EVENT SPONSORSHIP PROPOSAL

Thursday, February 27, 2020
Pennsylvania Academy of the Fine Arts
5:30 to 8:30 p.m.
ABOUT THE 2020 SOLAS AWARDS

Since 2003 the Welcoming Center for New Pennsylvanians has connected more than 17,000 individuals from 150 countries with economic opportunities. We encourage regional economic growth by connecting with skilled global talent and by helping immigrant and U.S. born entrepreneurs to start and expand their businesses.

We invite you to celebrate with us at the **2020 Solas Awards** on **Thursday, February 27, 2020** from 5:30 to 8:30 p.m. at Pennsylvania Academy of the Fine Arts

The Solas Awards are a hallmark of our organization and the primary fundraising event to recognize key community organizations and business leaders for their work supporting immigrant communities. At the event, you will meet a remarkable array of business, civic and community leaders who –like you- are tapping into diverse talent to enhance their ability to compete in today’s economy. Becoming a sponsor of the Solas Awards is a terrific opportunity for your company to make new contacts, promote brand awareness, and demonstrate support for Philadelphia’s growing global population.

**2020 HONOREES**

**Ange Branca** will be given the **Dennis Clark Solas Award** for her leadership in highlighting the role of immigrants in moving America forward. Ange is an entrepreneur, a chef, an immigrant from Malaysia, and the founder of the Muhibbah Dinners which bring together Philadelphia chefs to celebrate the restaurant industry’s rich diversity and raise money to support local immigrant communities. Ange is the founder and co-owner of the South Philadelphia restaurant Saté Kampar which was a semifinalist for the 2017 James Beard Best New Restaurant Award.

**Pat Clancy and Philadelphia Works, Inc.** will be given the **Atlas Award for Advancing Opportunity** for recognizing the contributions that immigrants make to our workforce and to revitalizing and stabilizing our neighborhoods. Since the Welcoming Center’s inception, PhilaWorks has been there as a loyal supporter of the Welcoming Center’s work and has been a leader leveraging resources and cross-sector relationships to advance a thriving workforce.
Title Sponsor – $50,000  
(1 Opportunity)
- Premier recognition as the Solas Awards Title Sponsor (i.e. “The 2020 Solas Awards Presented by Your Company Name”)
- Your company banner displayed prominently at the event
- On-stage mention of your company by the Emcee and how your company supports diversity and inclusion OR speaking opportunity by one company representative
- One year-round add-on option included in your sponsorship. For the Title Sponsor, the Welcoming Café is included in the package. (See details below).
- Product placement at registration table
- Feature about your company in one edition of the Welcoming Center’s quarterly newsletter (partner with us to create a customized article in the newsletter)
- Company name and logo as co-sponsor of World Map for one year (see details below)*
- Sponsorship announced during the event
- Name on promotional materials (includes event reminders, email blasts, social media posts, press releases)
- Priority placement of a full-page color ad in the event program book
- Recognition on the Welcoming Center’s website and annual report for one year
- 30 tickets to the event

Champion - $25,000
- On-stage mention of your company by the Emcee and how your company supports diversity and inclusion OR speaking opportunity by one company representative
- Year-round add-on options available for additional investment including classroom naming rights (see below “Year-Round Add-On Opportunities” for more details)
- Product placement at registration table
- Feature about your company in one edition of the Welcoming Center’s quarterly newsletter (partner with us to create a customized article in the newsletter)
- Company name and logo as co-sponsor of World Map for one year (see details below)*
- Sponsorship announced during the event
- Name on promotional materials (includes event reminders, email blasts, social media posts, press releases)
- Priority placement of a full-page color ad in the event program book
- Recognition on the Welcoming Center’s website and annual report for one year
- 15 tickets to the event

