

The Hostos  
Community College  
Foundation

Presents

the **ART**  
of **GIVING**  
2014 Annual Gala

Sponsorship & Advertising  
Opportunities

The background of the entire page is a dark blue textured surface. Overlaid on this are several large, abstract, bright yellow geometric shapes. These shapes include a long diagonal bar, a large irregular polygon, a smaller parallelogram, and a wide curved base at the bottom right, creating a dynamic and modern visual composition.



## HOSTOS COMMUNITY COLLEGE FOUNDATION 2014 ANNUAL GALA

FRIDAY, MAY 2, 2014

GLEN ISLAND HARBOUR CLUB

### SPONSORSHIP LEVELS

#### **\$25,000 Presenting Sponsor**

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- Two premium tables (20 seats)
- Prominent sponsorship recognition on Hostos Community College electronic billboard in prime location (intersection of Grand Concourse & 149<sup>th</sup> Street) for spring semester
- Sponsorship recognition in a New York *Daily News* ad post-Gala (a circulation of over 500,000), if secured by April 10
- Sponsorship recognition in the May Hostos Continuing Education brochure, post-Gala ad, with a circulation of 250,000 households, if secured by April 10
- Company recognition in all press and marketing materials to promote Gala, such as invitation, Foundation website and e-blasts, if secured by March 28
- Rotation of logo at Gala event via digital screens
- Sponsorship logo recognition in monthly e-newsletter, during spring semester, to 14,000 constituents
- Prominent logo placement on gift bag
- Inclusion in social media promotion including Facebook and Twitter
- Inclusion in electronic journal for all guests
- Name an endowed scholarship that will go on in perpetuity

#### **\$15,000 College Sponsor**

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- One premium table (10 seats)
- Sponsorship recognition and acknowledgement from the stage
- Sponsorship recognition in the May Hostos Continuing Education brochure, post-Gala ad, with a circulation of 250,000 households, if secured by April 10
- Company recognition in all press and marketing materials to promote Gala, such as invitation, Foundation website and e-blasts, if secured by March 28
- Rotation of logo at Gala event via digital screens
- Sponsorship logo recognition in monthly e-newsletter, during spring semester, to 14,000 constituents
- Prominent logo placement on gift bag
- Inclusion in social media promotion including Facebook and Twitter
- Inclusion in electronic journal for all guests
- Name an endowed scholarship that will go on in perpetuity

#### **\$10,000 Diamond Sponsor**

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- One premium table (10 seats)
- Sponsorship recognition and acknowledgement from the stage
- Sponsorship recognition in the May Hostos Continuing Education brochure, post-Gala ad, with a circulation of 250,000 households, if secured by April 10
- Company recognition in all press and marketing materials to promote Gala, such as invitation, Foundation website and e-blasts, if secured by March 28
- Rotation of logo at Gala event via digital screens
- Sponsorship logo recognition in monthly e-newsletter, during spring semester, to 14,000 constituents
- Logo placement on gift bag
- Inclusion in social media promotion including Facebook and Twitter

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- Inclusion in electronic journal for all guests
- Name an endowed scholarship that will go on in perpetuity

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**\$6,000 Platinum Sponsor**

- One premium table (10 seats)
- Sponsorship logo on Foundation website
- Sponsorship logo recognition in monthly e-newsletter, during spring semester, to 14,000 constituents
- Inclusion in social media promotion including Facebook and Twitter
- Inclusion in electronic journal for all guests
- Rotation of logo at Gala event via digital screens
- Option of a one-time named partial scholarship for one student

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**\$4,000 Gold Sponsor**

- Six (6) seats
- Sponsorship logo on Foundation website
- Sponsorship logo recognition in monthly e-newsletter, during spring semester, to 14,000 constituents
- Inclusion in social media promotion including Facebook and Twitter
- Inclusion in electronic journal for all guests
- Rotation of logo at Gala event via digital screens

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**\$1,500 Caiman Sponsor**

- Two (2) seats
- Sponsorship logo on Foundation website
- Inclusion in social media promotion including Facebook and Twitter
- Inclusion in electronic journal for all guests
- Rotation of sponsorship listing at Gala event via digital screens

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**\$1,500 Advertiser**

- Sponsorship recognition in the May Hostos Continuing Education brochure, post-Gala ad, with a circulation of 250,000 households, if secured by April 10
- Sponsorship logo recognition in monthly e-newsletter, during spring semester, to 14,000 constituents
- Sponsorship logo on Foundation website
- Sponsorship recognition in playbill for Spring productions at the Hostos Center for Arts & Culture, if secured by March 1
- Rotation of ad at Gala
- Inclusion in electronic journal for all guests

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**\$750 Advertiser**

- Sponsorship logo on Foundation website
- Sponsorship recognition in playbill for Spring productions at the Hostos Center for Arts & Culture, if secured by March 1
- Rotation of ad at Gala
- Inclusion in electronic journal for all guests

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**\$375 Friends of Hostos Tickets**

- One (1) ticket for reception and dinner

HOSTOS COMMUNITY COLLEGE FOUNDATION  
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FRIDAY, MAY 2, 2014

**ADVERTISEMENT OPPORTUNITIES**  
**E-Journal Ad Deadline is March 28, 2014**

Hostos Community College Foundation is accepting advertisements for The Hostos Community College 2014 Gala Celebration to take place on Friday, May 2, 2014.

**Advertisement Specifications:**

**E-Journal Ad:**

Prices are dependent upon size selection. The journal ad template is below, which shows the E-journal layout and size options.

