

# SPONSORSHIP PACKET 2025



WASHINGTON STATE  
**OPPORTUNITY**  
SCHOLARSHIP



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With more than a decade of impact supporting students from all 39 counties across the state, Washington State Opportunity Scholarship (WSOS) is celebrating a milestone: 10,000 Opportunity Scholar graduates. We hope you can join us for this year’s annual luncheon event, OpportunityTalks, on April 1, 2025 at the Meydenbauer Center in Bellevue. This free event brings together corporate decision-makers and community leaders ready to power Washington students to power Washington state.

**Join Opportunity Scholars, alums, 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.**

**SHARE THE DATE**

**OpportunityTalks**  
**Tuesday, April 1, 2025**  
Meydenbauer Center Bellevue  
11:30 AM - 1:00 PM



**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.

“As a first-gen student, this scholarship isn't just a Band-Aid – it's a superpower. It lets me aim past the bills and stretch towards the stars. It's the fuel for my professional ambitions and the rocket booster for my community impact.

— **Johnson, 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:



**54%**  
women



**62%**  
first-generation  
college students



**65%**  
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.

More than **10,000 Opportunity Scholars** have graduated with a high-demand degree in **Washington state**.

### CAREER & 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

Transforming Washington state by **building pathways to high-demand jobs** that strengthen our communities and economy.

## SPONSORSHIP LEVELS

	PRESENTING PARTNER \$50,000	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 pre-event coffee reception 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 more than 10,000 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 2025. *If you're interested in this benefit, please commit to a sponsorship partner level by February 1, 2025.*

### 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.

### PRE-EVENT COFFEE RECEPTION WITH OPPORTUNITY SCHOLARS

- Presenting Partners are invited to a pre-event reception before the OpportunityTalks Luncheon, where you'll meet and celebrate Opportunity Scholars.
- Coffee, tea, soda, and sparkling water will be provided.

To learn more about additional sponsor benefits contact **Jacque Clinton:**  
[jclinton@waopportunitiescholarship.org](mailto:jclinton@waopportunitiescholarship.org)



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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 vector 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 **Jacque Clinton:**  
[jclinton@waopportunitiescholarship.org](mailto:jclinton@waopportunitiescholarship.org)



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