



2024

BEAT *the* ODDS

SPONSORSHIP OPPORTUNITIES

ABOUT BEAT THE ODDS

Stand for Children is a non-profit education advocacy organization dedicated to ensuring every student in Oregon, regardless of background or circumstance, graduates high school on time, prepared for college, a career, or both.

Every year, we unite business and civic leaders, legislators, educators, parents, and local community members to celebrate inspiring

high school seniors who overcome tremendous obstacles as they earn their diplomas, and award them with \$20,000 scholarships to help make their dreams of a college degree reality.

This is your chance to advocate for academic excellence and invest in the incredible work we do year-round to help Oregon students succeed—which is needed now more than ever.

JOIN US!

Sentinel Hotel

614 SW 11th Ave
Portland OR 97205

Thursday, November 14th

11:30 a.m. – 1:00 p.m.

CONTACTS

Sponsorships

Sarah Pope
spope@stand.org
503-621-2458

Marketing & Media Inquiries

Jessie Ayala
jayala@stand.org
702-513-2939

Table Purchases & Donations

Janene Kajitani
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503-577-7485

Event Details

Kaylee Chrystal
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541-678-0208



STAND'S IMPACT



OUR FOCUS

We are a movement of students, parents, educators, community leaders and education advocates focused on education equity and racial justice. We will not rest until every student in Oregon has equitable access to a world-class education that prepares them for life beyond the classroom, whether their path leads to college, a career, or both.



LEADERSHIP DEVELOPMENT

Partnering with parents to support their child's education and helping them become strong advocates.



ADVOCACY

We conceptualize data-driven legislation with a focus on statewide solutions, drafted to make the most impact for historically and currently underserved populations. We advocate for policies that help students reach make-or-break milestones like reading proficiently by the end of third grade, being on track in ninth grade, and graduating from high school.



IMPLEMENTATION

Policy is only as strong as its implementation; we work tirelessly to ensure that the changes we fight for reach classrooms and directly support students to make measurable gains in achievement.

OUR IMPACT

2016

Stand writes and passes the High School Success Act (Measure 98) at the ballot box.

2018

The High School Success Act is fully funded by lawmakers with \$300 million.

2019

Lawmakers develop (with input from Stand) the Student Success Act, which makes targeted investments statewide.

2020

Now that Measure 98 has been implemented, we see a 6-point increase in graduation rates with gains for every student group.

2021

Stand, in coalition with local organizations, helps elect 4 education champions to Salem-Keizer's school board, creating a student-centered school board.

Stand writes and passes House Bill 2001, which protects culturally and linguistically diverse teachers from being disproportionately affected by layoffs.

2022
2023

Stand successfully advocates for the Early Literacy Success Initiative, which responds to Oregon's early literacy crisis with \$144 million in targeted funding for research-backed strategies.

2024

Launching Early Literacy Demonstration Sites.

THANK YOU TO OUR 2023 BEAT THE ODDS SPONSORS



TRACI & JOHN WHEELER

2024 BEAT THE ODDS

SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIP LEVELS INCLUDE:

- Logo or name recognition within;
 - Stand for Children and Beat the Odds event websites
 - Press releases and media outreach
 - Event invitations (with commitment by 9/1/24)
 - Event program
 - Pre-event slide show
- Social media formatted, custom-designed graphic for your use
- Invitation for you and your guests to attend the Scholar Reception
- Verbal recognition at the event
- An invitation to Stand's exclusive spring "Business Leaders for Education" networking event

DEAN'S LIST - \$50,000

- Feature letter in program - "Why we support Stand"
- Your ad in the event program
- Premium logo placement throughout the event
- Premium table for ten at event
- Prominent recognition in email to our 20k subscribers including a link to your website
- Special recognition at Spring Business Leaders for Education networking event
- Acknowledged and thanked on LinkedIn by Stand Board Members and/or Leadership ahead of event (*estimated 1,000+ connections*)

CLASS PRESIDENT - \$25,000

- Logo featured on final frame of each program video shown at the event
- Logo featured on the "About our Scholars" video landing page at stand.org
- Premium table for ten at event
- Prominent recognition in email to our 20k subscribers including a link to your website
- Acknowledged and thanked on LinkedIn by Stand Board Members and/or Leadership ahead of event (*estimated 1,000+ connections*)

2024 BEAT THE ODDS

SPONSORSHIP OPPORTUNITIES

(CONTINUED)

HONOR ROLL - \$15,000

- Table for ten at event
- Recognition in email to our 20k subscribers including a link to your website
- Acknowledged and thanked on LinkedIn by Stand Board Members and/or Leadership ahead of event (*estimated 1,000+ connections*)
- **Additional recognition opportunity as Scholar Reception sponsor;**
(*one sponsor: first come, first served*)
 - Opportunity to deliver welcome remarks at scholar reception
 - Logo featured on signage at scholar reception
- **Additional recognition opportunity as Scholar School Gear sponsor;**
(*one sponsor: first come, first served*)
 - Opportunity to present gear to students onstage
- Photo op with scholars

ELITE TUTOR - \$10,000

- Table for ten at event
- Recognition in email to our 20k subscribers
- **Additional recognition opportunity as Paddle Raise sponsor;**
(*one sponsor: first come, first served*)
 - Logo recognition on paddles
- **Additional recognition opportunity as Scholar Laptops sponsor;**
(*one sponsor: first come, first served*)
 - Opportunity to present laptops to students onstage
- Photo op with scholars

2024 BEAT THE ODDS

SPONSORSHIP OPPORTUNITIES

(CONTINUED)

CLASSROOM ADVOCATE - \$7,500

- Table at event including 10 guest tickets
- Recognition in email to our 20k subscribers

FUTURE WORKFORCE ADVOCATE - \$5,000

- Table for ten at event

STUDENT SUPPORTER - \$2,500

- Four tickets to the event

BOOSTER CLUB CHALLENGE MATCH SPONSOR

Special opportunity to provide matching gift funds for a specific level during the paddle raise. Each match is unique and will be arranged according to your priorities.