



# Salem/Keizer Coalition for Equality

Equity | Education | Empowerment

Dear Business owner/manager,

At Salem Keizer Coalition for Equality, we've served Latino families in the Salem/Keizer area for almost 20 years. On **Thursday, April 23, 2020** we will be celebrating our Annual Luncheon, **"Celebrating Latino Parents – the First Teachers"** and I am excited to share with you the opportunity to be one of our **sponsors!**

Over 200 attendees will see your contribution—local and statewide community members and leaders, educators, business owners, philanthropists, and supporters from every sector. The benefits of promoting your business and your social commitment are well worth your investment. We will celebrate our founding, our accomplishments, and our plans to ensure the future success of our children.

Share our vision publically with your customers, that every child and youth from every background --

- receives equitable education and an equal opportunity to succeed
- is academically prepared to graduate ready for college and/or a skilled career
- lives in a healthy, economically stable and inclusive community
- is well-represented in our society and in the institutions that serve us

**Our mission is to advocate and partner with Latino families, schools and communities to ensure equitable educational outcomes.** It never fails to thrill us when parents from our past thank us and talk about their children's successes: grades, honor roll, graduating, going to college, finding a good career.

SKCE has been working with the school board, the Salem Keizer School District, and the MP Early Learning Hub to support their outreach and community input process for the Student Investment Account (SIA). The district's task force will decide how to spend Salem Keizer's share, \$35 million of new education funding. Parents, community members and school staff have identified struggling student groups who need intentional, focused resources. A part of that job was to conduct focus groups in our Spanish speaking community. Our fantastic parent/staff reached out to hundreds of program participants and conducted the largest number of focus groups with the largest number of Latino/a/x parents in the district. The advocacy of SKCE Latino/a/x staff and



Focus groups at SKCE—table of teens and table of parents

parents was critical to the process of getting a true picture of the needs of nearly half the students in the district.

The largest one was on November 21<sup>st</sup>, SKCE staff recruited over 80 parents, 18 teens and cared over 40 children! School board members, district leaders, even the Superintendent came to watch and participate! They were amazed and so thankful for our contribution to this important work of the SIA committee.

We need to raise \$25,000 from our event this year. Sponsor our Annual Luncheon and help us increase the number of hard working parents we can serve. Our community will be stronger, healthier and more economically stable because of you.

Please reach out to me: Miriam Cummins, by email to [mcummins@skcequality.org](mailto:mcummins@skcequality.org) or by phone at 541-602-2740.

We can't wait to hear back! Thank you for your support!



Superintendent Christy Perry helps with one of many babies

*Miriam G. Cummins*

Miriam Cummins, Resource Development and Executive Assistant




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## *Celebrating Latino Parents – the First Teachers*

### SPONSORSHIP OPPORTUNITIES

					
	TITLE SPONSOR	GOLD SPONSOR	PINK SPONSOR	RED SPONSOR	GREEN SPONSOR
SPONSORSHIP BENEFITS	\$2000	\$1500-\$1999	\$750-\$1499	\$300-\$749	\$100-\$299
# of free luncheon seats	4	3	2	1	
<b>PRE-EVENT RECOGNITION</b>					
Logo and link on event webpage	●	●	●	●	●
Logo on our SKCE Facebook page	●	●	●	●	
Logo and link on SKCE website	●	●			
Logo and 15 sec advertisement on CCTV	●	●			
<b>ON-SITE RECOGNITION</b>					
Logo printed on luncheon program	●	●	●	●	●
Logo on luncheon video	●	●	●	●	●
Logo on signboard near event stage and at registration	●	●	●	●	●
Verbal recognition in the welcome address	●	●			
Placement of your promotional items on luncheon tables	●				
<b>POST-EVENT RECOGNITION</b>					
Logo of video online after luncheon	●	●	●	●	●
Logo in our e-newsletter	●	●	●		
Logo and link on SKCE website until end of 2019	●	●			

Please contact Miriam Cummins by email, [mcummins@skcequality.org](mailto:mcummins@skcequality.org) or at 541-602-2740 if you are interested in one of these sponsorship levels or if you have any questions.