

## Sponsorship Opportunities

The Neighborhood Academy is graduating its largest class of seniors since the school was founded 19 years ago. We will recognize these students and celebrate their achievements at our **“Movin’ on Up” Graduation Celebration on Saturday, May 30, 2020**. We invite you to join us as VIP guests for this momentous occasion!

**The celebration will occur on the campus of The Neighborhood Academy where guests will have the opportunity to:**

- Mingle with our graduates at the VIP Reception, get to know them and their interests, where they are college bound and possible career paths
- Discuss with our graduates their Senior Seminar Research Projects
- Enjoy a student performance of African dancing and drumming that they learned in our afterschool arts program
- Browse the students’ art work, photography and ceramics that will be for sale
- Savor a delicious dinner
- Listen to lively music by MCG Jazz
- Participate in the Silent Auction

**We are writing to ask you to celebrate our students’ achievements and to support our Scholarship Fund as a sponsor.**

Sponsorship will provide visibility for your corporation through our event materials, website, social media, news releases, invitation, program and signage.

To receive maximum visibility through our promotional materials, **please respond by March 31, 2020**.

Please join us by investing in our students so they may prepare for college, graduate from college and be equipped to join the workforce.

With great appreciation,



Anthony Williams  
Head of School



Carolyn Sanford  
Assistant Head of School for Development

**Celebrate  
our Seniors**

and Support  
Scholarships for our  
Students at



# Movin' **on UP** GRADUATION CELEBRATION

*Largest Graduating Class in our 19 Year History!*

## Sponsorship Opportunities



**Our Graduation Celebration happens May 30, 2020**

The Neighborhood Academy | 709 North Aiken Avenue | Pittsburgh, PA 15206 | 412-362-2001 | [www.theneighborhoodacademy.org](http://www.theneighborhoodacademy.org)

# Our students break the stereotype of inner-city youth . . .

Our student body is comprised of students who otherwise could not afford a college-preparatory education. They come from 20 neighborhoods across Pittsburgh and surrounding communities. At TNA we respect racial, cultural and faith differences as we nurture, educate and support not only the students, but their families. At the core of our community is a desire to respond to a wide range of needs that affect our students.

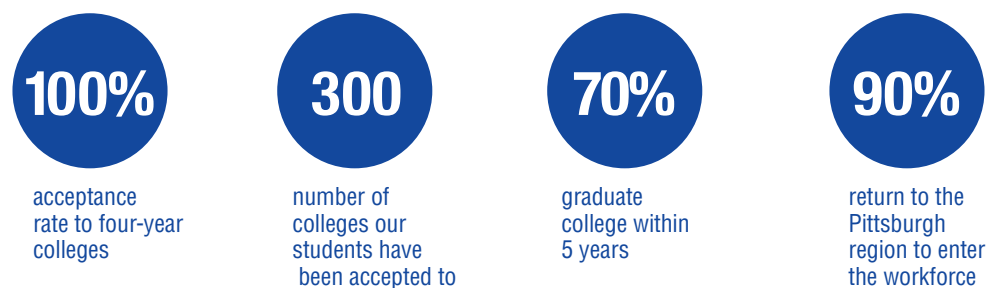


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The Neighborhood Academy serves students ages 11-18 in grades 6 through 12. The 2019-2020 student body demographics include:



*...yet lead our city with statistic-breaking achievements.*



Our 2020 graduating class continued our 100% acceptance rate to four-year colleges and universities. In total, our graduates have been accepted to over 300 colleges. Even more importantly, 70% of our alumni have graduated from college within five years or are currently matriculated. When compared to the national average of only 11% of first-generation, low-income students graduating in six years or less, our results are all the more extraordinary. We stress the importance of not only going to college, but also excelling in and finishing college. Our students are given high expectations of scholastic performance, academic integrity and career preparation.

