

INSTITUTE FOR
EDUCATIONAL
ADVANCEMENT

25 years



2023

Sponsorship & Advertising Opportunities

25th Anniversary Celebration Gala

Saturday, September 23, 2023
San Gabriel Country Club, San Gabriel, CA

Guiding and Connecting Curious Minds

The Institute for Educational Advancement (IEA) is an educational organization dedicated to the intellectual, creative, and personal growth of our nation's gifted and advanced youth. We develop engaging educational experiences that challenge students, promote mentorship and foster the exploration of ideas.



"Our goal, the heart and mission of IEA, is to help the gifted child grow and live a purposeful, meaningful life in whatever way they choose."

Elizabeth D. Jones, President + Founder, IEA

How we serve the gifted community


11,000+ students served to date

95% of all fundraising directly supports programs


484 students received free programs or financial aid from IEA in 2022
(more than two-thirds of our students)


95% program satisfaction rate


Our digital reach in 2023


 **WEBSITE:** 25,000+ monthly visits

 **FACEBOOK:** 4,000 followers

 **TWITTER:** 5,000 followers

 **INSTAGRAM:** 1,200 followers

 **LINKEDIN:** 500 followers

 **YOUTUBE:** 300 subscribers

Discover IEA programs



Academy

Year-round advanced supplemental enrichment classes for students in K-8th grade.



Caroline D. Bradley Scholarship

A merit-based, need-blind high school scholarship in the United States for gifted students who apply in the 7th grade.



EXPLORE

Research opportunities for 9th-12th graders to work with mentors and gain hands-on experience in science, art and other fields.



LABS

Learning Among Brilliant Scientists (LABS) is a program for 7th-12th grade students interested in STEM to work with scientists and learn more about their research.



Spyglass Online Workshops

Spyglass digital workshops are a nationwide opportunity for students to access live, interactive educational sessions led by content-area specialists.



Yunasa Summer Camps

Yunasa summer camps are week-long residential programs for 10-15 year olds with a focus on finding balance and growth in all aspects of self.

Sponsorship and Advertising Opportunities



25th Anniversary Celebration Gala

September 23, 2023 at the San Gabriel Country Club in San Gabriel, CA.

☐ **FOUNDER: \$5,000**

- VIP seating and dinner for 12 guests (1 premier table). If you are unable to attend/use tickets, please consider donating your tickets for use by IEA teachers, alumni or students.
- Recognition as a lead sponsor (name or logo) in sponsors list in printed and digital commemorative program book and in program video/remarks.
- Premier recognition (name or logo) on IEA website (25,000+ monthly visitors).
- Premium full-page ad or tribute message in printed and digital commemorative program book (inside cover or back cover).
- Recognition in five (5) social media posts on IEA channels (11,000+ followers).

☐ **LEADER: \$2,500**

- VIP seating and dinner for 10 guests (one table). If you are unable to attend/use tickets, please consider donating your tickets for use by IEA teachers, alumni or students.
- Recognition as a major sponsor (name or logo) in sponsors list in printed and digital commemorative program book and in program video .
- Premier recognition (name or logo) on IEA website (25,000+ monthly visitors).
- Full-page ad or tribute message in printed and digital commemorative program book posted on IEA website.
- Recognition in three (3) social media posts on IEA's channels (11,000+ followers).

☐ **AMBASSADOR: \$1,000**

- Seating and dinner for four (4) guests. If you are unable to attend/use tickets, please consider donating your tickets for use by IEA teachers, alumni or students.
- Recognition (name or logo) in sponsors list in printed and digital commemorative program book.
- Recognition (name or logo with link) on IEA website (25,000+ monthly visitors).
- Half-page ad or tribute message in printed and digital commemorative program book posted on IEA website
- Recognition in two (2) social media posts on IEA's channels (11,000+ followers).

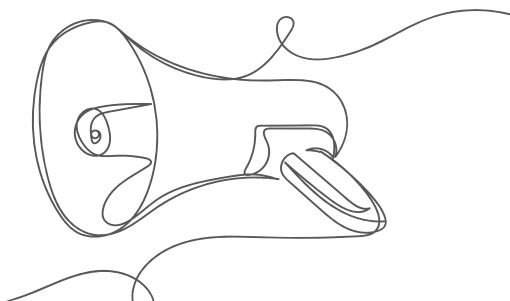
☐ **SUPPORTER: \$500**

- Seating for two (2) guests. If you are unable to attend/use tickets, please consider donating your tickets for use by IEA teachers, alumni or students.
- Recognition (name or logo) in sponsors list in printed and digital commemorative program book.
- Recognition (name or logo) on IEA website (25,000+ monthly visitors).
- Half-page ad or tribute message in printed and digital commemorative program book posted on IEA website.
- Recognition in one (1) social media post on IEA's channels (11,000+ followers).

