



2021 Step Up Celebration Sponsorship Opportunities

YOUR SUPPORT TRANSFORMS LIVES

Steps to Success ("Steps") gives local students from low-income families a step up on the path to a successful career. Steps works to narrow the economic opportunity gap by providing long-term educational enrichment and support for over 300 students in the Public Schools of Brookline.

Your support transforms lives by giving Steps students access to the same kind of academic support and professional role models available to their more affluent classmates. Your show of civic pride and generosity also raises your local profile, generates goodwill, and fosters relationships among other top individual supporters and Brookline community leaders.

Who Are Steps Students?

The vast majority of Steps students live in Brookline Housing Authority (BHA) or subsidized housing, and most are students of color. The typical Steps family survives on less than \$20,000 per year, creating an acute experience of income inequality for Steps students among their Brookline peers. Over 75% of Steps' student households are led by single women.

Steps' Personalized Approach and Lifelong Impact

Steps staff works individually with each Steps student, supporting them at every step from Grade 4 through college graduation. This long-term, sustained investment yields amazing results: over 95% of Steps students finish college in 4-6 years — seven times the national average for first-generation college students. Steps works!

Collaborative and Community Supported

Steps collaborates closely with the Public Schools of Brookline and BHA to leverage resources and provide coordinated services to Steps students and their families. Local businesses and organizations are also vital to our mission, providing volunteers, mentors, internship placements, and financial sponsorship.





Step Up Celebration Sponsor Benefits

SPONSORSHIP LEVELS and BENEFITS



"Step Up" sponsors are recognized on the Steps website and in our annual Impact Report, social media and digital communications, as summarized below. **Sponsors at the Leader level and above** also become institutional members of the Steps Educational Equity Society (SEES), with designated representatives invited to SEES Forums with other community leaders. Benefits vary by level.

Recognition Type (January - May)	Partner \$10,000	Champion \$5,000	Advocate \$2,500	Leader \$1,000	Community Sponsor \$500	Contributing Sponsor \$300
Email Campaign Sponsor Display	Top-level logo in all 8 emails	Prominent logo in all 8 emails	Logo in all 8 emails	Listing in all 8 emails	Listing in 5 emails	Listing in 2 emails
Step Up Webpage Sponsor Display	Top-level logo for 1 year	Prominent logo for 1 year	Logo for 1 year	Listing for 1 year	Listing for 6 months	–
Social Media Mentions	3 spotlight posts	2 spotlight posts	1 spotlight post	Group post	–	–
Inclusion in Campaign Videos	Prominent logo	Large logo	Logo	–	–	–
Virtual Speaking Role	1 minute in final video	30 seconds in penultimate video	–	–	–	–

We invite you to become a Step Up sponsor TODAY!

For more information, or to discuss the ideal sponsorship option for your business, please contact **Shoma Haque**, Executive Director, at 617.713.5310 or shaque@stepstosuccessbrookline.org.





Step Up Celebration Sponsor Commitment Form

CONTACT INFO

Company Name	Contact	
Contact Title	Phone	Email
Address	City, State ZIP	

SPONSORSHIP LEVEL *Benefits at each level are shown on the previous page.*

- | | | |
|--|---|--|
| <input type="checkbox"/> \$10,000 - Partner | <input type="checkbox"/> \$5,000 - Champion | <input type="checkbox"/> \$2,500 - Advocate |
| <input type="checkbox"/> \$1,000 Leader | <input type="checkbox"/> \$500 - Community Sponsor | <input type="checkbox"/> \$300 - Contributing Sponsor |

PAYMENT METHOD

- ☐ **Check** *Payable to: Steps to Success. Please mail to P.O. Box 470421, Brookline, MA 02247*
- ☐ **Credit card** *Please charge the amount indicated above to the credit card below:*

Cardholder Name	Signature	/
Card #	Expiration	CVV

- ☐ **Invoice** — Please send an invoice for this sponsorship.
Provide contact information, if different from above, and note any special billing requirements.

ADDITIONAL INFORMATION REQUESTS

- ☐ Send details on 20th Anniversary events when available.
- ☐ Please contact us about mentoring or other volunteer opportunities for employees.
- ☐ Other: _____

THANK YOU for partnering with Steps to Success to create a path to a brighter future for our students!

For more information, contact: **Shoma Haque**, Executive Director, at shaque@stepstosuccessbrookline.org or 617.713.5310.

