

# SPONSORSHIP PACKET 2024



WASHINGTON STATE  
**OPPORTUNITY**  
SCHOLARSHIP



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OpportunityTalks is the signature fundraiser of the Washington State Opportunity Scholarship (WSOS), held annually for the past eight years. We're thrilled to announce the OpportunityTalks Luncheon will take place on May 10, 2024 at the Westin Seattle! This free event brings together corporate decision-makers and community leaders ready to power Washington students to power Washington state.

**Join our Scholars, alum, partners, and incredible supporters over lunch at OpportunityTalks!**

In this fun-packed lunch, you'll hear stories of persistence and success from Opportunity Scholar superstars and industry partners.

**Plan now to join hundreds of our region's STEM, health care, and trade industry leaders and investors live.**

**SHARE THE DATE**

**OpportunityTalks**

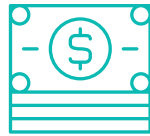
**Friday, May 10, 2024**

Westin Seattle

11:30 a.m. - 1 p.m.

**WHERE ELSE DOES**

**\$1 = \$2?**



**All sponsorships and donations are matched** by the state of Washington, doubling the reach and impact of your investment.

**WASHINGTON STUDENTS FOR WASHINGTON JOBS**

Our first-of-its-kind, public-private partnership builds pathways into high-demand careers for Washington students. Flexible financial aid, support services, and industry connections help low- and middle-income Washington students **access education and training in high-demand trade, STEM, and health care fields.** You can help power our students to power the state of Washington by supporting their degree, certificate, and apprenticeship programs. **Together, we can remove barriers and launch Washington students into Washington jobs.**

**LEADERSHIP STARTS HERE**

Behind the success of our event are our table hosts. Table hosts are corporate leaders and influencers who lend their good names and community standing to WSOS by hosting a table at OpportunityTalks. Each table host fills a table by inviting friends, family, and colleagues. They also commit to considering an event sponsorship or a contribution to the Challenge Fund.

 **I feel secure knowing that I am on the right steps to graduating college.**

— KIMBERLY, OPPORTUNITY SCHOLAR

## WHY SPONSOR AT OPPORTUNITY TALKS?

**The impact is immediate when you commit to unlocking opportunities for low- and middle-income Washington students.** You are helping connect our state's leading industries with top Washington talent by reducing barriers to education and training.

**With your support, WSOS facilitates entry into high-demand careers—a win-win-win for students, industry, and taxpayers.** An Opportunity Scholarship is a promise to remove barriers and launch careers for the students in Washington who are furthest from opportunity.

### OUR SCHOLARS ARE:



**57%** women

**67%** first-generation college students

**70%** students of color

### BACCALAUREATE SCHOLARS



**2x** as likely to graduate in four years, as compared to their peers.

Five years after graduating, recipients earn an average of **\$90K**, which is 2x what their family made when they entered college.



**75%**

of graduates earn a degree in a high-demand field.

### CAREER AND TECHNICAL SCHOLARS



Earn **3x** what their family made when they entered college, making an average salary of **almost \$60K** within one year of graduating.

### JOIN US IN OUR MISSION

Building pathways into high-demand Washington careers for Washington students. We have helped more than 8,000 Scholars graduate to date.

## SPONSORSHIP LEVELS

	PRESENTING PARTNER \$35,000	LEADERSHIP PARTNER \$25,000	ACHIEVEMENT PARTNER \$15,000	INSPIRATION PARTNER \$10,000	INITIATIVE PARTNER \$5,000	INCENTIVE PARTNER \$2,500	EDUCATION PARTNER \$1,500
Invite to exclusive post-event coffee reception with Opportunity Scholars	✓						
Invite to exclusive autumn mixer with Opportunity Scholars	✓	✓					
Company highlights on WSOS' social media	✓	✓					
Declaration of appreciation during the event	✓	✓	✓				
Year-round recognition on WSOS' website	✓	✓	✓	✓			
Company logo included on all event materials	✓	✓	✓	✓	✓		
Acknowledgement in Impact Report	✓	✓	✓	✓	✓	✓	✓
Thank you posts on WSOS' social media	✓	✓	✓	✓	✓	✓	✓
Invitation to host a table at the event	✓	✓	✓	✓	✓	✓	✓

## BENEFITS GUIDE

### SOCIAL MEDIA MENTIONS

- Reaches almost 9,000 followers, including LinkedIn, Facebook, Twitter, and Instagram.
- We will highlight your company's partnership and share our appreciation for your dedication to our mission on all our social media channels.
- We will thank you for your sponsorship and support on all social media platforms.

### WEBSITE PROFILE

- We will share a feature about your company, including quotes from you and your staff about why you're passionate about WSOS, year-round on WSOS' website.

### IMPACT REPORT

- WSOS creates an annual Impact Report that highlights Opportunity Scholars, our partners, and stories of impact and will feature your company or organization.
- Sent to 4,000 donors, partners, and legislators.
- WSOS' 2024 Impact Report will be sent out in March of 2024. ***If you're interested in this benefit, please commit to a sponsorship partner level by February 15, 2024.***

### VIP TABLE AT LUNCHEON

- Sit at a VIP table with an Opportunity Scholar! All sponsors are eligible to fill a table (or two) at the luncheon; prominent placement close to the stage depends on sponsorship level.

### LOGO PLACEMENT IN EVENT PROMOTION

- Your logo will be displayed on the event web page for OpportunityTalks, the invitation for the event, and emails sent to invitees, depending on your level of support!
- Reaches almost 20,000 people.

### POST-EVENT COFFEE RECEPTION

- Presenting Partners are invited to a post-event reception immediately after the OpportunityTalks Luncheon, where you're welcome to continue or spark a new conversation with Opportunity Scholars.
- Coffee, tea, soda, and sparkling water will be provided.

### AUTUMN MIXER

- Partners are invited to connect with Opportunity Scholars, mentors, and Opportunity Scholar alums at an autumn mixer hosted by WSOS. This event presents an opportunity to connect with recent Opportunity Scholar graduates and will allow you to network and make new connections.

To learn more about additional sponsor benefits contact Jess Tholmer:

[jtholmer@waopportunityscholarship.org](mailto:jtholmer@waopportunityscholarship.org)

206-331-6722



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## LOGO SPECS GUIDE

WSOS requires high-resolution logo files for use in print and the web. Please forward your logo package with branding guidelines for review.

- Preferred file requirements: EPS or PDF vector files
- Secondary file requirements: JPEG, 300 dpi
- Please only send a JPEG if an EPS or PDF file is unavailable.  
A JPEG file requires a white background that may not fit the design.  
Also, a JPEG may not print as crisply.

Please email your logo package to Jess Tholmer:  
[jtholmer@waopportunitiescholarship.org](mailto:jtholmer@waopportunitiescholarship.org)



**Jess Tholmer**

Event and Sponsorship Manager

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