Send ad as a high-quality image (300 dpi or higher resolution with no blurring and excellent clarity), most suitably in the following formats: jpeg, jpg, gif and pdf.

Full Page Ad. E-Journal 6 1/2" x 9" Portrait Orientation \$1,500	Half Page Ad. E-Journal 6 1/2" x 4 1/2" Landscape Orientation \$750	Electronic Ad. Monitor 1920 x 1080 Pixels Landscape Orientation
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**Electronic Ad (Monitor):** 1920 x 1080 pixels horizontal ad, high resolution (300 dpi) PDF full-color. All sponsors.

**Logo:** Please send your company/organization logo package (300 dpi or higher resolution).

**Graphics Submission:**

All ad materials must be submitted in print-ready file format. Please send files to: oia@hostos.cuny.edu.

**Other Business Promotion Opportunities:**

If your business is interested in capitalizing on this market's vast potential, consider other business promotional opportunities the 2014 Gala Celebration has to offer, including: **in-kind donations** for our **Silent Auction**; **in-kind promotional items** to be included in our **gift bags**; and, **Gala sponsorship opportunities**.

To secure your sponsorship or request a sponsorship package, please call 718-518-4152 or email oia@hostos.cuny.edu.

HOSTOS COMMUNITY COLLEGE FOUNDATION  
**2014 ANNUAL GALA**  
FRIDAY, MAY 2, 2014

**GALA PAYMENT FORM**

**TO SUPPORT SCHOLARSHIPS AND THE EDUCATIONAL MISSION OF THE COLLEGE**

**Contact Information:**

Name: (if applicable, as you would like to be listed)

Organization: (if applicable, as you would like to be listed)

Email: \_\_\_\_\_

Address: \_\_\_\_\_ Apt: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_

**This payment is to purchase: (you may indicate more than one)**

1) \_\_\_\_\_ Sponsorship Level

4) \_\_\_\_\_ Silent Auction Donation\*

2) \_\_\_\_\_ E-Journal Ad ONLY (Full Page/Half Page)

5) \_\_\_\_\_ In-kind donations for Gala gift bag\*

3) \_\_\_\_\_ Friends of Hostos Ticket(s)

\* Please fill out information in the back of this form.

**I/We intend to make payments via the following method:**

Please charge my: ☐ Visa ☐ MasterCard ☐ American Express

Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Apt: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVC: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

☐ I am enclosing a check made payable to "Hostos Community College Foundation" in the amount of \$\_\_\_\_\_. Please mail your check to the address below.

☐ I will make my payment online at: [www.hostos.cuny.edu/gala](http://www.hostos.cuny.edu/gala)

Please mail this form and your payment to:

**Hostos Community College Foundation**  
Office of Institutional Advancement  
120 East 149<sup>th</sup> Street, Savoy Bldg. Rm. D-203  
Bronx, New York 10451  
**Attn: Development Office**

**E-Journal Ad Deadline is March 28, 2014 Gala Reservation Deadline is April 25, 2014**

If you have any questions please contact the Office of Institutional Advancement at 718-518-4152 or [ويا@hostos.cuny.edu](mailto:ويا@hostos.cuny.edu). You may also visit our 2014 gala page at [www.hostos.cuny.edu/gala](http://www.hostos.cuny.edu/gala)



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**IN-KIND DONATION/SILENT AUCTION FORM**  
**IRS 501(c) 3 Tax Exempt Number 13-3116643**

Description of Item (include quantities): \_\_\_\_\_

\_\_\_\_\_

Estimated Fair Market Value: Donation: \$ \_\_\_\_\_ Silent Auction: \$ \_\_\_\_\_

Fair market value of any goods or services given to donor in return: \$ \_\_\_\_\_

Signature: \_\_\_\_\_

**IN-KIND DONATION FORM RULES AND REGULATIONS**

IN-KIND donations must meet the standard charitable organization rules as outlined by the Financial Accounting Standards Board (FASB) which includes:

Current standards of the FASB require that contributed services be recognized and recorded. The following criteria must be met: (1) the donation must be useful; (2) the service creates or enhances a non-financial asset; (3) the services require specialized skills and are provided by individuals with those skills.

Providing IN-KIND services and materials requires review and approval from the **Hostos Community College Foundation** management staff prior to acceptance. Only signed, approved donation forms are acceptable as acknowledgement of in-kind donations.

**Instructions for completing the IN-KIND DONATION FORM:**

- Provide specific project information related to the event being planned including date, city and county.
- Provide detailed information related to the description of the item or service being donated. For printing donations, include specific number of pages, packets or other items that are being considered. For other material items, include specific quantities being considered. Financial donations are considered not in-kind donations.
- The Estimated Fair Market Value (FMV) must be completed by the donor. The Foundation cannot assign a FMV amount or interpret the value of any non-financial donations.
- Provide donor-benefit amounts being returned to the donor in exchange for their in-kind donation. Example: A donor provided printing of 100 booklets for an Educational Conference and received a dinner at the event. The cost of the dinner must be itemized and recorded.
- Provide information related to the donor including name, organization, address and other contact information.
- Send the completed form to the **Hostos Community College Foundation Office** for review and approval. A copy of the completed, approved form will be sent directly to the donor and one copy of all in-kind donation forms will be maintained at the **Hostos Community Foundation Office** for audit purposes.
- Donations that cannot be accepted or fall outside the standard guidelines for acceptance will be rejected. A formal letter will be sent to the donor and a copy of the notice will be retained for our records.