Our college graduates are now employed in growing fields throughout the Pittsburgh region. They include careers in finance, education, marketing, counseling, health care, and social work. Four alumnae have obtained their Master's degrees, with several others currently working to achieve this milestone.



## Fact Sheet

### WHO:

The Neighborhood Academy

### WHAT:

The Neighborhood Academy, a college preparatory high school whose mission is to break the cycle of generational poverty through education, will celebrate the graduation of its largest class, 18 seniors on Saturday evening, May 30, 2020 at the School. The School will showcase the graduates in the following manner:

- Graduates will attend the VIP reception to mingle and engage with our guests
- Each graduate will be situated in a classroom to discuss his/her Senior Seminar, a year-long research project on an approved topic; and to share his/her interests and where they will attend college
- Students will perform African dancing and drumming which they learned in the afterschool arts program
- Students' art work, photography and ceramics will be showcased and for sale

### WHEN:

Saturday, May 30, 2020 from 5:30 to 9:00 p.m.

- **VIP Reception:** Meet our TNA graduates (\$250 per person)
- **Event:**
  - TNA graduates discuss their Senior Seminar Research Projects
  - Dance and Drumming Performance
  - Dinner & Jazz Band
  - Silent Auction
  - Celebrity Guests

### WHERE:

The Neighborhood Academy in Stanton Heights, City of Pittsburgh  
709 North Aiken Avenue, Pittsburgh, PA 15206

### WHY:

- To raise scholarship funds for our students
- To prepare our students for college and equip them to enter the work force
- To continue to break the cycle of generational poverty through education



# Sponsorship Opportunities

	Listing, company logo & identification as Presenting Sponsor on all event materials: <i>Invitation, news releases, electronic communication, website, social media &amp; signage through duration of event (date sensitive)</i>	Company representative(s) named at Event Co-Chair level	VIP guests at the event to include: <i>Reception, valet parking, dinner</i>	Your company name on a classroom showcasing one of our 18 graduates	Stage remarks opportunity	Program advertisement & program listing	Feature article in TNA newsletter following the event
<b>PRESENTING SPONSOR (\$25,000)</b> "NAME THE EVENT" <i>(1 Sponsor)</i>	✓	✓	<b>12 GUESTS</b>	✓	✓	<b>FULL PAGE</b>	✓
<b>LEAD SPONSOR (\$15,000)</b> <i>(2 Sponsors)</i>	✓	✓	<b>10 GUESTS</b>	✓		<b>FULL PAGE</b>	
<b>ADVANCED PLACEMENT SPONSOR (\$10,000)</b>	✓		<b>8 GUESTS</b>	✓		<b>HALF PAGE</b>	
<b>HONOR ROLL SPONSOR (\$5,000)</b>	✓		<b>6 GUESTS</b>	✓		<b>HALF PAGE</b>	
<b>CITIZENSHIP SPONSOR (\$2,500)</b>	✓		<b>4 GUESTS</b>			<b>QTR PAGE</b>	
<b>BULLDOG SPONSOR (\$1,500)</b>	✓		<b>2 GUESTS</b>				



# Program Page Ad Specifications

**Program  
Recognition  
deadline:  
May 15, 2020**

Please provide all submissions electronically to Carly LaScola at [carly.lascola@theneighborhoodacademy.org](mailto:carly.lascola@theneighborhoodacademy.org). We suggest that your submissions be designed in the spirit of this fundraising event.



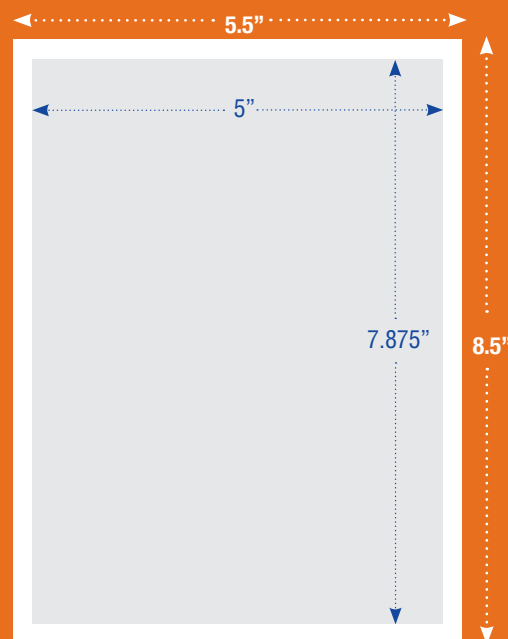
Please forward this information to your marketing representative or graphic designer.

