

A campaign for social **justice**,  
economic **opportunity**,  
and community **recovery**



# EQUITY CAN'T WAIT

## **Join us as a sponsor! VIRTUAL LAUNCH EVENT**

**Thursday, March 25, 2021 | 5:00 pm** (Happy Half-hour) | **5:30 to 6:30 pm** (Program)

Racial equity, and social equity more broadly, have surged as public issues. People from Black and Brown communities have not only suffered a lopsided share of sickness and death in the pandemic. They've also borne the brunt of massive and continuing job loss. Younger workers, people of color, and people with no post-secondary credential have lost employment at rates 25 to 50 percent higher than holders of bachelor's degrees.

*People of goodwill across our city and our country wonder how to bend the arc of justice toward genuine inclusion and true equity — and bend it durably.*

**The Seattle Colleges are a central part of the answer.** North, South and Seattle Central Colleges each have a distinct personality and curricular focus. But all share a commitment to being the best open-access colleges anywhere, welcoming students regardless of background, past academic performance, citizenship status, or age.

What this means is this: We can be — and very often are — the springboard to better opportunity and brighter lives for people pushed to the margins. Every year **more than 41,000 people enroll in our programs.**

- **43%** of our students are from families of color, primarily of lower income.
- **48%** are first-generation college students.

It's gratifying that every spring we graduate thousands of Seattleites, a big share from communities historically underserved by higher education. But still we're falling short. At the Seattle Colleges, similar to other institutions of higher ed, underserved students complete their programs at lower rates. At the Colleges, **this equity gap is 12 points.**

Knowing that 2/3 or more of today's jobs require a post-secondary credential, we won't rest until this gap is closed — *and closing it will take resources.* *Equity Can't Wait* is a multipronged campaign to overcome key barriers.

**Be part of overdue change. Be part of educational equity. Join us as a sponsor of our March 25 campaign launch event.**













# Equity Can't Wait Campaign | Launch Event

- **Thursday, March 25, 2021** | 5:00 to 6:30 pm
- **A virtual gathering**
- **Featured speakers** include Costco Co-Founder / Honorary Campaign Chair **Jim Sinegal**
- **250 projected attendees** (a select audience of top community, business, educational and civic leaders)

The event will be the formal public announcement of the *Equity Can't Wait* campaign, spotlighting commitments to date and spurring additional gifts. In addition to the invited speakers we will hear from students, faculty, and leadership of the Colleges and the Campaign.

## Sponsorship Levels & Benefits

Can't sponsor? **Host a virtual table! Just \$1,000.** Write [julia.katz@seattlecolleges.edu](mailto:julia.katz@seattlecolleges.edu) for details.

\$50,000 Presenting Sponsor	\$25,000 Champion Sponsor	\$15,000 Advocate Sponsor	\$10,000 Ally Sponsor	\$5,000 Supporting Sponsor
<p>Logo in a sponsor thank-you ad in the <b>Puget Sound Business Journal</b></p> <p>Opportunity for <b>two minutes of remarks</b> during event</p> <p>Top mention in <b>public radio</b> underwriting spots</p> <p>Quote in <b>press release</b> about <i>Equity Can't Wait</i> Campaign</p> <p>Spoken <b>acknowledgement</b> during event</p> <p>Special night-of <b>sponsor gift</b></p> <p>Most prominent <b>logo</b> on:</p> <ul style="list-style-type: none"> <li>• event web page</li> <li>• save-the-date email</li> <li>• reminder email</li> </ul> <p>Most prominent <b>logo</b> on the night-of program</p> <p>Most prominent <b>logo</b> on a thank-you slide during the event</p>	<p>Opportunity for <b>one minute of remarks</b> during event</p> <p>Mention in <b>public radio</b> underwriting spots</p> <p>Quote in <b>press release</b> about <i>Equity Can't Wait</i> Campaign</p> <p>Spoken <b>acknowledgement</b> during event</p> <p>Special night-of <b>sponsor gift</b></p> <p>Prominent <b>logo</b> on:</p> <ul style="list-style-type: none"> <li>• event web page</li> <li>• save-the-date email</li> <li>• reminder email</li> </ul> <p>Prominent <b>logo</b> on the night-of program</p> <p>Prominent <b>logo</b> on a thank-you slide during the event</p>	<p>Mention in <b>press release</b> about <i>Equity Can't Wait</i> Campaign</p> <p>Spoken <b>acknowledgement</b> during event</p> <p>Special night-of <b>sponsor gift</b></p> <p><b>Logo</b> on:</p> <ul style="list-style-type: none"> <li>• event web page</li> <li>• save-the-date email</li> <li>• reminder email</li> </ul> <p><b>Logo</b> on the night-of program</p> <p><b>Logo</b> on a thank-you slide during the event</p>	<p>Spoken <b>acknowledgement</b> during event</p> <p>Special night-of <b>sponsor gift</b></p> <p><b>Logo</b> on:</p> <ul style="list-style-type: none"> <li>• event web page</li> <li>• save-the-date email</li> <li>• reminder email</li> </ul> <p><b>Logo</b> on the night-of program</p> <p><b>Logo</b> on a thank-you slide during the event</p>	<p><b>Name</b> on:</p> <ul style="list-style-type: none"> <li>• event web page</li> <li>• save-the-date email</li> <li>• reminder email</li> </ul> <p><b>Name</b> on the night-of program</p> <p><b>Name</b> on a thank-you slide during the event</p>
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