



pencil

50,000 FUTURES
2021 VIRTUAL GALA SPONSORSHIP

Sponsoring PENCIL's 2021 Virtual Gala will directly connect students to success and increase the impact of our work. Every dollar invested in this campaign has the potential for up to a 38:1 return on investment in the form of net social benefit to the students of New York City. The PENCIL Gala, which will premiere on October 6, will raise funds to impact hundreds of students, and will feature stories of students from across New York City who have benefited from PENCIL's work. Now more than ever, PENCIL's work is needed to support NYC public school students, and the future of New York depends on their success.

\$100,000: Valedictorian (1 Available)

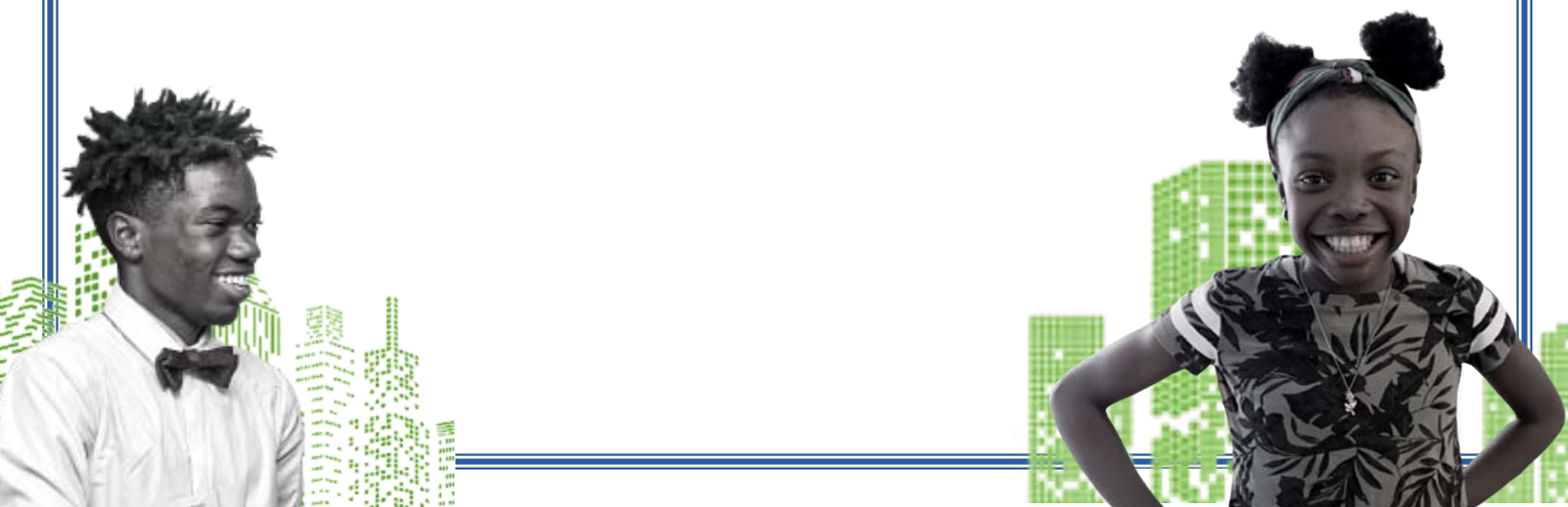
- Recognition as a presenting sponsor during all campaign videos and during virtual gala on October 6
- Logo/name on virtual gala materials
- Logo/name on select virtual gala convening materials and verbal recognition as a campaign sponsor
- Opportunity for an Instagram "takeover"
- Recognition as an annual presenting partner on PENCIL's website
- Logo/name inclusion on website throughout the year

\$50,000: Honor Society (3 Available)

- Verbal recognition as a sponsor during 2021 virtual gala
- Logo/name on virtual gala convening materials and verbal recognition as a campaign sponsor
- Logo/name inclusion as a supporter on PENCIL's website
- Recognition across PENCIL's social media channels (Facebook, Twitter, and Instagram)

\$25,000: Dean's List

- Logo on virtual gala materials
- Recognition as a supporter on PENCIL's website
- Logo (or name) inclusion on website throughout the year
- Recognition across PENCIL's social media channels (Facebook, Twitter, and Instagram)



\$15,000: Champion

- Listing on virtual gala promotional materials
- Recognition across PENCIL's social media channels (Facebook, Twitter, and Instagram)

\$10,000: Leader

- Listing on select virtual gala materials
- Recognition across PENCIL's social media channels (Facebook, Twitter, and Instagram)

\$5,000: Advocate

- Listing on virtual gala materials

\$2,500: Supporter

- Listing on virtual gala materials

\$1,000: Friend

- Listing on the annual report and on our website as a supporter

All gifts of \$1,000 or more will be recognized on PENCIL's website and in our Annual Report.

