, 2023
  - **Gala Celebration June 10, 2023**
  - Yard Goats Game & Reception June 11, 2023
- Anniversary Cake & Open House (at our new location) September 2023
- Employer Appreciation Breakfast November 2023

Attend!

**Plus, a call to action for Volunteerism, and Virtual Personal Interest Classes will be held throughout the year.**

Visit [www.charteroak.edu/50years](http://www.charteroak.edu/50years) for details.

Complete and Return this Form to the address below with check made payable to COSC Foundation 50th Anniversary

Or reserve your sponsorship by returning the form via email to [foundation@charteroak.edu](mailto:foundation@charteroak.edu) (by March 31, 2023)

Contact Carol Hall, for more information or with questions – [chall@charteroak.edu](mailto:chall@charteroak.edu) or 860.515.3889.

\_\_\_\_\_ Yes! I pledge to contribute as follows:

#### 50th Year Sponsorships

#### Community Sponsorships

- |  |  |
|--|--|
| <input type="checkbox"/> \$50,000 Gilded – Named Scholarship   | <input type="checkbox"/> \$5,000 Gala Cocktail Reception Sponsor             |
| <input type="checkbox"/> \$25,000 Legacy – Named Legacy Fund   | <input type="checkbox"/> \$2,500 Employer Appreciation [2023]                |
| <input type="checkbox"/> \$10,000 Signature Sponsor  | <input type="checkbox"/> \$1,500 Works of Arts Contest Sponsor               |
| <input type="checkbox"/> \$7,500 Partner Sponsor   | <input type="checkbox"/> \$1,000 Cheers for 50 Years Reception Sponsor       |
| <input type="checkbox"/> \$2,500 Contributing Sponsor  | <input type="checkbox"/> \$750 Friend of Charter Oak (Gala Tickets and Ad)   |
| <input type="checkbox"/> \$250 (per person) Anniversary Weekend, Reception, Gala, and Baseball Ticket & Reserved 50th History Book |  |
| <input type="checkbox"/> \$100 50th Anniversary <b>Program Book Ad</b>   | <input type="checkbox"/> \$50 50th Anniversary <b>Program Book Sentiment</b> |
| <input type="checkbox"/> _____ Silent Auction Item / Other Donation  |  |

Name \_\_\_\_\_ | Company \_\_\_\_\_

Email \_\_\_\_\_ | Phone \_\_\_\_\_

Payment \$ \_\_\_\_\_ Enclosed | Will Pay Online \_\_\_\_\_ | or Please Call Carol for Pledge Payment Options

## Scholarship Tiers

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### Gilded Sponsor | \$50,000

As the Gilded Sponsor, your contribution will fund a scholarship named in your honor *in perpetuity*. Establishing a Legacy Gift!

Your firm will be the featured sponsor on all promotional materials, including the event website, invitations, programs, and signage. Plus, your firm will be featured in all event publicity and social media promotion throughout the entire year.

### Legacy Sponsor | \$25,000

As a Legacy Sponsor, your company will receive prominent recognition on all promotional materials and the event website. Your company would be featured in publicity and social media promotion, and on a named scholarship established in perpetuity.

- **Named Scholarship.**
- Two reserved tables of 10 (seating for 20)
- Moments at the podium
- Two-page ad in the 50th Anniversary program
- Invitation & free admission to celebratory events
- Prominent recognition at all events
- Verbal recognition at all events
- Signage prominently displayed at all events
- Recognition in all event publicity, including press releases, website, social media, interviews, and printed materials
- Recognition in digital slideshow played during the cocktail reception
  
- Two reserved tables of 8 (seating for 16)
- **Named Scholarship**
- Speaking ability at each event
- Invitation and free admission to all celebratory events
- Full-page ad in the 50th Anniversary Magazine
- Prominent recognition at all events
- Verbal recognition at all events
- Signage prominently displayed at all events
- Recognition in publicity events, including press releases, website, social media, and printed materials

## Community Tiers

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### Signature Sponsor | \$10,000

As a Signature Sponsor, your company will receive recognition on the event website and in the event program. Your company will also be featured in post-event publicities and social media promotion.

- One reserved table (prime seating for 10)
- Verbal recognition at all events
- Podium Moment
- Full-page ad in the 50th Anniversary Program
- Recognition in press releases, website, social media, and printed materials
- Limited to five sponsors

### Partner Sponsor | \$7,500

- One reserved table (seating for 8)
- On-screen recognition
- Half-page ad in the 50th Anniversary Program
- Recognition in press releases, website, social media, and printed materials
- 8 Tickets to Yard Goats Game

### Friend of COSC Sponsor | \$750

- Two (2) tickets to the Gala
- Recognition on the website, social media, and printed materials
- Business Card size Ad 50th Anniversary Program Directory

### Contributing Sponsor | \$2,500

- Four (4) tickets to the Gala
- Quarter-page ad in the 50th Anniversary Magazine
- Recognition on website, social media, and printed materials
- Four (4) Tickets to Yard Goats Game

### Weekend and Gala Ticket | \$250

- Includes Access to the Friday, June 9th Reception, Saturday, June 10th Gala, and Sunday, June 11th Hartford Yard Goats Game
- \*\*Plus, a Reserved copy of the Charter Oak State College History Book

## A La Carte Sponsorship Opportunities

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### **Gala Cocktail Hour Sponsor | \$5,000**

As a sponsor of the cocktail hour, your brand or company name will be prominently displayed at the event and mentioned in all promotional materials leading up to the celebration. Your sponsorship also includes eight (8) complimentary tickets for the cocktail hour and gala.

### **Employer Appreciation Breakfast | \$2,500**

Sponsor this popular event, which recognizes the commitment and support “employers” make to our Charter Oak students. As employers help our students advance in their studies and careers our students respond with appreciation. One Employer will be named as the Golden Acorn Employer of the Year! A breakfast event that receives prominent media attention.

As a Breakfast Sponsor, your company logo will be prominently displayed on signage at the breakfast, as well as in the program and on promotional materials leading up to the event.

### **Cheers for Fifty Years (with Beers) Sponsor | \$1,000 and \$500**

A Toast to 50 Years of Charter Oak State College's academic excellence. Sponsorship opportunities are available, with benefits including logo placement on promotional materials, recognition during the event, and complimentary tickets. These funds will be used where needed most. **Don't miss out on this fun evening - commit to your spot today!**

### **Works of Art Sponsor | \$1,500**

The Charter Oak State College 50<sup>th</sup> Anniversary **Works of Art Contest** allows participants to showcase their talents and creativity in celebration of the college's history. As a sponsor, your brand will be associated with supporting and promoting the arts as well as commemorating this important milestone for Charter Oak State College. There is also opportunity for unique community engagement and visibility, as the art submissions will be displayed on social media, virtually, and at the anniversary celebration. **\$1,500 Arts Enthusiast Sponsor - \$1,000 Platinum - \$500 Bronze**

### **50<sup>th</sup> Anniversary Program Book Ad**

**Be** included in the 50th Anniversary Program Book with an Ad or Sentiment. Be Part of the History and Support Degree Completion! \$100 (Business Card Size Ad) or \$50 Sentiment (23 words or less).

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**Thank you for Helping to Transform Lives and Creating Brighter Futures!**

We hope that you will be a part of Charter Oak State College's 50<sup>th</sup> Anniversary celebration.

*Cheers to 50 Years!*

Please contact Carol Hall (860)515-3889 or email at [chall@charteroak.edu](mailto:chall@charteroak.edu) to learn more.