Partner - $15,000
- Year-round add-on options for additional investment including classroom naming rights (see below “Year-Round Add-On Opportunities” for more details)
- Product placement at registration table OR feature about your company in one edition of the Welcoming Center’s quarterly newsletter (partner with us to create a customized article in the newsletter)
- Company name and logo as co-sponsor of World Map for one year (see details below)*
- Sponsorship announced during the event
- Name on promotional materials (includes event reminders, email blasts, social media posts, press releases)
- Full page color ad
- Recognition on the Welcoming Center’s website and annual report for one year
- 10 tickets to the event

Sustainer - $10,000
- Company name and logo as co-sponsor of World Map for one year (see details below)*
- Sponsorship announced during the event
- Name on promotional materials (includes event reminders, email blasts, social media posts, press releases)
- Full page color ad
- Recognition on the Welcoming Center’s website and annual report for one year
- 10 tickets to the event

Supporter - $5,000
- Full page black and white ad in the event program book
- Recognition on the Welcoming Center’s website for one year
- Recognition in the Welcoming Center’s Annual Report for one year
- 10 tickets to the event

Friend - $2,500
- Half-page black and white ad in the event program book
- Recognition in the Welcoming Center’s Annual Report for one year
- 5 tickets to the event

Fan - $1,000
- Quarter page ad in the event program book
- Recognition in the Welcoming Center’s Annual Report for one year
- 2 tickets to the event

* World Map: Imagine a visual display of where all the Solas Awards’ attendees or their families call home. We’ll have a big, interactive World Map on display. Attendees will pin the place where they or their families are from. Help sponsor this display of global unity. We’ll co-brand this map and display area with your company to show that Philadelphia is truly a global community. After the Solas Awards are over, the World Map stands prominently in our Welcoming Café giving you additional year-round exposure to hundreds of individuals.

** Year-Round Add-On for the Title Sponsor includes Welcoming Café – Our Welcoming Café is the main area when you enter our 4th floor office and is used daily by staff, participants, visitors, board members, partner organizations, and business, civic and community leaders for day, weekend, and evening events. Estimated number of unique impressions each year: 1,000.
YEAR-ROUND ADD-ON OPPORTUNITIES
AVAILABLE FOR SPONSORS ($15,000) AND ABOVE

For an additional investment, there are year-round advertising and sponsorship opportunities extending your exposure beyond the Solas Awards. Year-round opportunities will increase your visibility and strengthen relationships with key stakeholders. Become a Sustaining Champion by investing in one or more of the following opportunities:

Naming Rights for One Year:

• Welcoming Café – most visibility – included in Title Sponsor Package – one available - $20,000
  
  Our Welcoming Café is the main area when you enter our 4th floor office and is used daily by staff, participants, visitors, board members, partner organizations, and business, civic and community leaders for day, weekend, and evening events.

• Conference Room – more intimate visibility – one available - $10,000
  
  Our Conference Room is a hub of daily activity whether it be used for staff and board meetings, evening programming, or training sessions for partner organizations.

• Sponsor a classroom - more intimate visibility – 3 available - $5,000/classroom, $10,000 for all 3
  
  Your company’s name will be featured for one year on a plaque outside the door of one of our three classrooms.

Events: The following events offer a more intimate connection with our participants and stakeholders:

• Annual OpenHouse Tour of the Welcoming Center - $2,500
• Business Plan Competitions - $2,500 each (2 x per year)
• Immigrant Leadership Institute Graduation - $2,500 each (2 x per year)
• International Professionals Program Graduation - $2,500 each (2 x per year)

To learn more about year-round opportunities, please contact rebecca@welcomingcenter.org or 215.557.2858.
OUR MISSION
The Welcoming Center promotes inclusive economic growth through immigrant integration.

YOUR IMPACT
At last year’s Solas Awards, sponsors and donors collectively raised $320,000 to directly support services for immigrants including workforce development, education and training, English language acquisition, civic engagement, and small business technical assistance.

HERE’S HOW YOUR SPONSORSHIP WILL BE PUT TO USE

- **$25,000**
  Helps two entrepreneurs plan, launch, and grow a new business.

