



Ken Scarberry, Executive Director

4522 Abernathy Road, Fairfield, CA 94534 ★ 707.646.7603, Direct ★ 707.438.2667, Fax ★ kscarberry@solanocoe.net

2009 - 2010

BOARD OF DIRECTORS

Thomas L. Vincent, ESQ – President
*Attorney At Law/Partner
Business Litigation/Real Estate
and Construction
Payne & Fears LLP*

Susan Beatty – Board Secretary
*Lecturer, Mechanical Engineering
California State University, Northridge*

George Wong – Treasurer
*Finance Manager
Coldwell Banker Residential Brokerage*

Daniel Berdichevsky
*Executive Director
DemiDec &
The World Scholar's Cup*

Alec Bigleson
*Senior Vice President &
Senior Client Manager
California Government Banking
Bank of America*

Joe Booth
*Managing Director, Corporate Public Affairs
ALL Student Loan*

John Brophy
*Superintendent
Calaveras County Office of Education*

Harriet Garner
*VP Consulting
Systems Analysis & Architecture
Enterprise Desktop Operations –
Desktop Service Management
Bank of America*

Craig Irish
*Academic Decathlon Coordinator
Sacramento County Office of Education*

Cliff Ker
*Academic Decathlon Coordinator
Los Angeles Unified School District*

Dear Potential Partner,

For the past 30 years, the California Academic Decathlon (CAD) association has organized this country's largest and most successful academic decathlon program.

Each school year, CAD engages over 13,000 high school students in 600 high schools to be active learners and viable resources in their community. Through their participation in CAD's rigorous academic program and team competitions, students develop confidence and improved study skills which prepare them for higher education.

Along with CAD's success in preparing students for higher education, California leads all other states with 16 national and 11 second place titles in the 28 years of the United States Academic Decathlon National Championship. CAD currently holds the national title for the past seven consecutive years.

In order to continue CAD's success in preparing students for college and continue its national winning record, CAD must continue to build strong and lasting partnerships. This is why your partnership is greatly needed.

During these critical financial times, CAD remains committed to maintain its services to schools and its students throughout California. Our ability to sustain 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 partner and help us in our attempt to maintain the benefits of the Academic Decathlon to thousands of students throughout California.

I have enclosed a 2010 CAD Sponsorship Packet and last year's Commemorative State Championship Program for your review.



One of the most unique and compelling elements of CAD is that students form teams and 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 by providing 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.

This past 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 2009 national champion. This year marked the 16th time since 1982 that a team from California has earned such an honor.

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.

Thank you in advance for your consideration. If you have any questions about the California Academic Decathlon or this year's competition, please feel free to contact Ken Scarberry, Executive Director at (707) 646-7603 or e-mail at kscarberry@solanocoe.net.

Sincerely,

A handwritten signature in blue ink that reads "Tom Vincent".

Thomas Vincent
President
California Academic Decathlon Association

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	⊕					
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

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 kscarberry@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 |
| <input type="checkbox"/> Other: _____ | |
| <input type="checkbox"/> Please contact me so we can talk about how I can help. | |

Contact Person _____

Contact Person's Title _____

Telephone with Area Code (____) _____

Email _____

Company Name _____

Complete Address _____

Company's Website Address _____

CALIFORNIA ACADEMIC DECATHLON
4522 Abernathy Road, Fairfield, CA 94534
[A Non-profit 501(c)(3) corporation]

Office: (707) 646-7603
Fax: (707) 438-2667

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