## FORMAT & GUIDELINES

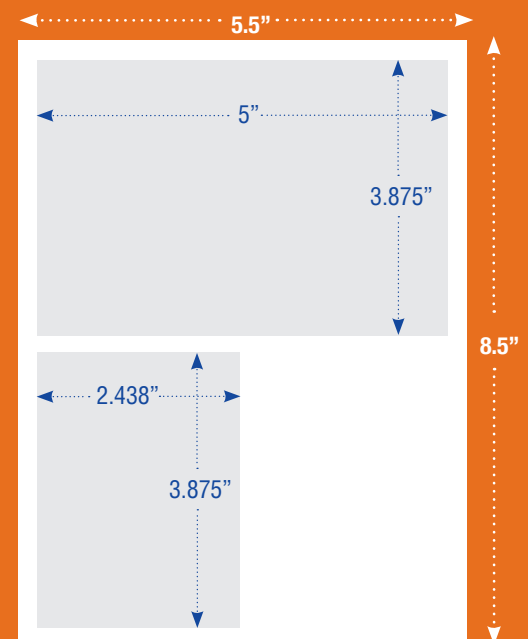
- All submissions should be black and white with no bleeds.
- High-resolution, print-quality electronic artwork only (minimum 300 dpi).
- All submissions must be in PDF format.

## SIZES

The finished program booklet is 5.5" wide x 8.5" high.



**Full page (vertical) recognition:**  
5" wide x 7.875" high



**Half page (horizontal) recognition:**  
5" wide x 3.875" high

**Quarter page (vertical) recognition:**  
2.438" wide x 3.875" high



## Sponsorship Response Form

*Thank you*  
**FOR YOUR SUPPORT!**

Thank you for supporting the **“Movin’ On Up” Graduation Celebration** presented by The Neighborhood Academy.

**PLEASE SUBMIT YOUR SPONSORSHIP LEVEL BY MARCH 31, 2020 TO BE INCLUDED ON THE INVITATION.**

PLEASE COMPLETE:		
YOUR COMPANY/ORGANIZATION:		CONTACT EMAIL ADDRESS:
CONTACT NAME:		CONTACT PHONE:
FACEBOOK:	TWITTER:	INSTAGRAM:

I would like to support the **“Movin’ On Up” Graduation Celebration** at the following sponsorship level...

✓ YOUR SPONSORSHIP LEVEL	PACKAGE NAME	SPONSORSHIP AMOUNT
	<b>Presenting Sponsor</b>	<b>\$25,000</b>
	<b>Lead Sponsor</b>	<b>\$15,000</b>
	<b>Advanced Placement</b>	<b>\$10,000</b>
	<b>Honor Roll Sponsor</b>	<b>\$5,000</b>
	<b>Citizenship Sponsor</b>	<b>\$2,500</b>
	<b>Bulldog Sponsor</b>	<b>\$1,500</b>

Check here to receive an invoice.

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

Please make checks payable to: **The Neighborhood Academy.**  
*Proceeds benefit student scholarships.*



Please return this form to:  
**Carly LaScola**  
*Events, Marketing & Development Specialist*  
The Neighborhood Academy  
709 North Aiken Avenue  
Pittsburgh, PA 15206

Or email your preferences to:  
**carly.lascola@**  
**theneighborhoodacademy.org**

Or contact Carly LaScola by  
phone at **412.203.0158**