- **$10,000**
  Connects two immigrants to meaningful family-sustaining employment

- **$5,000**
  Provides one adult learner with the English language training needed to enter and advance in the workforce

- **$2,500**
  Provides one scholarship for a participant in our Immigrant Leadership Institute

- **$1,000**
  Helps an immigrant entrepreneur complete our 12-week business planning class

- **$25-$500**
  Pays for much-needed classroom materials and supplies
PRIOR SOLAS SPONSORS

Bob & Pat Agliira
Ahmad Zaffarese LLC
American Airlines
Aqua America
Baaj Group LLC
Ballard Spahr LLP
Bank of America
Natalie K. Barndt
BB&T Corporate Banking
Ben Franklin Technology Partners
Boston Consulting Group
CBIZ Employee Services
CCI Consulting
The Chamber of Commerce of Greater Philadelphia
Nina Chen & Eric Langenmayr
Children’s Hospital of Philadelphia
Citizens Bank
John Chou & Teresa Wallace
Diane & Michael Chow
Cobbs Creak Healthcare, LLC
Communications Test Design, Inc.
Connelly Foundation
Cope Linder Architects
Cozen O’Connor
CVMNEXT Construction
Devereux
Dilworth Paxson LLP
Diversified Search
Drexel University
ECFMC
Jack & Lisa Heuer
Ferne Kuhn
Duane Morris LLP
DuPont
Economy League of Greater Philadelphia
Econsult Solutions, Inc.
Einser Amper LLP
Fox Rothschild
Galfand Berger, LLP
GLOBO
Greater Philadelphia Chamber of Commerce
Green and Spiegel, LLC
Timothy Haas & Associates
Hersha Hospitality Trust
Holt Logistics Corp.
Independence Blue Cross
Independence Foundation
Iroko Pharmaceuticals, LLC
Jyoti Indian Bistro
Karlan Capital
Shirin and Rudy Karsan
Klasko Immigration Law Partners
The Lau Longsworth Charitable Trust
Hao-Li & Evan Loh
Madison Birch
Patrick Mahanger and Kevin Bauman
Main Line Health
MasterClass Consulting, LLC
Microcision LLC
Montgomery McCracken
Moravia Health
OraSure
PECO
Philadelphia AFL-CIO
PIDC
PIPV Capital
IBEW Local Union 98
PIDC PNC Bank
Public Health Management Corp
Reading Terminal Market
The Rosen Group
Salveson Stetson Group
Santander
Sandmeyer Steel Company
Schnader
Harrison Segal & Lewis
Tom & Nancy Spann
Stradley Ronon Stevens & Young
Bill & Mary Stock
SugarHouse Casino
Tactix Real Estate Advisors, LLC
The Graham Company
The Philadelphia Foundation
Prepay Nation
The Rosen Group
Tierney
Joseph Torsella & Carolyn Short
John & Jin Hee Touey
Trion
University City Science Center
University of Pennsylvania
Urban Engineers Inc.
VitaCare Home Health Inc.
Wawa
Wells Fargo
WES Global Talent Bridge
Wexford Science & Technology, LLC
Willis Towers Watson
PROGRAM BOOK SPECIFICATIONS
The program book is distributed to over 400 Solas Awards attendees and is utilized by the Welcoming Center throughout the year for promotional purposes and to demonstrate support for our mission.

