



**Alum Rock Counseling Center**

# Annual Fundraising Luncheon

“CELEBRATING THE POTENTIAL IN TODAY’S YOUTH”

**Friday, APRIL 28 2023**

**Pre-Reception: 11:15 am – 12pm**

**Lunch/Program: 12pm - 1:15 pm**

Mexican Heritage Plaza • 1700 Alum Rock Ave, San José, CA

For 49 years, Alum Rock Counseling Center (ARCC) has supported high risk youth in Santa Clara County in breaking cycles of trauma, school failure, and poverty. ARCC’s Annual Fundraising Luncheon is an opportunity to celebrate the successes of our youth, to hear their personal stories of triumph, and to honor the amazing donors and supporters like you who make our work possible.

The pandemic led to unprecedented challenges for the youth & families ARCC serves – physically, financially & emotionally. Offering educational assistance, youth & family counseling, coping/life skills training, and trauma recovery & support, ARCC is helping our local community find renewed hope, envision new futures & build brighter tomorrows. Please join us on April 28, 2023 as we honor the strength and resiliency of our youth!

## SPONSORSHIP OPPORTUNITIES

	<b>Presenting \$15,000</b>	<b>Role Model \$5,000</b>	<b>Mentor \$2,500</b>	<b>Advocate \$1,500</b>
<b>Tables/ Tickets</b>	Two VIP tables in best location (16 tickets)	One and one-half VIP tables in exclusive location (12 tickets)	One table in select location (8 tickets)	One reserved table (8 tickets)
<b>Website/ Social Media</b>	Social media post (with link) featuring your company’s philanthropy; logo with link on ARCC website throughout 2023	Special acknowledgment on social media; logo with link on ARCC website throughout 2023	Logo with link on ARCC website throughout 2023	Logo with link on ARCC website throughout 2023
<b>Event Signage</b>	One company banner displayed at event** Logo on event posters; sign with company name identifying your tables	Logo on event posters; sign with company name identifying your table	Logo on event posters; sign with company name on your table	Logo on event posters
<b>Event Program</b>	Front inside cover, full page color advertisement	Half page color advertisement	Quarter page color advertisement	Logo recognition
<b>Speaking Opportunity</b>	Speak from podium for two minutes & introduce a speaker or honoree	—	—	—

\*\* Sponsor provides the banner to be displayed

**Deadline for Logo/Ad in Program Book: 4/10/23**

**Deadline for Logo on Event Poster: 4/17/23**



Alum Rock Counseling Center

**Annual Fundraising Luncheon**  
"UNMASKING THE POTENTIAL IN TODAY'S YOUTH"  
Friday, APRIL 28 2023

## *Logo/Art Submission Guidelines*

Thank you for being a sponsor for Alum Rock Counseling Center's Annual Fundraising Luncheon. In order to include your company logo in our program book and other event materials, we need to receive it in a specific digital format. Please follow the guidelines below for logos and program book ads. Thank you.

### **Logo submission for sponsors who have NEVER before submitted a logo to ARCC**

- Preferred file format: .ai or .eps vector
- Other accepted file types: PDF, Photoshop, JPEG or PNG (300dpi or higher w/ transparent background)
- Please note: Gif files are never usable for print (they will print blurry).

### **Logo submission for sponsors who have, in the past, ALREADY submitted a logo to ARCC**

- Since we already have your logo in printable format, please simply confirm that how it appeared in prior ARCC event materials (such as the program book) is how you would like it to appear in the promotional materials for this year.
- If your logo has changed or you were not happy with how we displayed your logo in a previous year, please submit your new logo according to the submission guidelines above.

### **Logo submission for web only ([www.alumrockcc.org](http://www.alumrockcc.org))**

- Logos should be no larger than 2.5 inches in either direction, and please save them in a png or jpeg format.
- Please identify the full name of your company in the body of your email (especially if it is not part of your logo)
- Indicate the URL to which your logo should link.

### **Ad Dimensions**

- Quarter Page - 2.5" width by 4" height
- Half page - 5.125" width by 4" height
- Full page non-bleed - 5.125" width by 8.125" height
- Full page bleed - 5.5" width by 8.5" height (trim size, please add .125 bleed)

**Deadline for Logo/Ad Inclusion in Event Program: April 10, 2023**

**Deadline for Logo Inclusion on Event Welcome Poster: April 17, 2023**

**Deadline for Logo Inclusion on [www.alumrockcc.org](http://www.alumrockcc.org): ongoing**

If you have questions, please contact us at [development@alumrockcc.org](mailto:development@alumrockcc.org) or call Stacy Dryer at 408.930.2665.

# ARCC Annual Fundraising Luncheon 2023 SPONSORSHIP FORM

DATE: \_\_\_\_\_  
NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_  
COMPANY NAME: \_\_\_\_\_  
COMPANY ADDRESS: \_\_\_\_\_  
WEBSITE: \_\_\_\_\_

If you were a sponsor of ARCC's Luncheon last year, please check this box if you would like us to use the same logo in this year's event materials.

Please indicate the URL to which your logo should link (if not your website): \_\_\_\_\_

## SPONSORSHIP

I/we would like to sponsor ARCC's Annual Luncheon at the following level:

- PRESENTING SPONSOR \$15,000 (16 seats)       ROLE MODEL SPONSOR \$5,000 (12 seats)  
 MENTOR SPONSOR \$2,500 (8 seats)       ADVOCATE SPONSOR \$1,500 (8 seats)

If you do not plan to fill all of your seats and would like to donate some back to ARCC for program youth, staff or guests of honor to attend the event, please indicate: \_\_\_\_\_ # seats to be donated

- I CANNOT ATTEND THE EVENT BUT WOULD LIKE TO DONATE \$ \_\_\_\_\_ (indicate amount)

Make checks payable to: **Alum Rock Counseling Center, Inc.**  
Mail Sponsorship Form and Check to:  
Stacy Dryer, CDCO, 1245 East Santa Clara Street, San Jose, CA 95116

### METHOD OF PAYMENT:

- Enclosed **Check** # \_\_\_\_\_ for \$ \_\_\_\_\_ made payable to **Alum Rock Counseling Center**  
 **Credit Card**      Type:  **Visa**       **MC**       **AmEx**       **Discover**

NAME ON CARD: \_\_\_\_\_  
CARD NUMBER: \_\_\_\_\_ EXP: \_\_\_\_\_ CVV#: \_\_\_\_\_  
CARD ADDRESS: \_\_\_\_\_  
SIGNATURE: \_\_\_\_\_

**Got questions?** Please contact: Stacy Dryer, Chief Development & Communications Officer, at 408-930-2665 or [sdryer@alumrockcc.org](mailto:sdryer@alumrockcc.org)

*Alum Rock Counseling Center is 501(c)3 organization with federal ID#23-7367637*

Alum Rock Counseling Center | 1245 East Santa Clara Street, San Jose, CA 95116 | 408-240-0070 | [www.alumrockcc.org](http://www.alumrockcc.org)