☐ **PATRON: \$300**

- Half-page ad or tribute message in printed and digital commemorative program book posted on IEA website.
- Recognition (name or logo) in sponsors list in printed and digital commemorative program book.
- Recognition (name or logo) on IEA website (25,000+ monthly visitors).
- Recognition in one (1) social media post on IEA's channels (11,000+ followers).

☐ **INDIVIDUAL EVENT TICKET: \$175 per person**



Advertising and Tribute Message Opportunities

☐ PREMIUM FULL PAGE AD: \$1,000

- Full page premium (inside cover or inside back cover) ad or tribute message in printed and digital commemorative program book posted on IEA website.
- Ad/tribute message prominently posted on IEA events website.
- Ad/tribute message shared in two (2) social media posts on IEA's channels (11,000+ followers).

☐ FULL PAGE AD: \$500

- Full page ad or tribute message in printed and digital commemorative program book posted on IEA events website.
- Ad/tribute message shared in one (1) social media post on IEA's channels (11,000+ followers).

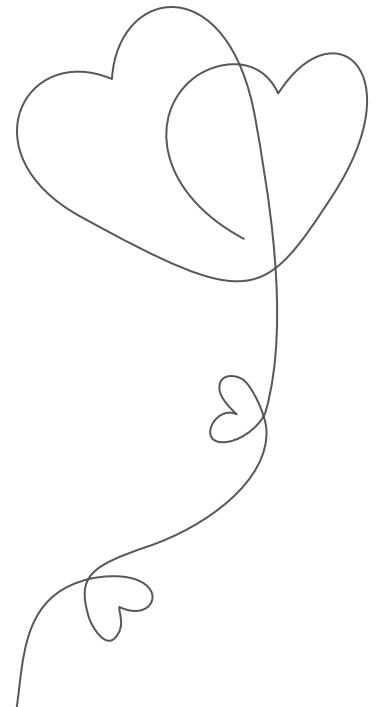
☐ HALF PAGE AD: \$250

- Half page ad or tribute message in IEA's printed and digital commemorative program book posted on IEA events website.
- Recognition in one (1) social media post on IEA's channels (11,000+ followers).

☐ LOGO/NAME PRINTED IN SUPPORTER LIST: \$100

- Include your logo or name in our "Congratulations IEA" Supporter list on IEA's website and in printed and digital commemorative program book.

Families and businesses may create their own digital or tribute message file for the program book or request that IEA create the ad or message for them. See examples below:



we support gifted

Thank you to the *Institute for Educational Advancement* for your generous support over the years and for the opportunity to be a part of the CDB community.

—The Smith Family



[Your business name here] recognizes

Grayson Kent

for his work as a teacher and supporter of gifted youth.



[Your Image Here]



[Your Tag Line or Call to Action]

website | (xxx) xxx-xxxx

SUBMISSION REQUIREMENTS

Please submit final artwork by August 31, 2023. Artwork submission guidelines and specs will be sent to you upon request, or our team can help support the ad creation.

For questions or more information, please contact Jane Laudeman at jlaudeman@educationaladvancement.org or (626)403-8900.

Sponsorship and Advertising Response Form

SPONSOR or ADVERTISER INFORMATION

Name to be listed: _____

Contact Name: _____ Title: _____

Address: _____

City, State, Zip: _____

Email: _____ Phone: _____

SPONSORSHIP PARTICIPATION LEVEL

☐ \$5,000 FOUNDER ☐ \$2,500 LEADER ☐ \$1,000 AMBASSADOR ☐ \$500 SUPPORTER ☐ \$300 PATRON

DONATION ONLY in support of 25th Anniversary

☐ \$5,000 ☐ \$2,500 ☐ \$1,000 ☐ \$500 ☐ \$250 ☐ Other: \$ _____

ADVERTISEMENT/TRIBUTE MESSAGE LEVEL

☐ \$1,000 PREMIUM FULL-PAGE AD

☐ \$500 FULL PAGE AD

☐ \$250 HALF PAGE AD

☐ \$100 LOGO/NAME PRINTED IN "CONGRATULATIONS IEA" SUPPPORTER LIST

EVENT TICKETS

☐ \$175 INDIVIDUAL TICKET QTY _____

PAYMENT INFORMATION

CHECK: Please complete this form and send it with a check made payable to Institute for Educational Advancement at the address below.

CREDIT CARD: Please visit www.educationaladvancement.org/25th-anniversary-celebration to make a contribution in the amount of your participation level OR please complete this form with credit card payment information and email to jlaudeman@educationaladvancement.org or mail to the address below.

☐ Visa ☐ Mastercard ☐ American Express

Card #: _____ Exp: _____ CVV code: _____

Name on Card: _____ Signature: _____

Billing Address: _____

City, State, Zip: _____

Please respond by August 31, 2023.

For more information, please contact Jane Laudeman at jlaudeman@educationaladvancement.org or 626-403-8900.

Mail check/completed form to:

Institute for Educational Advancement
569 South Marengo Avenue
Pasadena, CA 91101
Federal Tax ID #95-4695698