Program Book Size: 5.5”w x 8.5”h
Full Page Ad: 5”w x 7.625”h
Half Page Ad: 5”w x 3.6875”h (horizontal only)
Quarter Page Ad: 2.375”w x 3.6875”h (vertical)

For more information, please contact Rebecca Rathje, Director of Development, at 215.557.2858 or rebecca@welcomingcenter.org

ADVERTISING OPPORTUNITIES IN EVENT PROGRAM

Full Page Color: $3,000
Full B/W Page: $2,000
Half B/W Page: $1,000
Quarter B/W Page: $500
B/W Listing: $250
Individual Ticket: $155
## Sponsorship Opportunities at a Glance

(for details, please refer to page 2)

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Title</th>
<th>Champion</th>
<th>Partner</th>
<th>Sustainer</th>
<th>Supporter</th>
<th>Friend</th>
<th>Fan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opportunity Details</strong></td>
<td><strong>$50K</strong></td>
<td><strong>$25K</strong></td>
<td><strong>$15K</strong></td>
<td><strong>$10K</strong></td>
<td><strong>$5K</strong></td>
<td><strong>$2.5K</strong></td>
<td><strong>$1K</strong></td>
</tr>
<tr>
<td>Premier recognition as the Solas Awards Title Sponsor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your company banner displayed prominently at the event</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-stage mention of your company by the Emcee and how your company supports diversity and inclusion OR speaking opportunity by one company representative</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One year-round add-on option. Add-on options include classroom naming rights for one year (see below “Year-Round Add-On Opportunities” for more details)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product placement at registration table</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feature about your company in one edition of the Welcoming Center’s quarterly newsletter (partner with us to create a customized article in the newsletter)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company name and logo as co-sponsor of World Map for one year (see details below)*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship announced during the event</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name on promotional materials</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising in the event program book</td>
<td>Full page color ad (priority placement)</td>
<td>Full page color ad (priority placement)</td>
<td>Full page color ad (no priority)</td>
<td>Full page color ad (no priority)</td>
<td>Full page B&amp;W ad</td>
<td>Half page B&amp;W ad</td>
<td>Quarter page B&amp;W ad</td>
</tr>
<tr>
<td>Recognition on the Welcoming Center’s website for one year</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in the Welcoming Center’s Annual Report for one year</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tickets to the event</td>
<td>30</td>
<td>25</td>
<td>15</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

* World Map: Imagine a visual display of where all the Solas Awards’ attendees or their families call home. We’ll have a big, interactive World Map on display. Attendees will pin the place where they or their families are from. Help sponsor this display of global unity. We’ll co-brand this map and display area with your company to show that Philadelphia is truly a global community. After the Solas Awards are over, the World Map stands prominently in our Welcoming Café giving you additional year-round exposure to hundreds of individuals.

**Year-Round Add-On for the Title Sponsor includes Welcoming Café – Our Welcoming Café is the main area when you enter our 4th floor office and is used daily by staff, participants, visitors, board members, partner organizations, and business, civic and community leaders for day, weekend, and evening events. Estimated number of unique impressions each year: 1,000.
Yes! I/We would like to pledge our support to the 2020 Solas Awards as follows:

- Title Sponsor $50,000
- Champion $25,000
- Partner $15,000
- Sustainer $10,000
- Supporter $5,000
- Friend $2,500
- Fan $1,000
- Individual Ticket $155

I/We would like to advertise/pay tribute to an honoree in the event program book:

- Full Page Color $3,000
- Full Page B & W $2,000
- Quarter Page B & W $500
- Half Page B & W $1,000
- Listing only $250

Your Name: __________________________________________
Your Company’s Name: __________________________________________
Address: __________________________________________
Phone: __________________________ Email: __________________________
Who should we contact about the program book? Name: __________________________
Phone or Email: __________________________

Three Easy Ways to Pledge Your Support

1. By check made payable to “Welcoming Center for New Pennsylvanians”
2. By EFT. Provide the appropriate email address and we will send an invoice
3. By credit card:

Name on card: __________________________________________
Signature: __________________________________________
Card# __________________________________________
Expiration date: __________________________
Billing zip code: __________________________
Amount Charged: $__________________________

Questions? Please contact Rebecca at 215.557.2858 or rebecca@welcomingcenter.org

Welcoming Center for New Pennsylvanians
211 N. 13th Street, 4th Floor, Philadelphia, PA 19107