



Ken Scarberry, Executive Director

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November, 2008

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For the past 27 years, the California Academic Decathlon (CAD) has organized the largest and most successful academic decathlon competition in the country. California has placed first or second 26 out of 27 times at the United States Academic Decathlon National Championship.

One of the most unique and compelling elements of CAD is that each team is required to have three students with an A-average GPA, three students with a B-average and three students with a C or below average. This requirement has re-engaged thousands of under-achieving students and provided them a forum to realize and hone their academic potential. The academic commitment required to compete at this level is astounding, and the impact of this program is truly amazing. To see entire communities rally behind students for an academic competition is something to behold.

We are committed to expanding the Academic Decathlon to serve more students from more high schools in more counties throughout California. Our ability to achieve this goal is entirely dependent on the support of foundations, corporations and private individuals who recognize the value of the Academic Decathlon and the benefits students derive from participating in it. As such, we respectfully request your consideration to serve as a sponsor and help us in our attempt to extend the benefits of the Academic Decathlon to thousands of students throughout California.

Enclosed is a 2009 CAD Sponsorship Packet for your review.

As a leader in increasing access to quality education, you can help us maintain the highest standards of this competition by providing support for this premier scholastic competition. Organizing an event of this magnitude is in itself a major accomplishment. With your help, and the help of thousands of volunteers, CAD will remain a strong and vital program in the lives of California students.



This year, CAD is preparing for another incredibly successful year. Over 7,500 academic decathletes, representing more than 500 high schools and 42 counties, will be participating in one of 28 regional competitions throughout the state. From the regional competitions, 60 teams will be invited to the California Championship, including the top-scoring teams from each participating county across the state.

Last year, Moorpark High School from Ventura County prevailed in this extremely competitive three-day event, earning the team the right to compete in the United States Academic Decathlon against the top teams from the rest of the country. Moorpark represented California extremely well and was crowned the 2008 national champion. This year marked the 15th time since 1982 that a team from California has earned such an honor.

Thank you in advance for your consideration. I look forward to hearing from you. If you have any questions about the California Academic Decathlon or this year's competition, please feel free to call me at (707) 646-7603 or e-mail at cad@solanocoe.net.

Sincerely,

Ken Scarberry
Executive Director
California Academic Decathlon

Enclosures



CAD SPONSORSHIP OPPORTUNITIES & BENEFITS

	PRESENTING	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Representative to serve on the CAD Board – subject to board approval	⌚	⌚	⌚			
Special Recognition during major portions of competition	⌚					
Two-minute address during Awards Ceremony by company representative	⌚					
Logo/name inclusion on event Flyers/Posters	⌚					
Full Page Advertisement in the Commemorative Program	⌚					
Logo back of t-shirts as a major partner	⌚	⌚	⌚			
Logo back of t-shirts as a medal sponsor				⌚	⌚	⌚
Mention as State Sponsor/Partner in media ads, stories & news releases	⌚	⌚	⌚	⌚		
Name inclusion on event Flyers/Posters		⌚				
Half Page Advertisement in the Commemorative Program		⌚				
Quarter Page Advertisement in the Commemorative Program			⌚			
Business Card Advertisement in the Commemorative Program				⌚	⌚	
Logo inclusion on sponsor page of CAD website	⌚	⌚	⌚	⌚	⌚	
“Headlines” story to announce corporate affiliation	⌚	⌚	⌚			
Logo on stage banners	⌚	⌚	⌚			
Merchandise distribution to teams	⌚	⌚	⌚	⌚		
Mention in local media ads, stories & news releases	⌚	⌚	⌚	⌚	⌚	
Links to corporate web site						
Reserved VIP Seats to Award Ceremony	20	15	10	5	2	2
Recognition in CAD's Annual <i>Honor Roll of Donors</i> in Program						

CORPORATE SPONSORSHIP LEVELS

Presenting Sponsor	\$ 25,000	Gold Sponsor.....	\$ 5,000
Diamond Sponsor	\$ 15,000	Silver Sponsor	\$ 2,500
Platinum Sponsor	\$ 10,000	Bronze Sponsor.....	\$ 1,000

⌚ *Deliverable as printing deadlines allow*

CAD will forward a tax receipt when your commitment is fulfilled.



CORPORATE SPONSORSHIP OPPORTUNITIES

The California Academic Decathlon's mission is to develop and promote scholastic achievement, self-esteem, teamwork and academic excellence for high school students at all learning levels.

Connect your company with this worthy cause. With over one million people across the country expected to witness the Academic Decathlon, this is the perfect opportunity for your company to show your support to life long learners.

For more information on how you can become a corporate sponsor, please contact Ken Scarberry, Executive Director, at (707) 646-7603, or cad@solanocoe.net.

YES, our company is interested in becoming a sponsor at the following level:

- | | |
|---|--|
| <input type="checkbox"/> Presenting Sponsor, \$25,000 | <input type="checkbox"/> Gold Sponsor, \$5,000 |
| <input type="checkbox"/> Diamond Sponsor, \$15,000 | <input type="checkbox"/> Silver Sponsor, \$2,500 |
| <input type="checkbox"/> Platinum Sponsor, \$10,000 | <input type="checkbox"/> Bronze Sponsor, \$1,000 |

Contact Person _____

Contact Person's Title _____

Telephone with Area Code (____) _____

Email _____

Company Name _____

Complete Address _____

Company's Website Address _____

All sponsorship benefits for the 2008-2009 academic year will be subject to the following deadlines:

For placement on t-shirts: January 30, 2009

For placement on brochures, posters, programs and other promotional materials: February 13, 2009

California Academic Decathlon

4522 Abernathy Road, Fairfield, CA 94534

[A Non-profit 501(c)(3) corporation]

Office: (707) 646-7603

Fax: (707) 438-2667

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